

THE
SMART
VIEW

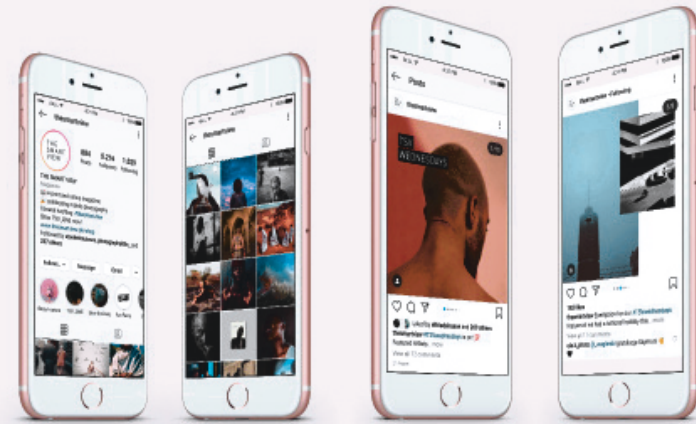
WE
CELEBRATE
MOBILE
PHOTOGRAPHY

THE SMART VIEW

WE CELEBRATE MOBILE PHOTOGRAPHY

THE SMART VIEW (TSV) has been founded in 2014 by graphic designer and photographer Rosa Roth in the attempt to promote young emerging photographers from around the world shooting with their smartphone. As the discussion on the recent advancements in photography was quite quick-tempered at that time and the mobile camera has been classified as a low quality mass medium with no artistic approach, TSV set its goal to give mobile photographers a voice in the art community by supporting, publishing and exhibiting their work online and offline. Since its foundation, TSV is a one-woman-show run with great effort, strength and a glance into future.

Today TSV consists of a naturally grown and engaging Instagram community of 5k followers. This is important to mention, because in a social media world driven by numbers of likes and followers, TSV's approach goes beyond these dynamics and steps back from using bots, apps and ads to increase followers. As well, it is not important how many likes or followers an artist gets on his profile, on focus is the image and its underlying message. Instagram functions here as a digital archive to discover new emerging artists, to curate works for publications and exhibitions and as the heart of the online magazine. On its account TSV features artists from various kinds of backgrounds (from amateur to professional) on a daily basis by curating the magazine's general hashtag #thesmartview. In addition artists can participate in various open calls to get exhibited or published on print by using special hashtags.



Why is print so important? Shouldn't be an online magazine enough?

In a time where we take max. 3 seconds to consume a single content on social media, it is important to decelerate this visual approach and bring photography into a medium where it is not part of the mass anymore and where the reader can return to an image as many times as he wants to. That's why TSV is very dedicated to print and to transport mobile photography into the three-dimensional exhibition space.

In 2019 TSV launched a new product as part of its publication portfolio: The TSV_ZINE. It is a thematic photozine curated from hashtag submissions on Instagram. The edition is published bi-monthly in a limited print-run of 250 numbered copies and displays about 30 international artists. TSV_ZINE is a community driven publication. The artists are displayed altogether to create a homogenous look. The zine is funded by its community, contains no ads and can be ordered online.

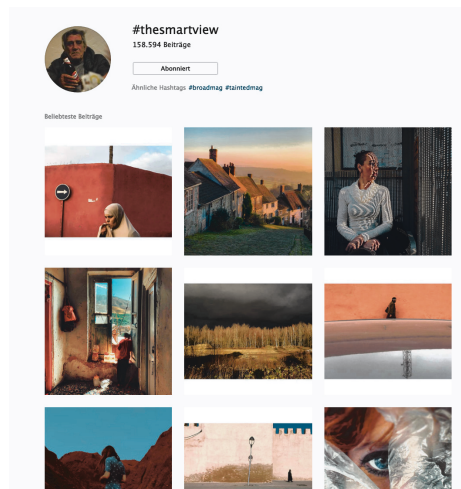
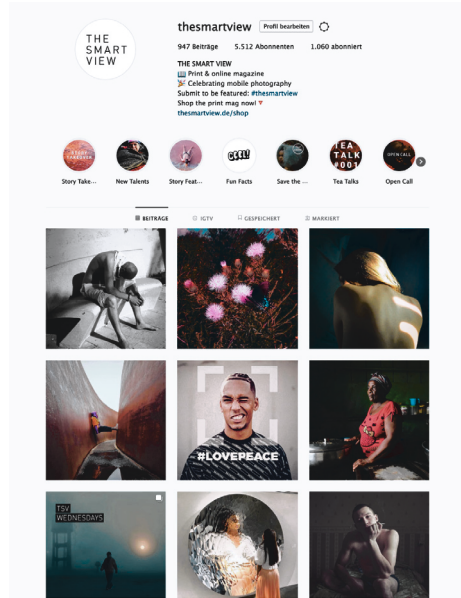
THE SMART VIEW



instagram.com/thesmartview
 Launched 12/2014
 Follower: 5.512

Daily Story Feature
 Book Monday
 Story Takeover
 TSV Wednesdays
 Artist Features
 TSV Tea Talks
 Save the Date

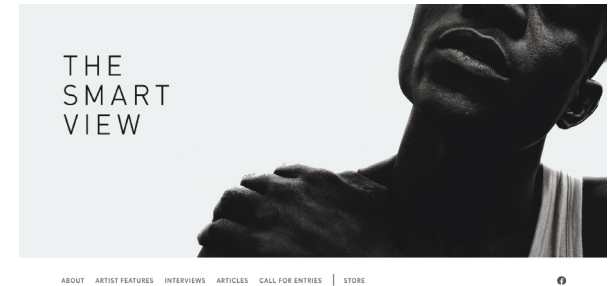
Hashtag-Submissions:
 #thesmartview: 158.594



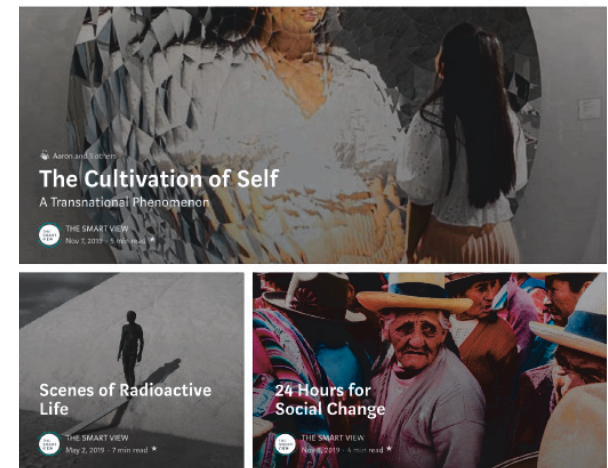
medium.com/the-smart-view
 Launched 09/2016
 Follower: 207

Interviews
 Artist Features
 Articles

ONLINE MAGAZINE



A PHOTO MAGAZINE FOR A NEW GENERATION OF PHOTOGRAPHERS



THE SMART VIEW

PUBLICATIONS

★ SHORTLISTED ★
//STACK
AWARDS 2015

AWARD
GUTE GESTALTUNG
GOOD DESIGN
AUSGEZEICHNET
VOM DEUTSCHEN
DESIGNER
CLUB (DDC)
»»»



Edition 001 Reflections on Mobile Photography

Release-Date: 19/06/2015

128 pages / 4-Color Offset-Print
170 x 230 mm
English

15 International Contributors

Prinrun: 700

15.00 € / 14.00 £ / 17.00 \$

Shortlisted for „Launch of the Year 2015“ by Stack
Awarded in the category „Future“ by DDC



TSV_ZINE 001 „Self-Reflections“

44-60 pages / 4-Color Offset-Print
170 x 230 mm
English

Released 07/19

TSV_ZINE 002 „Botanic Vibes“

About 30 International Contributors
per issue

Released 09/19

TSV_ZINE 003 „Spotlight On“

Prinrun: 250 +100
14.00 € / 13.00 £ / 16.00 \$

To be released 01/20

Shortlisted for „Editor of the Year 2019“
at Leadawards

//STACK
AWARDS 2016



Edition 002 Curator's Choice

Release-Date: 22/09/2016

160 pages / 4-color Offset-Print
170 x 230 mm
English

18 international contributors

Prinrun: 1.500

18.00 € / 17.00 £ / 20.00 \$

Shortlisted for „Best Use Of Photography 2016“ by Stack
Supported by Heftwerk Berlin

THE SMART VIEW



18.06.-21.06.2015

Fotofabrique / Oberhafen Night of Photography
as part of Triennial of Photography, Hamburg

EXHIBITIONS



PAGE IMPRESSIONS

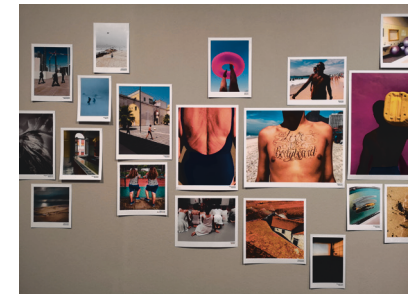


10.09.-15.11.2015

Page Impressions I, Mannheim
as part of Fotofestival Ludwigshafen,
Mannheim, Heidelberg
and OFF//Foto Mannheim 2015

20.09.-25.09.2016
22.09.2016 Release Issue 002

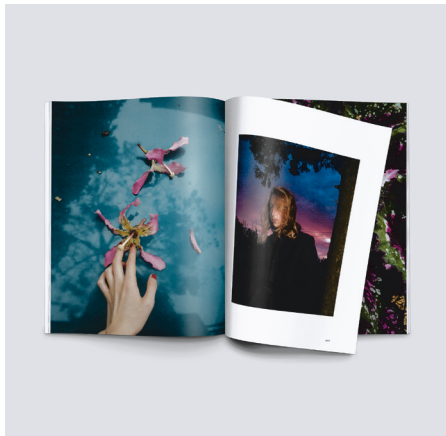
Page Impressions II
Museum for Applied Arts, Cologne
as part of Photoszene Festival 2016



01.02.-21.06.2019

Fotofabrique / Oberhafen Night of
Photography
as part of Triennial of Photography,
Hamburg

THE SMART VIEW



Print:
Heftwerk Berlin

Design/Editing:
Inhouse

Proofreading:
Outsourced

Image Licences:
Outsourced

PRODUCTION COSTS

THE MAGAZINE (Prep 6-8 months)

Printrun:
1500 copies

Printing Costs:
6000 €

Proofreading:
1000 €

Design:
2500 €

Editing:
4000 €

Images Licences:
1500 €

TOTAL
15.000 €

THE ZINE (Prep 2 months)

Printrun:
250 + 100 copies

Printing Costs:
1500 €

Proofreading:
-

Design:
1000 €

Editing:
1000 €

TOTAL
3500 €

THE SMART VIEW



ROSA ROTH

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www.rosa-roth.com

Bio

*1987, Germany

2011 - 2015

Fine Art Photography, Bachelor Studies,
University of Fine Arts, Hamburg, Germany

01/15

Founder of THE SMART VIEW

06/15

Release of THE SMART VIEW Issue 001

20/06 - 21/06/15

Exhibition curator of 'THE SMART VIEW - Reflections
on mobile photography' as part of Triennial of Photo-
graphy 2015, Fotofabrique Hamburg, Germany

12/2015

Winner DDC Award 16 (Category Future)

22/04 - 24/04/16

Exhibition ADC Festival 2016

03/11 - 05/11/16

Founder of #smartasphotography as part of the DGPh
'Smart as Photography - Die Wucht des Wandels'
conference

09/16

Release of THE SMART VIEW Issue 002

29/09 - 02/10/16

Speaker at Opening Days of EMOP 2016, Helmut New-
ton Foundation, Berlin, Germany

03/12/16

Speaker at DFA Conference, Augsburg, Germany

03/17

Jury Member at Kolga Tbilisi Photo Award 2017,
Tbilisi, Georgia

31/03/17

'THE SMART VIEW - Fotografia e smartphone' Talk
at Jest, Turin, Italy

04/17

Jury Member at Flamob 2017 Latin Mobile Photo
Festival, São Paulo, Brazil

06/04/17

Exhibition Curator 'THE SMART VIEW at Zerozerouno
Rome', Rome, Italy

05/05/17

Portfolio Reviewer at Kolga Tbilisi Photo Festival 2017,
Tbilisi, Georgia

17/05/17

Artist Talk with Piero Percoco at Leica Store Bologna,
Bologna, Italy

07/17 - 01/18

Social Media Specialist at KIKO Milano, Bergamo, Italy

09/17

Founder of Creative Hub Milan - a network of creatives
based in Milan

03/09/17

Speaker at Everyone Loves Ice Cream Festival,
Milan, Italy

16/01/18

'THE SMART VIEW - Nuove Forme di Fotografia' -
Artist Talk with Piero Percoco at Yatta, Milan, Italy

02/18 - 12/18

Content Manager at The Level Group srl, Milan, Italy

27/09 - 28/09/18

Speaker at '#smart_photography - Conference 2018' at
Academy of Cultural Education, Remscheid, Germany

28/09/18

Speaker at Professional Stage Photokina 2018,
Cologne, Germany

18/12/18

Guest Tutor at Scuola Spazio Tempo, Bari, Italy

02/02/19 - 03/03/19

Guest Curator 'smart as photography -
be an artist today!'

02/03/19

Speaker at the 'smart as photography - be an artist
today!' conference

07/19

Release TSV_ZINE 001 'Self-Reflections'

09/19

Release TSV-ZINE 002 'Botanic-Vibes'

09/19 Partner Mobile Photography Prize 2019,
PHmuseum

12/19 Nominee 'Editor of the Year - Independent' -
Leadawards 2019