

# AmyMartinFriedman Photography

San Francisco • Los Angeles • New York City

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FOR IMMEDIATE RELEASE

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## A DAY IN MY SHOES

Madison:

Amy Martin-Friedman is working on the next installment of the A Day In My Shoes series and will be in Madison this June to photograph the beautiful, kind hearted women of Madison in their favorite shoes. This photography project will feature women of Madison in their favorite shoes to be on display in October at a gallery opening and in a gorgeous coffee table book. A photograph of each woman will be included at the opening as well as a professionally published coffee table book. "A Day In My Shoes – Madison" is the eighteenth installment of this conceptual series, designed to empower and support victims of domestic violence. Although the project officially launched eight years ago, the idea began to germinate when Ms. Martin-Friedman was living the single life in New York and Chicago more than a decade ago. She wondered why "we" the women of the world feel this need to have a special someone at all times in our lives. "Why can't I love myself enough to be my own valentine?" she thought, "to go buy myself a new pair of shoes, and strut down Fifth Avenue in these shoes, loving who I am."

This thought blossomed into the current iteration of the project in which Ms. Martin-Friedman, a former victim of domestic abuse herself, individually photographs forty + different women in their favorite shoes against the city landscape. Each woman has the opportunity to speak her story through written passages that accompany the photographs. Five of the forty\_ women are residents of local domestic violence shelters who volunteer for the project. The other forty+ women pay a sitting fee. All participants receive a canvas giclee portrait of themselves as a thank you for participating in the project. The project culminates with a local gallery showing of the women's portraits and stories and the sale of a coffee table book. All proceeds are donated to a local organization that helps victims of domestic violence.

Through the "A Day in My Shoes" Photography Project, Ms. Martin-Friedman and the project participants surround victims of violence with a circle of support. All the identities of photographed women are kept anonymous. No faces or names are revealed. "The project is about allowing women to be vulnerable and safe at the same time." Ms. Martin-Friedman explains. "That's why all women photographed are anonymously, so that they will feel empowered to tell their stories without fear."

If you would like more information about this project, or to schedule an interview with Amy Martin-Friedman please contact Angie Reinhardt 415-404-8124 or pr@martinfriedmanphotography.com



# AmyMartinFriedman P h o t o g r a p h y

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Amy Martin-Friedman is a San Francisco-based photographer who created the A Day In My Shoes project in 2009. Initially conceived to benefit the Asian Women's Shelter of San Francisco, Amy expanded the series to support other organizations that help victims of domestic violence, breast cancer survivors, and at-risk girls. A similar off-shoot project has supported an animal rescue in Los Angeles.

Through perseverance, Shoes has become an International project, moving from city to city and helping crisis centers and women through a very powerful medium. Amy's project has raised over \$400,000 for these charities and has photographed over 700 women for her coffee table books.

Martin-Friedman spent her adult years in Chicago and NYC working in retail management. Her love of Architecture grew as she walked around the city photographing the urban landscape and its inhabitants. She has a portfolio of her life's passion. The project is all of her loves combines into a magical experience for all involved. Architecture, fashion and giving back to the community is A Day In My Shoes.

Amy Martin-Friedman resides in California with her husband and two children. In addition to galvanizing charity through photography, Amy is a Latin, modern jazz, and contemporary dance teacher. She spends her summers in a rural town in Oregon- Baker City, where she teaches dance to underprivileged children at Crossroads Carnegie Art Center.

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fb. A Day In My Shoes Photography Project  
fb. Martin-Friedman Photography

## A Day In My Shoes RESUME/PRESS

### *Past Projects*

2009 Debut of A Day In My Shoes - San Francisco, CA. Beneficiary: the Asian Women's Shelter of San Francisco

2009 A Day In My "Bootsma"- Baker City, OR. Beneficiary: the Billie Ruth Bootsma Foundation, and organization that provides low income opportunities for mammograms. This series focused on women who were breast cancer survivors and daughters who had lost their mothers to breast cancer.

2010 A Day In My Shoes - Los Angeles - Studio City Sheraton, CA. Beneficiary: Safe Passage for women and children.

2010 A Day In My Shoes- Los Angeles - Part Deux, Rebecca Molayem Gallery, West Hollywood, CA, Beneficiary: AVIVA, an organization that works with 12-17 year old girls who are victims of abuse.

2011 A Day In My Shoes - Baker City, OR. Pythian Castle Gallery. Beneficiary: MayDay Inc.

2011 A Day In My Shoes - Santa Clarita, CA. Beneficiary: Santa Clarita Domestic Violence Center

2011 A Day In My Shoes - Los Angeles Pumps and Pups. Beneficiary: Animal Alliance. This series focused on women and men in their shoes with their beloved pets., highlight Ms. Martin-Friedman's concern for the animals that are often left behind in domestic violence scenarios.

2012 A Day In My Shoes- Baltimore/Harford County Subtle Rebellion Gallery. Beneficiary: SARC for women and children.

2012 A Day In My Shoes- Los Angeles Take 3- Studio City Sheraton, CA. Beneficiary: Safe Passage for women and children.

2012 A Day In My Shoes - Grand Cayman- National Gallery of Grand Cayman. Beneficiary: Cayman Island Crisis Centre.

2012-2013 A Day In My Shoes - New York City - , Debuted October 17, 2013.

2013 A Day In My Shoes - Sarasota, FL benefitted Forty Carrots; debuted Nov 15<sup>th</sup> 2013

2014 A Day In My Shoes – Grand Cayman Take 2 benefitted Cayman Island Crisis Centre, Oct '14

2015 A Day In My Shoes – Pittsburgh benefitted Women's Shelter of Pittsburgh Oct '15

2016 A Day In My Shoes – Sarasota II debuted May 3<sup>rd</sup>, 2016 benefitting Forty Carrots Charity

### **Projects In Process**

2017 A Day In My Shoes Madison shooting June 13-17<sup>th</sup>; debuting fall 2017 beneficiary TBD

A Day In My Shoes - Pumps and Pups 2 - Beverly Hills. Beneficiary: Animal Alliance, shooting currently, opening fall 2017

2017 A Day In My Shoes- Sarasota III Shooting March 2017 opening spring 2018

### PRESS

#### TV

CBS Baltimore 13 WJZ , February 2012 live clip interview/coverage

CBS Los Angeles KCAL, February 2012 live clip interview/coverage

Cayman News, October 2012/14 live interview/coverage

### AWARDS

City of Los Angeles, Mayor Antonio Villaraigosa, Certificate of Congratulations February 2012

City of Los Angeles, Councilman Dennis Zine, Letter of Commendation October 2010

Magazine/PAPER (see website under PRESS) [martinfriedmanphotography.com](http://martinfriedmanphotography.com)

# Photos



A Day In My Shoes LA



A Day In My Shoes Sarasota





A Day In My Shoes San Francisco