



| PDNedu, The Portrait Issue, VOL 9 Issue 1// Spring 2010

| **Flash Forward 2009: Emerging Photographers from Canada, the United Kingdom and the United States**

Introduction by Simon Bainbridge

The Magenta Foundation

\$40.00 USA/Canada, 288 pages

www.magentafoundation.org

The Magenta Foundation's fifth annual award book *Flash Forward 2009* is a remarkable collection of photographs and short essays from emerging photographic talents, juried by first-rate photo industry professionals. Add to this a compelling introduction by *British Journal of Photography* editor Simon Bainbridge and here is a well-formed compilation, setting a fresh standard for such future projects.

The book is enhanced by Q&A's with each of the thirty winning artists, discussing the new opportunities they have received as well as useful career advice. This deeper perspective on the winners and their work adds credence to the organization and its' efforts and commitment to further the reach of the emerging photographer.

- Elizabeth Barragan

Although the featured photographers hail from three different countries, their images share a critical assessment of their surroundings from one series to the next.

An initiative like *Flash Forward* is not just a "rite of passage" for emerging photographers, it also offers a valuable access point for those seeking out original contributions to our industry.

To view images from this book, visit the Griffin Museum of Photography in Winchester, MA, where selected works will be exhibited from April 8 to May 9, 2010, with an opening reception on April 15.