



Monthly Meeting



What An Artist Looks Like with Jay Goldsmith, A.C.Ph.

Wednesday, October 4, 2017
6 to 9 p.m. | Derryfield Country Club

For the last 10 years Jay has been working with platinum/palladium, a nineteenth century printing process characterized by a very long tonal scale and an

extremely stable, aesthetically pleasing image (the pt/pd particles that make the image are embedded within the fibers of the paper).

In this era of ubiquitous digital images, a hand-made print stands out as distinctive and something of a signifier of artistry. For the last three years Jay has photographed about ninety artists in his community and exhibited his platinum/palladium portraits of them with two pieces of their own work. It has become something of an event, and several thousand potential clients will attend over the course of the two months that the exhibit runs.

Jay Goldsmith is a full-time photographer working in Portsmouth, N.H. and has been shooting environmental and family portraits since 1981. Jay was a past Board member of the NHPPA and has twice been honored as New Hampshire's Photographer of the Year.

Join Jay as he discusses branding ourselves as artists and this distinctive marketing idea that might very well work for you. For more information about his project, visit <https://thetakemagazine.com/portsmouth-artist-really-look-like/>



Join us for a buffet dinner and socializing from 6 to 7:15 p.m. followed by the program from 7:30 to 9 p.m. Register online by Friday, September 29, at <http://nhppa.com/event-2539868>. The cost for dinner is \$25 and can be paid online or at the door. For more information visit www.nhppa.com or contact Jim Carlen at jim@carlenimages.com.