



CHANGE  
HOW YOU  
SEE, SEE  
HOW YOU  
CHANGE

**BE THE CHANGE! BE A SPONSOR!**  
**TOGETHER WE CAN CHANGE HOW  
THE WORLD SEES DIFFERENCE**

Partner with Positive Exposure, and through your sponsorship, you will have access to innovative materials, presentations, and workshops that celebrate and embrace the beauty of human diversity. The Positive Exposure Team will develop unique materials for your company's individualized mission and needs.



## **BEAUTY AND HUMANITY ARE AT THE CORE OF ALL POSITIVE EXPOSURE INITIATIVES**

Positive Exposure lectures, workshops, photoshoots, exhibitions, films, and programs have been hosted by many top universities, corporations, and medical communities globally.

### **AN ENORMOUS THANK YOU TO OUR PAST SPONSORS AND CHAMPIONS FOR CHANGE:**

AHRC NYC ■ Alexion ■ American Academy of Developmental Medicine and Dentistry ■ Aptima ■ Familial Dysautonomia Foundation ■ Goldman Sachs ■ MAKOM ■ Marfan Foundation ■ Miraflex ■ Moebius Syndrome Foundation ■ Montefiore Einstein ■ Morgan Lewis ■ Mother Cabrini Health Foundation ■ Netflix ■ National Organization for Albinism and Hypo-pigmentation (NOAH) ■ New York State Council on the Arts ■ Sturge-Weber Foundation ■ SUNY Downstate ■ Travelers ■ Wilhelm Foundation ■ WITH Foundation



**Positive Exposure**  
has celebrated the beauty  
of human diversity  
for more than  
25 years.

# OUR MISSION

Positive Exposure promotes a more equitable, compassionate world for individuals and communities at risk of stigma and exclusion through photography, film, community storytelling, education, and advocacy.

Please watch our Introduction  
film for a glimpse at what we do.





# OUR STORY

Positive Exposure originated from one chance encounter — and one groundbreaking idea.

Rick Guidotti, an award-winning photographer, worked in NYC, Milan, Paris, and London for a variety of high-profile clients, including Yves St Laurent, Revlon, and L'Oréal. His photography credits spanned household publications like GQ, ELLE, and Harper's Bazaar. Yet, he worked within the industry's restrictive conventions. He was always told who was beautiful!

Rick founded Positive Exposure after a chance encounter in 1997 with a young lady living with albinism at a bus stop in New York City. As an artist, Rick was taken by her extraordinary beauty. In a quest for a better understanding of albinism, Rick sought out medical textbooks, where he was affronted by the dehumanizing images depicting disease, lacking all humanity. This experience forced Rick to turn his lens from the more traditional ideas of beauty to the beauty and richness of human diversity. In June 1998, Positive Exposure was launched in a LIFE Magazine cover story entitled "Redefining Beauty."

Today, Positive Exposure partners with hundreds of nonprofits, hospital systems, advocacy groups, and educational institutions, creating educational resources and programming to reconstruct societal attitudes toward individuals and communities at risk of stigma and exclusion.

Positive Exposure's work has been profiled in regional, national, and international media outlets for contributions to human rights, mental health, medicine, and education. It is also the subject of the 2015 acclaimed documentary [On Beauty](#).



# OUR PROGRAMS

## **FRAME**

FACES REDEFINING THE ART OF MEDICAL EDUCATION

**FRAME** is a web-based film library of short documentaries that offer a more humanized understanding of medical conditions and critical health topics. FRAME is a valuable resource for healthcare providers in training, clinicians, families, and communities.

## the **PEARLS** project

**PEARLS** is a blog platform where individuals from around the world share their stories and allow audiences to experience life from their unique perspectives. The Ambassadors offer us reimagined ways to empathize, understand, and look beyond difference.

## *textbook***BEAUTY**

POSITIVE  
EXPOSURE

Vibrant and life-affirming photographs are offered to healthcare providers in training and faculty to utilize as an alternative to the grim, dehumanizing images often found in medical education.

## **THE POSITIVE EXPOSURE GALLERY**

The gallery, located on NYC's Museum Mile in East Harlem, is a central hub that showcases visual, performing, multisensory, and literary artists and provides educational, cultural, and student internships, advocacy training, and artist-in-residency programming.



# ...MORE PROGRAMS

## **LECTURES, KEYNOTES, AND WORKSHOPS**

Positive Exposure provides lectures, keynotes, grand rounds, and workshops to hospital systems, medical and dental schools, educational institutions, advocacy groups, corporations, and conferences internationally.

## **PHOTOGRAPHY AND FILM SHOOTS**

Positive Exposure empowers individuals and families to embrace their distinctive strengths and beauty through photography, film, and storytelling.

## **EXHIBITIONS, NEAR AND FAR**

Positive Exposure's work is featured in galleries, museums, hospitals, civic centers, and public spaces worldwide.

## **CUSTOMIZED PROGRAMMING**

Positive Exposure welcomes opportunities to develop new partnerships and customized programs, including photography, film, and educational initiatives.



# AWARDS

A SAMPLE OF SOME NOTEWORTHY AWARDS RECEIVED OVER THE YEARS

**AHRC NYC** Humanitarian of the Year Award

**AMERICAN SOCIETY OF HUMAN GENETICS** Advocacy Award

**HARVARD FOUNDATION** Humanitarian Award

**EURODIS, RARE DISEASES EUROPE** Media Award

**AMERICAN CLEFT PALATE CRANIOFACIAL ASSOCIATION**  
Community Leadership Award

**GOLISANO FOUNDATION** Move to Include Award

**MARFAN FOUNDATION** The Heart of the Matter Award

**GENETIC ALLIANCE** Art of Reporting Award





# IN THE NEWS

ARTS IN THE CITY [VIEW](#)

FOUNDER RICK GUIDOTTI HAS DELIVERED TED X TALKS IN NYC, PHOENIX AND PHILADELPHIA. [VIEW](#)

NBC NEWS WITH DR. NANCY SNYDERMAN [VIEW](#)

ON BEAUTY: KARTEMQUIN FILMS [VIEW](#)

PIX 11: POSITIVE EXPOSURE GALLERY IN EAST HARLEM [VIEW](#)





**THANK YOU FOR YOUR CONSIDERATION**

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