

September 19, 1978

Laura Gilpin
409 Camino del Monte Sol
Santa Fe, New Mexico 87501

Dear Laura:

The Neary Institute - Neary Gallery was founded in 1976 by myself and has since grown tremendously. Located in downtown Santa Cruz, we now have three beautifully large completed gallery spaces and a fourth ready for track lighting installation. Besides the galleries, there are elaborate darkroom set-ups, including private single darkrooms, which are ideal for the advanced workshops that will begin in the Fall.

Subsidized on minority loans and on the time and financial assistance of close and dear friends in the photographic and Santa Cruz communities, we have assembled the largest, most complete center for photography in California. As a minority group, we have a total commitment to photography and a well-rounded understanding of its communicative powers. Our main gallery has been traditionally reserved for recognized masters who have directly evolved photography with the production of their art. These masters provide a focal point for our entire organization and community. The other three galleries are dedicated to the exhibition of emerging photographers whose work either expands upon or experiments with the established photographic traditions or creates new ambitions for this incredible medium. Brett Weston, our current master's exhibition, attracted some seven hundred people at his opening.

While the surrounding communities have frequented the galleries in droves, the financial support has not been as consistent. We are now, after two years, just becoming financially self-sufficient. Meanwhile, we have accumulated large debts that need to be paid off soon. To remedy this situation and to harness the energy that our organization contains, we are organizing an auction, exhibition, and, hopefully, a book publication of enormous

proportions. Our committee has assembled lists of the world's finest living photographers and has received the support of photography publications, museums, and galleries. This exhibition, auction and critical survey is already shaping up to meet our expectations both aesthetically and financially. We have been asking photographers such as yourself to donate anywhere between one and three prints to this endeavor and request separate permission to reproduce the work in 1) posters; 2) one-time publication rights for a State-of-the-Art critical survey edition; and 3) a limited slide portfolio for sale to photographic lecturers and photographic institutions. (A separate sheet is enclosed)

This whole project has been assembled as an art form in that it is working on many complete levels. Besides helping us to alleviate burdening deficits, we will be able to mount an exhibition (and publication) which thoroughly examines contemporary photography.

The exhibition is scheduled for the first week in November, 1978, and the auction is scheduled for the first week in December, 1978. If the response is as large as expected, an additional exhibition/auction may take place at a later date. At any rate, your support will be more than greatly appreciated. Prints that when mounted or matted exceed 14 x 17 should be sent to:

Neary Exhibition/Auction
C/O Joel D. Levinson
Acting Director and Curator of Exhibition/
Auction
8850 Terrace
El Cerrito, California 94530

All packages 14 x 17 or smaller should be sent directly to the gallery.

The work and reputation of Laura Gilpin is synonymous with the very best in "fine art photography." Receiving work from photographers such as yourself is vital to the success of our auction, exhibition and publication. The presence of your prints will not only command handsome returns, they will also stimulate activity in the photographic world bringing in collectors, buyers and patrons to view the work of the lesser-known photographers.

Although we would be more than delighted to receive any prints from you, the following images have been acclaimed

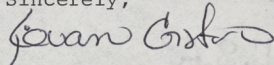
by our committee as "landmarks in contemporary photography":

Acampo Santo, 1961

Navaho Family, 1950

Since there is a great deal of coordination and publicity involved after the receipt of prints, we request that you send your work as soon as possible.

Sincerely,

A handwritten signature in dark ink, appearing to read "Giovan Castro". The signature is fluid and cursive, with a large, stylized initial 'G'.

Giovan Castro

Founder/Director of The Neary Institute - Neary Gallery

GC:cr

THE NEARY GALLERY

CENTER
FOR
PHOTOGRAPHY

1362 Pacific Garden Mall
Santa Cruz, Calif. 95060
408 426-9879

I, _____, allow The Neary
Institute - Neary Gallery to use my donated work for:
(Initial when appropriate)

- 1) _____ Reproduction on posters or show catalog.
- 2) _____ One-time publication rights for a "State
of the Art" survey book edition.
- 3) _____ A limited slide portfolio.

*Please feel free to include a short resume and the
retail prices of your prints.