

The background features a dark field with subtle, concentric wavy lines. On the right side, there is a vertical bar with a rainbow gradient, transitioning from yellow at the top to blue at the bottom, and a solid dark grey section at the very bottom.

NOVA24

PHOTO + FILM FESTIVAL

JULY 2024 | DETROIT



There are 170+ international photo + film festivals hosted in major cities all over the world each year.

20+ of these festivals are hosted in major cities and their surrounding metro areas in the United States.

How can we put Detroit on the map?

Mara Magyarosi-Laytner & Raymar

- ★ Artists, educators, and curators in the Detroit area
- ★ Both CCS Grads! (Mara 2012, Raymar 2022)
- ★ Mara | Photography
 - Savannah College of Art and Design - MA Arts Administration 2016, MFA Photography 2022
 - International artist + participated in recent photo festivals:
 - Denver Month of Photography 2023
 - Fotofocus Cincinnati 2022
 - 20/20 Photo Philadelphia 2022
 - Scotiabank CONTACT Photo Toronto 2022
 - 2022 Photo Lucida Critical Mass Finalist
- ★ Raymar | Photography, Film, Music
 - Featured in Vogue Italia, Metro Times, Alt-Nubian, Detroit Research Volume Three
 - Shown work in the Detroit Historical Museum, Charles H. Wright Museum of African American History, Playground Detroit, Detroit Design Month



CCS Student Exhibition - Crowns
Photograph by Cayla Smith for Hour Detroit



The Untended Garden Exhibition
Cedar House Gallery, Savannah, GA



01.

FESTIVAL RESEARCH



PHOTO + FILM FESTIVAL EXAMPLES

Here are a few of our favorite photo + film festivals from around the world.

These festivals have aspects that we would like to use as inspiration for our festival here in Detroit.

This is by no means an exhaustive list, but a great start to see our vision.

- Denver Month of Photography - [Link](#)
- PhotoNOLA - New Orleans - [Link](#)
- Scotiabank CONTACT Photo, Toronto - [Link](#)
- Photoville - NYC - [Link](#)

Other photography festivals are included in The Festival of Light, an international group intended to spread festival ideas across the world. [Link](#)

FESTIVAL EXHIBITION EXAMPLES

Beyond the traditional gallery space, one of the best part of the festival experience is seeing photo + film be included as a part of the landscape of the city.

Here are examples from other recent festivals.



1) **Scotiabank CONTACT Toronto 2022** - Jorian Charlton, Georgia



2) **Scotiabank CONTACT Toronto 2022** - Shine On - Photographs from the BIPOC Mentorship Program



3) **Denver Month of Photography** - The Big Picture wheat paste images in action



4) **Denver Month of Photography** - The Big Picture Downtown Denver Theater District on video billboard



5) **Photoville NYC 2022** - Detroit artist Rachel Elise Thomas, Give Her Her Flowers

Detroit already has the capacity to make a Photo + Film Festival happen

Detroit Month of Design

Detroit Month of Design, hosted by Design Core Detroit, takes over the city throughout the month of September each year with a multitude of events and public programming surrounding design.

One of the best parts of Detroit Month of Design is the innovative spaces for programming. The work is **everywhere**, including stores and other public spaces, and this format can also be considered for NOVA24.

[Link](#)

DLelectricity

Midtown Detroit has hosted DLelectricity in 2012, 2014, 2017, and 2021 - a festival of art and light specifically located in Detroit's Cultural Center. This exhibition utilizes projections in public spaces, creating an innovative and immersive experience for the public.

A great way to encourage international participation in NOVA24 is to include video projections in public spaces.

[Link](#)





02.

ACCOMPLISHING NOVA24

NOVA24

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The Detroit Photo + Film Community is filled with innovators and creators of magnificent capacity. Each deserve to be highlighted on the international stage.

NOVA, the Latin word for “new”, brings that energy of creation to the forefront of the Detroit metro area.

24, in reference to not only the year of the festival, but our own photo + film history. 24 frames per second of film, 24 shots in a roll - 24 defines our ingenuity as we produce the best this medium has to offer.

NOVA24

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Mission

To create a platform to connect Detroit photographers and filmmakers to the world and increase the value of our talent in Detroit.

Vision

A future where all of the photo + film community can embrace their career in Detroit and thrive on the international stage.

Values

Creativity Community Equity Integrity Evolution

Why Detroit? Why now?

As photographers and filmmakers, we've heard for years that Detroit doesn't truly support the photo + film community.

Artists of our medium are often encouraged to leave to seek better opportunities.

We're exhausted by this. And so, we're choosing to be the change that we want.

If we want a true photo + film industry here in the city,
we need to highlight the creators who are making things happen.

If we want Detroit to be an active part of the international photo + film scene,
we need to invite the international players to see what we're all about.

NOVA24 Programming Suggestions

Photo + Film festivals around the world have tackled programming in a multitude of ways. How can our community come together to support a festival of this caliber?

Exhibitions	Utilizing a variety of formats, highlighting photographers and filmmakers from both Detroit and around the world in the beautiful spaces of Detroit in the summer.
Portfolio Review	Inviting industry professionals from around the country to view the portfolio work of photographers and filmmakers in the city.
Film Screenings	Highlighting innovators in filmmaking in a variety of indoor and outdoor spaces throughout the community.
Events	Artist talks, workshops, photography expeditions, and more are all possible events that can be planned within the month of July 2024.

OUR VISION

SMALL VISION

Museums, galleries, and other host locations agree to host a photography related event during July 2024.

This can include exhibitions, screenings, presentations, workshops, etc.

We accumulate this information on a festival website and encourage the public to attend all exhibitions during this timeframe.

LARGE VISION

Small Vision + Gaining the funding to:

- Create public space experiences, which can include billboards, projections, and/or large scale prints
- Create a portfolio review experience to encourage professionals in the industry to travel to Detroit to be introduced to our talent pool



LAUNCH EVENT

THE PRELUDE

NOVA24 | Photo + Film Festival

The Congregation Detroit
September 1 - 30



Opening Reception
Friday, September 8
6-9pm

LAUNCH EVENT

The Prelude

Detroit Month of Design

September 2023

Opening Event

Friday, September 8th, 2023 | 6-9pm

The Congregation, Detroit

The future of photography + film:

- Indoor event space in the lower floor transformed into an innovative film installation for the night of the opening
- Outdoor spaces will include a selection of transformative photography work in large format prints directly on the building



Outdoor Space - The Congregation, Detroit

LAUNCH EVENT

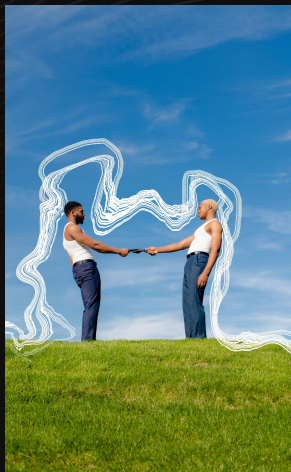
Featured Artists

Photography

Lo Braden
Mara Magyarosi-Laytner
Christian Najjar
Ian J. Solomon

Film

Raymar
Tryst Red
Miles N. Reuben



Besides planning The Prelude + festival event discussions, we are currently in the process of:

Developing a 501c3 Organization

We have applied for our 501c3 status!

It's important that the festival continues to feed into itself on an annual or biannual basis.

We are also working on this process to be able to apply for local and national grants.

This is also necessary for all donations to be tax deductible.

Researching Funding Opportunities

We just applied for the Knight Arts New Work grant - fingers crossed!

Current grant funding opportunities that we are researching to accomplish our larger scale vision:

- Andy Warhol Foundation for the Arts
- Ford Fund
- + Other local funders

Finding Potential Board Members

Part of the requirements of a 501c3 Organization is to have a board of directors.

We are currently looking for 2-4 additional members that want to help further the vision of NOVA24!

Positions Available:
Treasurer
Members at Large x3

How can you help? Here are a few ways!

Venues

Highlight Photo + Film in your space during July 2024!

Highlights can include:

- Photography and/or film solo or group exhibition
- Artist talk
- Workshop
- Other event to celebrate the festival and network!

Sponsorship

Are you willing to help sponsor us to assist our larger vision?

- General project funding - website, branding, marketing, app development
- Projections and large scale photo-based public art pieces
- Portfolio Review - sponsor bringing reviewers to Detroit!

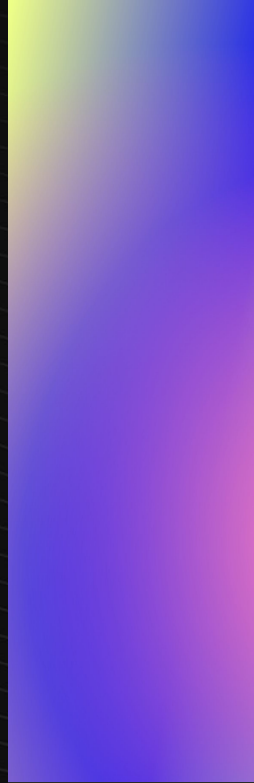
Individuals

Are you willing to help us think our way through this large scale festival?

- Board of Directors positions are currently open
- We will need volunteers for our street team as we get closer to festival time!

If you need suggestions for artists to highlight, we would love to help!
We have a growing list of artists who are looking for spaces or events to participate in.

Questions | Discussion



NOVA24

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Contact Us! We would love to discuss the festival further with you.

Festival:

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