



Image Descriptions:

The previous page shows the Positive Exposure logo at center surrounded by a grid of 15 portraits of individuals of diverse ages, ethnicities, and appearances. The Positive Exposure logo features a young woman with light skin and blonde hair wearing colorful clothes and jumping in front of a fence, with "Positive Exposure" written below. This page features a bold black and white logo that reads "Change how you see, see how you change" in all caps.

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.

Image Description:
Portrait of two young people with light skin and long, dark hair, sitting in wheelchairs, pursing their lips and making peace signs with their hands.



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



Image Descriptions:

At left is a cropped image of a close-up portrait of a child with light skin, freckles, wearing orange glasses, and grinning at the camera. Below is a thumbnail image of a screenshot of the Positive Exposure Intro film, showing a young person with dark skin and short hair bending in front of a ballet bar.

**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.





Image Description:

At left is a cropped image of a close-up portrait of a child with medium-dark skin and deep brown eyes smiling and looking upward.

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](#).



Image Description:

At left is a cropped image of a close-up portrait of an adult with medium skin, light brown eyes, and freckles squinting and smiling.

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.



Image Description:

At left is a cropped image of a close-up portrait of a young adult with light skin, hazel-green eyes, and brown hair smiling and looking upward.

...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.



Image Description:
At left is a cropped image of a close-up portrait of a child with light skin, light blue-gray eyes, and blonde hair smiling at the camera.

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



Image Descriptions:

At top-left is an image from LIFE Magazine featuring a portrait in profile of a woman with light skin and long white hair wearing black against a black background. The text "Redefining Beauty" is overlaid in gold. In the middle is a collage of portraits overlaid with the text "On Beauty." At bottom-left is a screenshot from a TED Talk video showing Rick Guidotti, a white man with short light hair, gesturing with his arms. The text reads "TED: From stigma to supermodel."

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](#)



Image Description:

In the middle is the Positive Exposure logo, which features a young woman with light skin and blonde hair wearing colorful clothes and jumping in front of a fence, with "Positive Exposure" written below.



THANK YOU FOR YOUR CONSIDERATION

Please contact Rosina Rucci at 212-420-1931
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WWW.POSITIVEEXPOSURE.ORG

INSTAGRAM: [@POSITIVEEXPOSURE](https://www.instagram.com/POSITIVEEXPOSURE)