

My Personal Project – Case Studies

Name: John Cornicello

Name of Project: The Chair Project

Is your project primarily about:

SUBJECT

Your elevator pitch: Come hang out and take some photos with the Egg Chair

Why this project? A chance to hang out with friends and make some photographs

How did you get started with this project? Bought a chair at a garage sale. Posted a selfie in the chair and people started asking to be photographed in the chair. Eventually expanded to a second chair.

Who is your intended audience? Anyone

Do you currently have an online gallery or website we can share? Yes

<https://instagram.com/thechairproject>

What are some hurdles you've had to overcome? Finding a space to set up a makeshift studio for the chairs. Too big to keep in my usual studio space, so had to work out a place for it in my basement.

What are some of the shining moments that keep you moving forward? That people want to come back for more. Also getting photographer friends to come over and be part of the series.

What lessons have you learned along the way? Don't chase the project, invite it.

Has your purpose changed at all? Did the project zig instead of zag? Are you looking at a final product when you didn't have one before? If yes, would you like to explain in a little more detail?

For me, photography is a process, not a product. The interaction with subjects and the making of the photos is the "thing." It is about the experience. Having a photo to show afterwards is a nice addition, but not the point.

What are your plans for the project? Keep on going.

Are you hoping to create a final product and if so, what form? (book, travelling show, gallery exhibition, video?)

No idea!

What steps have you taken to find a publisher, gallery, or other outlet for your project?
None

Have you found a publisher, gallery, or other outlet for your project? Just social media.

What advice would you give to someone looking to get their project out to the public? I don't have good advice on this one.