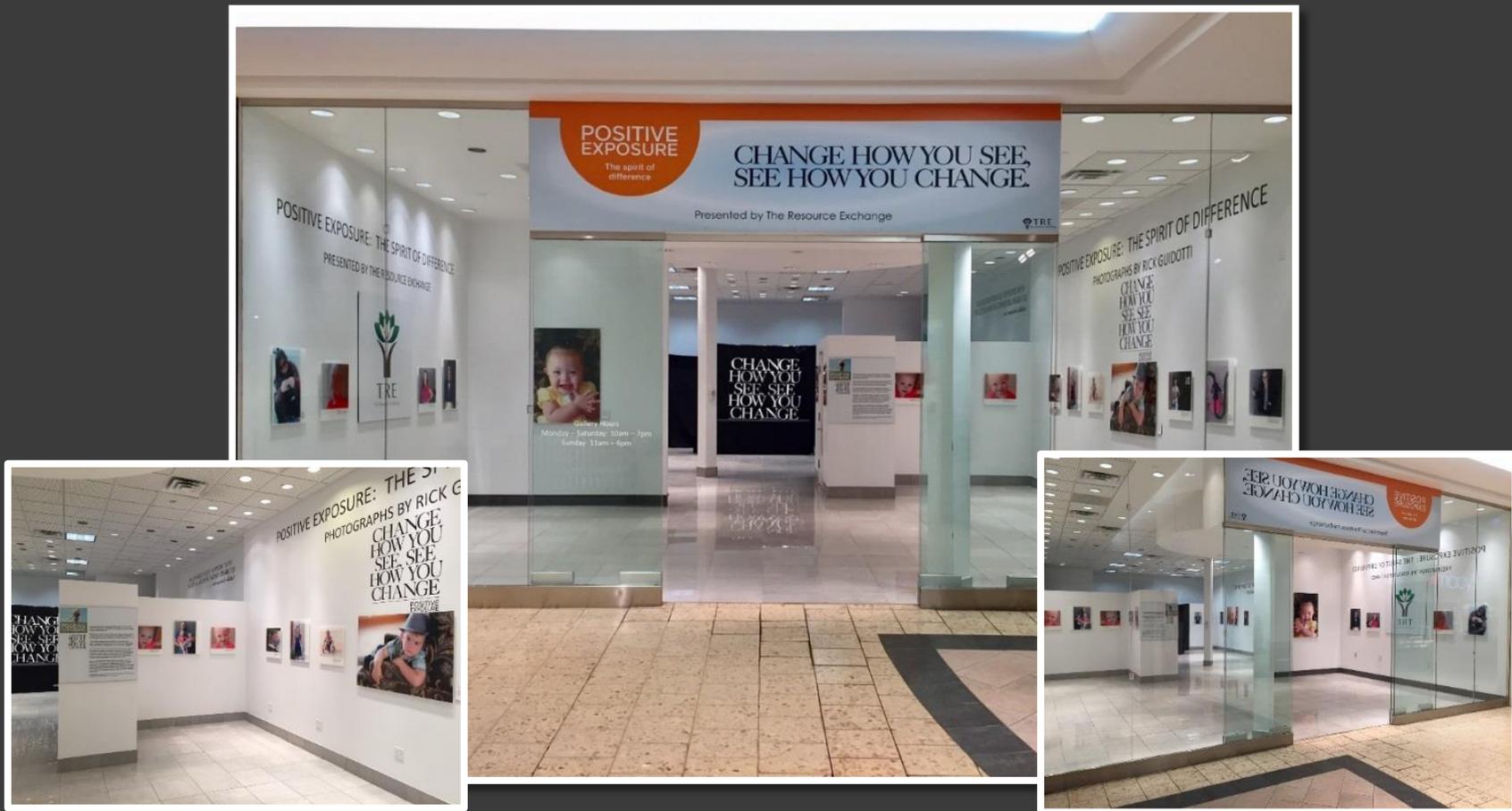


CHANGE
HOW YOU
SEE, SEE
HOW YOU
CHANGE

POSITIVE
EXPOSURE

POSITIVE EXPOSURE

A celebration of beauty, inclusion and acceptance



The collaboration between Positive Exposure, The Resource Exchange, and Chapel Hills Mall (Colorado Springs, CO), created "The Spirit of Difference" Photography Exhibition, which opened in October 2016.



The “Spirit of Difference” photography exhibition represents the first Positive Exposure “pop-up” gallery in a shopping center, creating a unique traffic and revenue generating event as well as a powerful community relations program for the shopping center.



This unique exhibit, created to increase the awareness and acceptance of individuals with disabilities, gives people the permission to see beauty and interpret beauty in their own right rather than seeing beauty dictated by industry's ideas of what is acceptable.

Benefits

- Create a new or expand an existing community partnership.
- Repurpose vacant space or common areas with dynamic and engaging displays.
- Generate local, national and international positive media via websites, social channels and traditional media.
- Build traffic through unveiling and ongoing event opportunities as well as daily gallery visits.
- Cultivate income through sponsorships.
- Reinforce and expand center's community commitment.
- Raise awareness, understanding and acceptance of people with "differences."
- Celebrate beauty and inclusion.





About Positive Exposure

Positive Exposure was founded in 1998 by award winning and internationally renown fashion photographer, Rick Guidotti.

Rick worked in NYC, Milan and Paris for a variety of high profile clients including Yves St Laurent, Revlon, L'Oreal, Elle, Harpers Bazaar and GQ. He took photographs of what were considered the world's most beautiful people.

But one day, on a break from a photo shoot, a chance encounter on a Manhattan street changed everything. Rick saw a stunning girl at the bus stop – a girl with pale skin and white hair, a girl with albinism. Upon returning home Rick began a process of discovery – about albinism, about people with genetic differences and about himself.

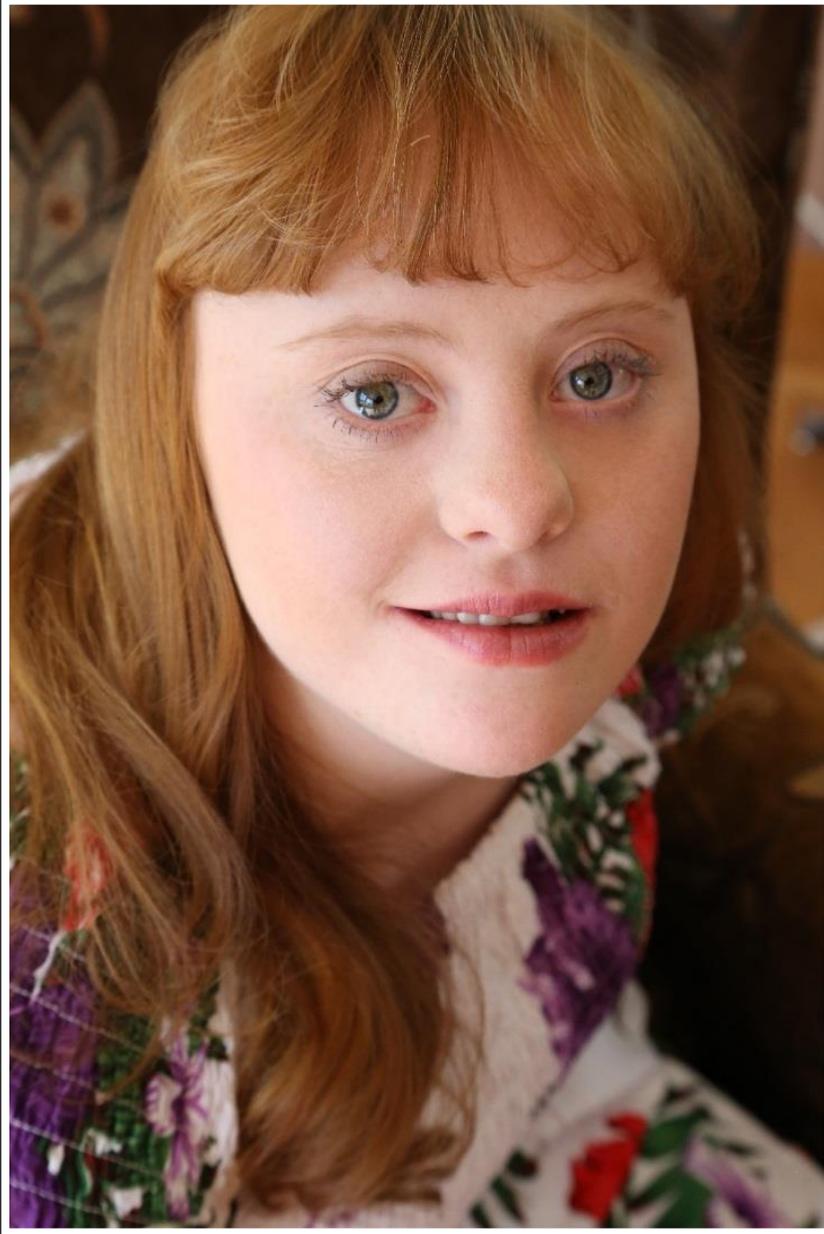


What he found was startling and upsetting. The images that he saw were sad and dehumanizing. In medical textbooks children with a difference were seen as a disease, a diagnosis first, not as people.



So Rick turned his world upside down – he stopped working in the fashion industry and created a not-for-profit organization that he named Positive Exposure.





Positive Exposure's mission utilizes photography, film and narrative to transform public perceptions of people living with genetic, intellectual, developmental, physical and behavioral differences.

Their educational and advocacy programs reach around the world to promote a more inclusive and compassionate world where differences are celebrated.



The statistics to support this work are staggering. With one out of five children in the United States born with a disability, the need for society to understand and respect children and adults living with genetic, intellectual, developmental, physical and behavioral differences is critical.



Our hope is to provide a turn-key collaborative platform for other shopping centers across the country to join with Rick Guidotti and Positive Exposure, sharing the belief that each of us seeks the fullest expression of our independence, pursuing our unique quality of and purpose in life.

We invite you to join with Rick in the hope that your community will join us to see beauty in everyone and to instill a profound respect for diversity and understanding of people of all differences.

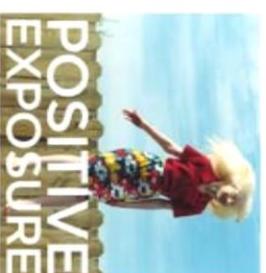


POSITIVE EXPOSURE
Rick Guidotti (212) 420-1931
www.positiveexposure.org

THE RESOURCE EXCHANGE
Garry Butcher (719) 418-4913
www.tre.org



CHAPEL HILLS MALL
Diane Loschen (719) 594-0111
www.chapelhillsmall.com



POSITIVE EXPOSURE: Seeing Beyond Diagnosis

Rick Guidotti, an award-winning photographer, has spent the past eighteen years collaborating internationally with advocacy organizations/NGOs, medical schools, universities and other educational institutions to effect a sea-change in societal attitudes towards individuals living with genetic, physical, behavioral or intellectual difference; his work has been published in newspapers, magazines and journals as diverse as Elle, GQ, People, the American Journal of Medical Genetics, The Lancet, Spirituality and Health, the Washington Post, Atlantic Monthly and LIFE Magazine.

Rick is the founder and director of Positive Exposure, an innovative arts, education and advocacy organization working with individuals living with genetic difference. Positive Exposure utilizes the visual arts to significantly impact the fields of genetics, mental health and human rights.

The Positive Exposure photographic exhibition premiered at the People's Genome Celebration, June 2001, at the Smithsonian's National Museum of Natural History and continues to exhibit in galleries, museums and public arenas internationally. Positive Exposure is the subject of critically acclaimed Kartemquin Film's ON BEAUTY, 2016 scheduled release.

"'On Beauty' is, quite simply, a masterful example of how cinema can serve as a humanizing force in the world. We need films like this. We can't afford to lose them." — RogerEbert.com

Positive Exposure explores the social and psychological experiences of people living with genetic conditions of all ages and ethno-cultural heritages. This impressive and powerful collection of imagery, film and narratives celebrates the richness and beauty of human diversity and dignity.

Positive Exposure provides new opportunities to see individuals living with a difference first and foremost as a human being rather than as a specific diagnosis or disease.

Change how you see, see how you change!

Positive Exposure.. The Spirit of Difference

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Upon returning home Rick began a process of discovery – about albinism, about people with genetic differences and about himself. What he found was startling and upsetting. The images that he saw were sad and dehumanizing. In medical textbooks children with a difference were seen as a disease, a diagnosis first, not as people.

So Rick turned his world upside down – he stopped working in the fashion industry and created a not-for-profit organization that he named Positive Exposure.

It has always been about beauty for Rick. "In fashion I was always frustrated because I was told who I had to photograph. I was always told who was beautiful."

It became clear to him that it was essential for people to understand and see the beauty in our shared humanity. But how? How do you lead people down a different path? How do you get people to see those with differences not as victims, but kids and people first and foremost? The pity has to disappear. The fear has to disappear. Behavior has to change. These kids need to be seen as their parents see them, as their friends see them, as valuable and positive parts of society, as beautiful.

The photos give people the permission to see beauty and interpret beauty in their own right. Not to see beauty that is dictated by industry's ideas of what is acceptable. What started with photographs, has grown into a wide variety of programs created to empower people living with difference – and to educate the world around them.

Our Mission:

Positive Exposure utilizes photography, film and narrative to transform public perceptions of people living with genetic, physical, intellectual and behavioral differences. The educational and advocacy programs reach around the globe to promote a more inclusive, compassionate world where differences are celebrated.



The statistics to support this work are staggering. With one out of five children in the United States born with a disability, the need for society to understand and respect children and adults living with genetic, physical, intellectual and behavioral differences is critical.

Comments from visitors to the Positive Exposure Gallery in Colorado Springs

"All I can say is BEAUTIFUL! I love how the photographs capture not only the amazing spirits of the people, it also describes what they love to do. So much passion in one exhibit! I have worked with people with special needs throughout my life. Now I am creating a normal desire in my four children to embrace people without prejudice. Continue to do what you are doing. I love it!"

Courtesy

"It's always nice to take a minute and look into the eyes of another soul wanting nothing more than just to be happy and accepted!"

"Thank you for the beautiful display." Laurie and Gary

"A great exhibit which brings out the joy in all the individuals!" Laurel

"I love this. My sister is special and a lot of people don't understand how she is. Keep up the great work." Karla

"It is truly moving and hard to fight back tears when someone as kind and beautiful as this photographer works tirelessly and harmlessly to break social norms and show that beauty comes in all different shapes, sizes and capacities, including an extra chromosome. THANK YOU! From one family embracing the beauty of autism." Aspen

"Beautiful photos of beautiful people!" Candy

"Thank you for your inspired look at all the wonderful souls here." D.

"Love this exhibit. People need to understand just because a person doesn't look like they have something wrong, don't judge. We all have feelings. Show respect. People are given a hard time when they part in handicap spots or get special treatment when they 'look normal.' My son has epilepsy and you wouldn't know. Hopefully this exhibit will help the world be more compassionate." Angela

"Heartwarming!"

"This is really wonderful. Thank you so much!"

"What a beautiful gallery. Thank you for giving life to so many people."

"So happy to see Rick's work! Thank you for all you do to highlight the beauty in all of us as humans." Hela

"What a nice display and resource for our community!"

Comments from visitors to the Positive Exposure Gallery in Colorado Springs

"Beautiful way to capture all of life's blessings." Jennifer

"Very touching photos. Keep it up." Cathy

"Beautiful photographs of children with so much potential!" Mary Lu

"Thank you for telling their stories through photos, spreading awareness and acceptance of all people."

"You are ALL beautiful! I'm thankful you have these services for our community. Blessings to everyone." Shelly

"I love showing the world that we are bright, shining stars, and more than our disabilities."

"Heartwarming photos. We are all unique in our own special ways. Celebrate life and love everyone." Cynthia

"Amazing! Thank you for shedding light on such wonderful people!"

"Love it! They all look so peaceful and happy. No doubt these people have already left their mark on this beautiful world. Thank you for capturing their true spirit and joy!" Rosemary

"Thank you so much and God bless your heart, your spirit and the work He has given you to share his most beautiful creation through the beautiful prism of your soul." Pam

*"Fantastic. Thank you for bringing awareness to such a beautiful community of individuals."
Carmen*

"Thank you so much for helping the world see true beauty and opening hearts and minds to the unique and special treasures all around us."

"Great photographs! Live! Live well! Laugh often! Love much!" Tim and Michelle