



**Mary Virginia Swanson's  
Ten+ Most:**

**Daniel Beltra**  
danielbeltra.com  
*Spill*

**David Paul Bayles**  
davidpaulbayles.com  
*Falling Trees*

**David Rochkind**  
davidrochkind.com  
*Heavy Hand, Sunken Spirit: Mexico at War*

**Rubi Lebovitch**  
rubilebovitch.com  
*Home Sweet Home*

**Viktoria Sorochinski**  
viktoriart.com  
*Anna and Eve*

**Letitia Huckaby**  
letitiahuckaby.com  
*The Dress Project*

**Jesse Rieser**  
jesserieser.com  
*Happy Birthday, Jesus: Christmas in America*

**Nadia Sablin**  
nadiasablin.com  
*Family*

**Gordon Stettinius**  
Collaboration with Terry Brown  
eyecaramba.com  
*Mangini Studio Series*

**Wyatt Gallery**  
wyattgallery.com  
*Tent Life: Haiti*

**Ken Rosenthal**  
kenrosenthal.com  
*The Shadow Behind Your Eyes and  
That Was the River, This is the Sea*

**Lisa M. Robinson**  
lisamrobinson.com  
mediastorm.com/clients/  
snowbound-for-fotofest  
*Snowbound and Oceana*

**Jay Tyrrell**  
jaytyrrell.com  
*Wind Army*

**Kevin Miyazaki**  
kevinmiyazaki.com  
collectdotgive.org  
*Collective.Give*

## The Ten Most Exciting Photographers I Learned About This Year

By **Mary Virginia Swanson**  
Photographic Marketing Consultant

Mary Virginia Swanson, an expert in licensing and marketing fine art photography, has a deep connection to Arizona: a graduate of the Arizona State University's MFA Photography program, she was the student director of Northlight Gallery in Tempe. As a research assistant at The Minneapolis Institute of Arts to their Curator of Photography, the late Ted Hartwell, she established professional relationships with many artists that remain important today. Swanson also worked for Ansel Adams's Friends of Photography in Carmel, California, where she was Workshop Coordinator, a position that allowed her to bring hundreds of photographers to teach at the Friends of Photography. In 1984, Swanson relocated to New York City to direct Special Projects for Magnum Photos, the photojournalism cooperative whose founders include Henri-Cartier Bresson and Robert Capa. Her position there was to enhance awareness of the work of Magnum photographers, and to establish opportunities for photographers within the fine art market. In 1991, Swanson relocated to Tucson and launched an agency to manage licensing rights for fine art photographers called SWANSTOCK. Swanson currently works with photographers as a marketing consultant, and comes into contact with countless photographers in her role as a portfolio reviewer at events such as Review Santa Fe, Review LA, FotoFest in Houston and Lens Culture FotoFest in Paris. She also makes her vast knowledge about the photography industry available through seminars, workshops, public lectures and written works, including the article "Take Steps to Build Your Brand" in the January 2011 issue of the *British Journal of Photography*, her book with publisher/editor Darius Himes, called *PUBLISH YOUR PHOTOGRAPHY BOOK* (offered by Princeton Architectural Press), and her self-published *The Business of Photography: Principles and Practices*. She also maintains a popular blog at [MVSwanson.com](http://MVSwanson.com).

**Ten Most** is an annual program presented by **INFOCUS**, The Photography Support Organization of Phoenix Art Museum. For more information, contact **INFOCUS** at (602) 307-2079 or [www.infocus-phxart.org](http://www.infocus-phxart.org).