

# photo-eye

BOOKLIST

the international magazine  
of photography books

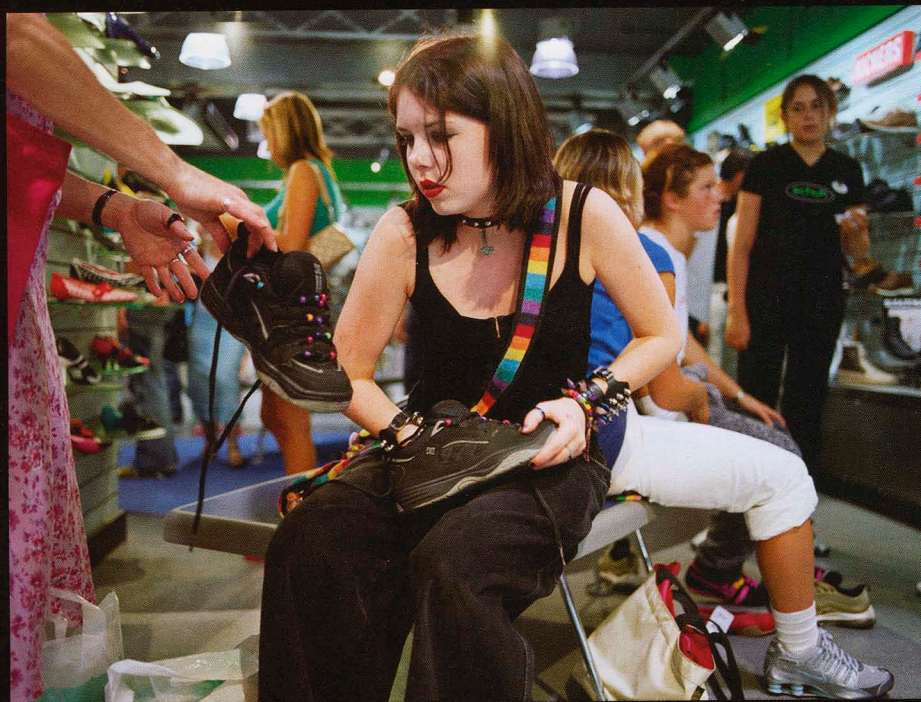


WINTER 2006 US \$5/CAN \$6/UK £2.50

PROJECTS  
ABOUT  
BLOG  
CONTACT

BIOGRAPHY  
STATEMENT  
PURCHASE/HIRE  
RESUME

Photographs are available in editioned lightjet c-prints. Please contact Rhona Hoffman Gallery in Chicago, Robert Kaci Gallery in San Francisco and Julie Saul Gallery in New York. Brian is also available for hire for editorial work that is done on location. Inquiries: EMRII >>



NOT IF BUT WHEN BRIAN ULRICH PHOTOGRAPHS

PROJECTS  
ABOUT  
BLOG  
CONTACT

COPIA  
TRASHCAM  
EDITORIAL

01 02 03 04 05



NOT IF BUT WHEN BRIAN ULRICH PHOTOGRAPHS

Screenshots from  
Brian Ulrich's website  
[www.notifbutwhen.com](http://www.notifbutwhen.com)

## INTERVIEW WITH BRIAN ULRICH (NOTIFBUTWHEN.COM & BRIANULRICH.COM)

Brian Ulrich was born in 1971 in Northport, New York and currently teaches photography at Columbia College and the School of the Art Institute of Chicago. His most recent body of work is featured in the just-published book *MP3: Midwest Photographers Publication Project*, from Aperture. Entitled *Copia*, Ulrich's series of large scale color photographs are a direct response to the advice U.S. citizens were given in 2001, specifically to take to the malls and boost the U.S. economy. His long-term project explores the complexities of our consumerism-dominated culture by visiting two obvious sites of the shopping mentality: the big-box retail stores as well as thrift shops.

**Q: When did you decide to launch a website in relation to this project?**

**Ulrich:** I launched the website way back in 2004 in my final semester of graduate school. I spent the better part of that semester researching venues and sites on the web where I could submit the link. Things really took off when *Adbusters* magazine published the site and overnight it seemed to get a lot of visibility. On average I currently get more than 100,000 hits a month! The web has been the single most important tool for getting my work out there. I currently teach web design for photography students at Columbia College and spend a considerable amount of time helping students not only to get a site together that functions and looks good, but also to "get it out there."

**Q: Do you think the website has helped to promote the book?**

**Ulrich:** Certainly. Meeting with Lesley Martin at Aperture and showing her my work seemed to be what planted the seed but this came about through sending her an email with a link to the website, and stating that I would be in New York and asking if we could meet. We met and I showed her prints; about eight months later she called about the book.

**Q: How did you first approach publishers?**

**Ulrich:** Initially I was emailing the website around and if someone was interested I would send a book dummy. Luckily I met Lesley this way and the MP3 project got underway. Since then, I have made a lot of headway on follow-up from having participated in Review Santa Fe, where I met quite a few publishers that were very excited about my work. I have begun talks about a more comprehensive monograph that would come out after *MP3* and would include work from the big-box stores, thrift stores and newer "backrooms" pictures. The overall project is still in progress but it's good to get people interested as soon as possible.

**Q: What made you decide to start a blog, and, in your opinion, has it been successful?**

**Ulrich:** The blog initially started as a way to make myself more accessible to others, and give more of a voice and personality to my work. I focus primarily on sharing work by others, art-related events and, at times, political or social discussions that may be missing from the headlines but that I feel are important. It's also a place to share work in progress. It's fantastic to get feedback on this stuff and feels good to simply "put it out there." I make a lot of pictures and the web is a great editing tool. Putting together a group of pictures in a specific sequence is very much like putting together a book. Often, I put together hidden pages that might be a specific edit for a book proposal or an exhibition. The direct link (which is unavailable to anyone else) can then be sent to a publisher, curator or gallery. It's a great way for us both to make edits quickly.

The blog has rapidly taken on a communal spirit. I discover so many great photographers and artists and the blog gives me a chance to write about them and present them to others. Other people have done well to showcase my work so the blog allows me to repay the favor and simply point to work I think is important. I've actually had curators tell me they've organized shows from the links section on my blog, which is exactly what I could hope for. The web is such a new and powerful tool; we're seeing a young generation of artists who are smart and able to use this venue to really give themselves visibility. Of course it helps if the work is good and the site looks and functions well.

I often tell students that 95% of the people who ever look at your work will only see it online. The number of people who see a site is much larger than those who will see an exhibition, a book or prints. That really shows how important a tool this is.