

TRIBUTE TO THE FARMWORKERS

Jose Aguirre

True lives true stories: San Mateo County coast
side Farmworkers' photo project.

We are looking for names.

Overview

- To pay tribute to the farmworkers of the coast through images, make them visible to the community by showcasing who they are and what they do.
- Artist, Jose Luis Aguirre would like to have the opportunity to photoshoot and film short stories shared by the farmworkers to highlight them, as well as their work. This will become a historical document.

Goals

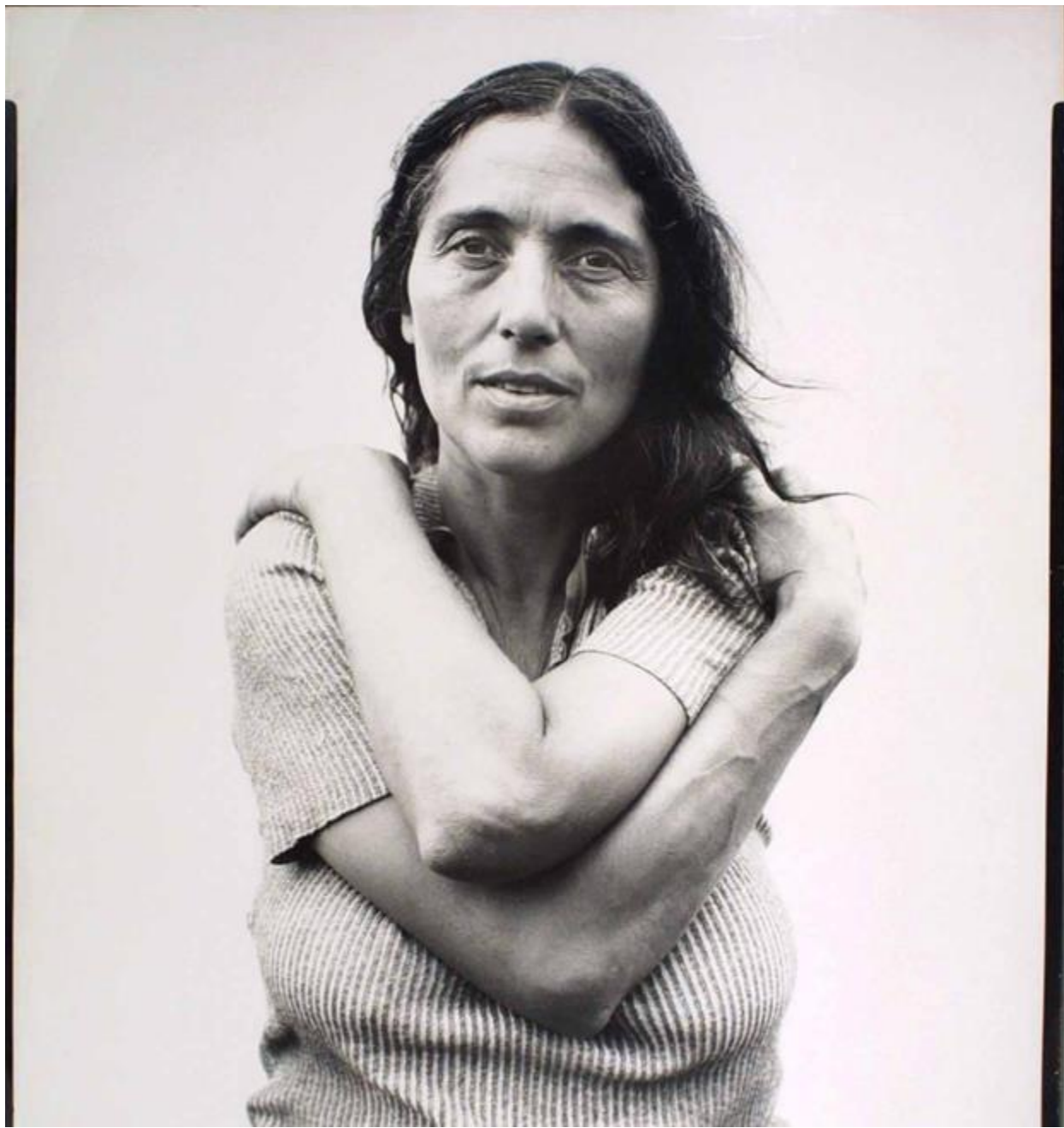
1. Raise funds to help bring more resources to them
2. Highlight those who are often forgotten
3. Create photos to be printed
4. Create a Book with all the participants.

Artistic Point of view for this project

- The inspiration of this project is the Photographer Richard Avedon (1923-2004), specifically his work "In the American West"
 - Photographed 700+ people at their work locations in front of a white background to just avoid distractions and focus the viewer solely on the individual.

Here are some samples of his work and what we envision.



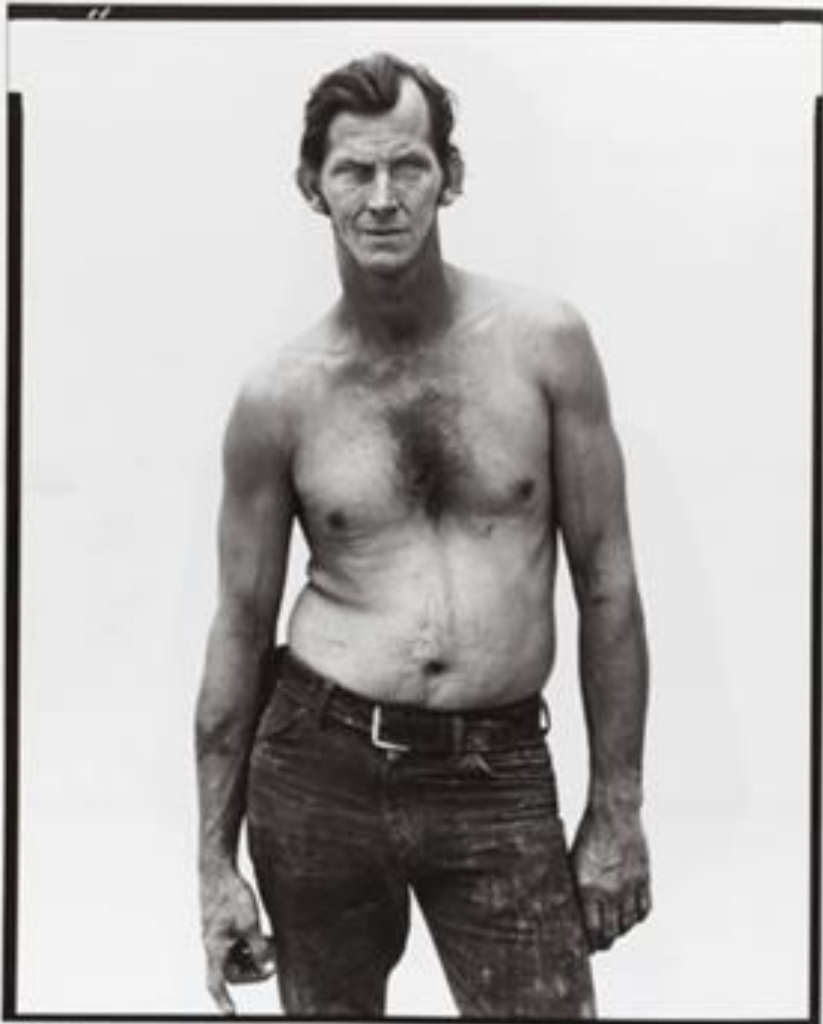








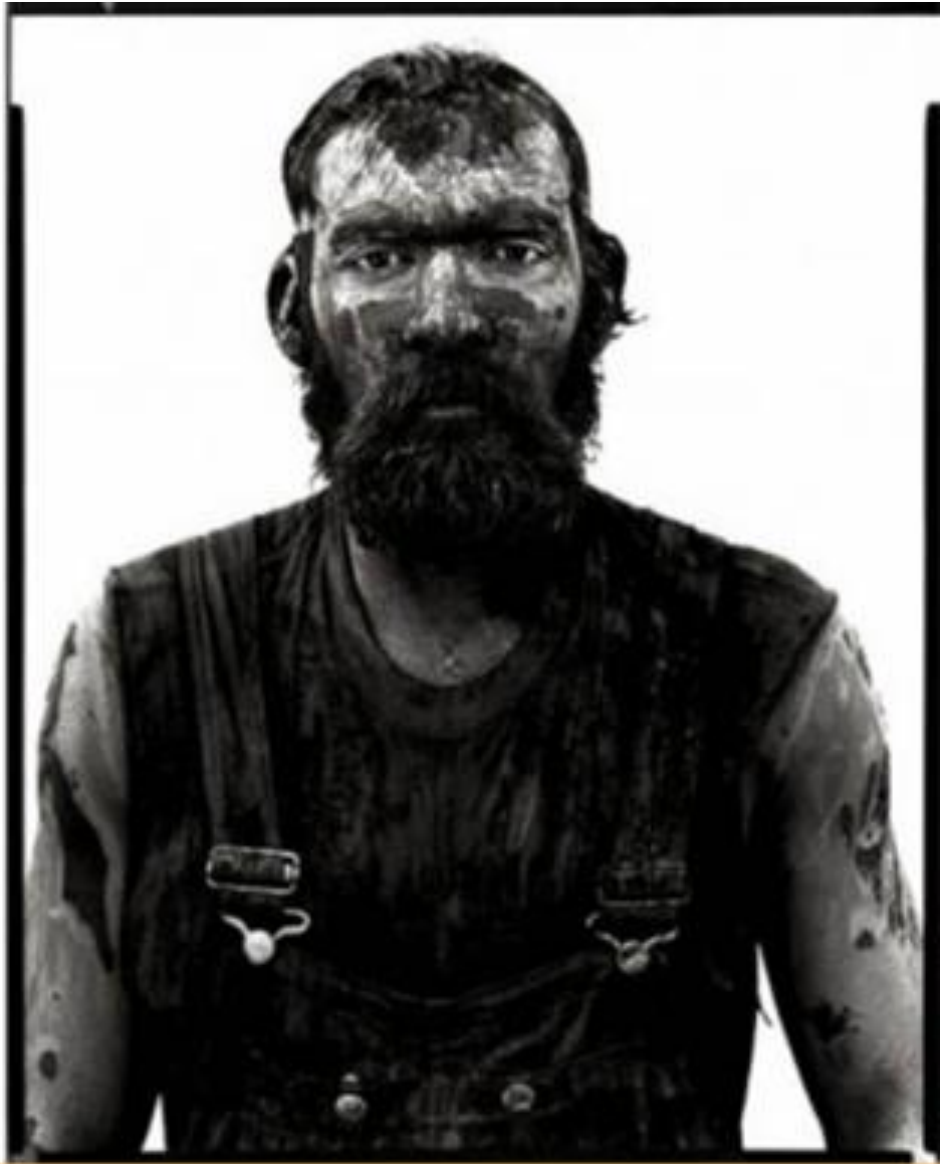




1970
1970



1971
1971



Examples with QR Code





Sindy Crisostomo, Class of 2009

Photo Jose L. Aguirre

Specifications

- Organize exhibits to fundraise money for the farmworker community.
We can have an art gallery gala dinner to raise the funds.
- Caron will be the sponsor of the artist by providing staff to support the artist during this process and logistics in the planning committee.
- For the Gala dinner a venue/Tents for outdoor options will be needed, and the rest we hope to get sponsors for the support of this cause.

Specifications (cont.)

- How many farms can we reach out to? How many locations per City?
TBD
- How many people will be interviewed and photoshoot? TBD
 - (Men, women, pregnant women, young adults, older men, young women)

Potential Partners

We are looking for partners to develop the project (printing cost and the organization of the gala.)

- ALAS
- Coastside Hope
- Puente
- San Mateo County Farmworkers Commission

Potential Sponsors

- Food Sponsor?
- Rental Sponsor?
- Venue Sponsor?
- Drink Sponsor?
- Decor Sponsor? Decor theme should be farm/filed rustic.

Guest Speakers

- Help identify who can be our guest speakers the day of the Gala Dinner.

Location Options

- Venue for main event - determine the minimum for attendees per location.
 - Should the day of the event be a reservation setting via Eventbrite?
 - Will tickets be sold at the door?
 - How much per entre should we charge?
 - Will this be a kid friendly event?



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1 SIZE

STANDARD PORTRAIT

- 7x7 in, 18x18 cm
- 8x10 in, 20x25 cm
- 10x8 in, 25x20 cm
- 12x12 in, 30x30 cm
- 13x11 in, 33x28 cm

2 COVER

SOFTCOVER

3 PAPER

MOHAWE PROPHOTO PEARL



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PERSONALIZE

BOOK SIZE



COVER TYPE



PAGE TYPE





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30 pages included. Each additional page \$1.99 ~~\$2.25~~
or 4 interest-free payments of \$3.75 with **afterpay**

PERSONALIZE

BOOK SIZE



COVER TYPE



PAGE TYPE



Timeline

Pre-Production

- Gather a group of partners to create a committee team
 - Plan couple of meetings to review and receive updates on the progress
- General Planning / Logistics
- Volunteers
- Present project to other Partners- In person or virtual meetings
- Start the outreach for potential sponsors
- Create a letter for Sponsors - Bank info for deposits?

Timeline

Production (Mid-April – May – June)

- Pre visits to location to Identify participants/ share project information.
- Schedule participants by location and number of people for days of Photoshoot and interview video.
- Photo Day
- Film Day
- Editing week - Jose Luis

Timeline

Post-Production (June – July)

- Meeting with committee to review final updates

August

- Printing

September

- Kick off the events as part of the Hispanic Heritage Month

Thank you.