

PRESS RELEASE  
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## Caption, a new gallery dedicated to fine art/editorial photography, to open during the New York Photo Festival

New York - Caption, the city's new showcase for fine art editorial photography, will open in DUMBO on May 14 during the New York Photo Festival. The gallery is founded in the belief that outstanding photography deserves to live beyond its initial appearance in newspapers, magazines and other temporary venues. Dedicated to presenting the art of storytelling, Caption's exhibits will include texts by the photographers themselves and by leading writers to convey the richness of contemporary narrative art.

The Gallery's inaugural exhibition will be *Corey Arnold, Fish-Work: Sea Stories*. It will open on May 14 and run through July 24.

"Every day we are bombarded with images. Storytelling is how we make sense of them all," says gallery co-director Jennifer Galvin. "Caption asks artists to share the context for their work, to demonstrate the essential link between an image and the intrinsic narrative." Adds gallery co-director Tom Sternal, "Storytelling gives meaning to the human experience. The job of Caption is to use the power of photography and writing to inform viewers, move them, and motivate them to think more deeply about topics they might otherwise ignore."

The photographers of Caption find their stories in the intimacy of work and family, the large and urgent causes of our time, and in locales of stunning natural beauty and often intense conflict. Caption will be a forum for artists, writers and their subjects to address photography not only as an aesthetic practice but as a social, cultural, and intellectual mission.

Caption is founded and operated by Generation, a communications firm that works exclusively with not-for-profit and educational institutions. The gallery's 1,000 square-foot exhibition space is located contiguously to the new offices of Generation in the Brooklyn neighborhood of DUMBO, one of New York's most active centers of photography.

Jennifer Galvin, gallery co-director, is the art director of Generation and has more than 10 years experience in the field. She has worked with many of today's leading photographers and emerging talents, including Corey Arnold, Mitch Epstein, Larry Fink, Jason Fulford, Andrea Modica, Stuart O'Sullivan, and Alex Webb.

Tom Sternal, gallery co-director, is the president of Generation, a communications and branding company. In his 16 years with Generation

and with Jan Krukowski & Company, he has worked with nearly 100 not-for-profit and cause-related institutions including American University in Cairo, Columbia University, Common Ground, the Delaware Art Museum, the School of the Art Institute of Chicago, and the Whitney Museum of American Art.

Lyle Rexer, gallery advisor, is among the leading critics of photography. A former Rhodes Scholar, he has published numerous books and articles on art and photography, including most recently *The Edge of Vision: The Rise of Abstraction in Photography* (Aperture).

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