TRIBUTE TO THE FARMWORKERS

Jose Aguirre
True lives true stories: San Mateo County coast side Farmworkers’ photo project.

We are looking for names.
Overview

• To pay tribute to the farmworkers of the coast through images, make them visible to the community by showcasing who they are and what they do.

• Artist, Jose Luis Aguirre would like to have the opportunity to photoshoot and film short stories shared by the farmworkers to highlight them, as well as their work. This will become a historical document.
Goals

1. Raise funds to help bring more resources to them
2. Highlight those who are often forgotten
3. Create photos to be printed
4. Create a Book with all the participants.
Artistic Point of view for this project

• The inspiration of this project is the Photographer Richard Avedon (1923-2004), specifically his work “In the American West”
• Photographed 700+ people at their work locations in front of a white background to just avoid distractions and focus the viewer solely on the individual.

Here are some samples of his work and what we envision.
Examples with QR Code
Specifications

• Organize exhibits to fundraise money for the farmworker community. We can have an art gallery gala dinner to raise the funds.

• Caron will be the sponsor of the artist by providing staff to support the artist during this process and logistics in the planning committee.

• For the Gala dinner a venue/Tents for outdoor options will be needed, and the rest we hope to get sponsors for the support of this cause.
Specifications (cont.)

• How many farms can we reach out to? How many locations per City? TBD

• How many people will be interviewed and photoshoot? TBD
  • (Men, women, pregnant women, young adults, older men, young women)
Potential Partners

We are looking for partners to develop the project (printing cost and the organization of the gala.)

- ALAS
- Coastside Hope
- Puente
- San Mateo County Farmworkers Commission
Potential Sponsors

- Food Sponsor?
- Rental Sponsor?
- Venue Sponsor?
- Drink Sponsor?
- Decor Sponsor? Decor theme should be farm/field rustic.
Guest Speakers

• Help identify who can be our guest speakers the day of the Gala Dinner.
Location Options

- Venue for main event - determine the minimum for attendees per location.
  - Should the day of the event be a reservation setting via Eventbrite?
  - Will tickets be sold at the door?
  - How much per entre should we charge?
  - Will this be a kid friendly event?
MAGAZINES

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BOOK SIZE
8x8 8x6 10x10 11x11 12x12

COVER TYPE
Soft Cover Hard Cover Premium Leather Cover

PAGE TYPE
Standard Pages Standard Layflat Deluxe Layflat
Timeline

Pre-Production

- Gather a group of partners to create a committee team
  - Plan couple of meetings to review and receive updates on the progress
- General Planning / Logistics
- Volunteers
- Present project to other Partners- In person or virtual meetings
- Start the outreach for potential sponsors
- Create a letter for Sponsors - Bank info for deposits?
Timeline

Production (Mid-April – May – June)

- Pre visits to location to Identify participants/ share project information.
- Schedule participants by location and number of people for days of Photoshoot and interview video.
- Photo Day
- Film Day
- Editing week - Jose Luis
Timeline

Post-Production (June – July)
- Meeting with committee to review final updates

August
- Printing

September
- Kick off the events as part of the Hispanic Heritage Month
Thank you.