

May 13, 1969

Miss Laura Gilpin
409 Camino del Monte Sol
Santa Fe, New Mexico

Dear Laura:

With Roy Rosen and Alan Stoker, I am opening a photographic sales gallery to be known as f22 on June 15. It will be located at 338 Camino del Monte Sol. Our first exhibition will be an invitational show featuring the work of Santa Fe's photographers. We feel such a show would be a failure artistically and in our purpose of showing the best photography Santa Fe has to offer, if we were to open without a selection of Gilpins.

F22 is an organization for the encouragement and advancement of photography in all its many forms. Its reason for being is the exhibition and sale of fine photographs, and the stimulation of public interest in the art of photography through varied educational activities. These might include demonstration lectures, film showings, or special exhibitions of the work of noted photographers.

In its selection of photographs for exhibition the Board will place no restrictions upon content or school -- abstractionists and "representationalists", for example, will be equally welcome -- but will insist upon a creative approach and work of the highest quality.

The artist will receive 2/3 of the sales price of each picture of his sold, and the gallery 1/3 for operating expenses. All photographs must be dry-mounted and if framed, simplicity is preferred. F22 cannot assume responsibility for theft or damage to photographs in its possession but will exercise proper precautionary measures.

No limitations will be placed upon the size of pictures exhibited other than the total wall space allocated to a single exhibitor. Portoflios containing no more than ten photographs (dry-mounted, without frames, and preferably enclosed in a plastine envelope -- artist to provide portfolio) will be carried, and every attempt will be made to draw the public's attention to them.

We have very little time to get this enterprise going before the summer tourist season, and to succeed in this, our first year, we must be open at that time. I would therefore greatly

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appreciate hearing from you at your earliest possible convenience. June 1 is the deadline for the submission of photographs.

We really need you to make this venture a success, Laura. It is my belief that Santa Fe is long overdue this type of gallery, but of course only experience will prove whether this is true or not.

Cordially,

Ellie

Mrs. Winfield T. Scott
Executive Director, f22

*I know you are being hung all over
the place these days Laura, but if
you could spare us a few pictures,
gosh it would make a difference.*