

atedge

face-to-face

NEW YORK

LONDON

LOS ANGELES

SAN FRANCISCO

CHICAGO



New York | October 2010

Our **Face-to-Face** Autumn 2010 event was held in the elegant Penthouse Lounge at 230 FIFTH in Manhattan on October 26th.

This intimate evening gave **AtEdge** photographers and their agents a unique opportunity to connect with 22 of New York's top agency creative directors and art buyers. **Face-to-Face** revolved around private, face-to-face meetings between the photographers and the creatives. In between, everyone enjoyed cocktails and hors d'oeuvres with spectacular city views from the heart of the Flatiron district.

Face-to-Face is just one of the ways that AtEdge connects top-echelon photographers with the world's most active and influential art directors. Traditionally held in October between the Lucie Awards and Photo Plus, **Face-to-Face/NY** has become a mainstay of the city's annual photo scene. As always, the energy at the 230 FIFTH was purely positive, and the amazing level of talent and professionalism on all sides made it a truly special evening. **Look for us in London in 2012!**

Thank you especially to the following creatives and art buyers who helped make it a memorable night for AtEdge.

CHAD BAKER | ART DIRECTOR | JWT NY

JASMINE BATISTA | Art Producer | BBDO

LISA BET | Senior Vice President, Associate Creative Director | Saatchi & Saatchi

SIMON BOWDEN | Creative Director, EVP | Deutsch, a Lowe & Partners Company

GEORGE CAPUANO | Senior Art Director (freelance) | Saatchi Wellness

SARA CLARK | Art Buyer | JWT

LAURIE GARNIER | Global Creative Director | Kaplan Thaler Group

SIG GROSS | Executive VP, Senior Creative Director | Arnold Worldwide

JASON HIRSCH | Associate Creative Director, Art Director | BBDO

MENNO KLUIN | Head of Art | Y&R

CLIFF LEWIS | Executive Producer | Droga5

SANDRA LOCKE | Senior Art Buyer | Kaplan Thaler Group

RACHEL MAX | Art Buying Manager | MRM NY

HELEN O'NEILL | Director of Art Production | Y&R

MONTY PERA | Senior Art Director | McCann

JULIE ROSENOFF | Art Production Manager | Euro RSCG Worldwide

JAN RUDIN | Creative Director | Publicis New York

AMITA SEHGAL | Art Producer | Mother New York

DAVID SUAREZ | Art Director | JWT

JOANN TANSMAN | Senior Vice President, Creative Director | BBDO

CHRIS VAN OOSTERHOUT | Creative Director | Ogilvy

MICHAEL VAUGHAN | Vice President, Creative Director | Saatchi & Saatchi

"I thought it was the best in person event I've ever attended, thanks!"
Michelle Pedone, photographer

"It was nice to meet photographers face to face, and see really good new work which was well worth the time. It was a very well run event. I liked how easily the night flowed, and it was not as overwhelming as other photo events I've been to in the past."
Amita Sehgal, Mother New York

"I thought this Face to Face was great. I loved the space and there was a wonderful and diverse group of agency folks in attendance."
Sherry Riad, @Radical Media

Jasmine Battista of BBDO enjoys meeting with Sarah Colombo and Paolo Cecchin of Cecchin Photography



Photographer Tom Schierlitz face-to-face with McCann Senior Art Director Monty Pera



"I was part of a couple other portfolio reviews while in New York and obviously none of them compared to the at-edge event."

Rod McLean, photographer

"For us, it was invaluable to have our work in front of top level creatives in New York. It was also wonderful to meet and connect with other photographers, agents and people in the industry. The feedback was very constructive, and we felt our work was well received."

Leigh MacMillan, creative partner, Michael Crichton Photography

"The event was really well executed. Overall I think it's a fantastic resource for everyone. Great job!"

Helen O'Neill, Y+R, New York

Amita Sehgal with Mother New York meets photographer Ted Sabarese



David Suarez of JWT and photographer Chris Sanders



“Had a really great time at the event. It really gave me an opportunity to see some photographers I wouldn't normally see.”

David Suarez, JWT

“The review was a great environment to meet and reconnect with photographers and industry colleagues. The venue added a casual and comfortable 'meet & greet' energy that allowed for friendly informative communication and introduction.”

Rachel Max, MRM Worldwide

“I found some really good photographers who I'd love to work with in the future.”

Jasmine Batista, BBDO

Greg Neumaier shares his work with Helen O'Neill of Y&R



Photographer Cameron Davidson connects with Senior Art Director George Capuano



"I enjoyed meeting new talent, and discussing their work face to face. The whole experience is a valuable one, especially in a day and age where we don't have time day to day to spend time in this manner!"

Simon Bowden, Creative Director, Deutsch

"It is a great event and is done with style. Keep it up."

Rivka Katvan, photographer

"Loved it. The photographers I met with were relevant to the clients I now work with. Everyone had exciting new updates, stories, questions, and I felt I could share the same with them. It was nice to be one on one instead of a large group - spend some quality time with each photographer."

Sara Clark, JWT

Chris Van Oosterhout, Creative Director, Ogilvy



From left to right: Marianne Campbell (agent) with photographers RJ Muna, Rod McLean and Jamie Kripke



For more information about the AtEdge program, including Face-to-Face events, call Susan Baraz at 212-787-2412 or email sbaraz@at-edge.com.

“It was a very positive experience overall. Great relaxed venue. I enjoyed the direct interface with photographers I might not ordinarily connect with. Always helps when talent tells the back story behind the image you comment on. You don't get that when you anonymously look at work.”

JoAnn Tansman, BBDO

Jacqueline Bovaird and Evan Kafka



Doug Truppe



Sara Clark



Adam Taylor and Todd Baxter

