

MATTHEW RAKOLA

# PICTURE WHEATON

DOCUMENTING WHEATON THROUGH  
PORTRAITURE, "FOUND" MOMENTS,  
EVENT/SUBJECT SPECIFIC STORIES, AND  
ARCHITECTURAL PHOTOGRAPHY; AS WELL  
AS RECORDING (VIDEO) ORAL HISTORIES.

# THE PHOTOGRAPHER (MATTHEW RAKOLA)

- 19 years as an editorial, commercial, advertising photography.
- Director of DC Chapter of American Photographic Artists.
- Father of two sons (aged 3 and 6) living in Wheaton since 2013.































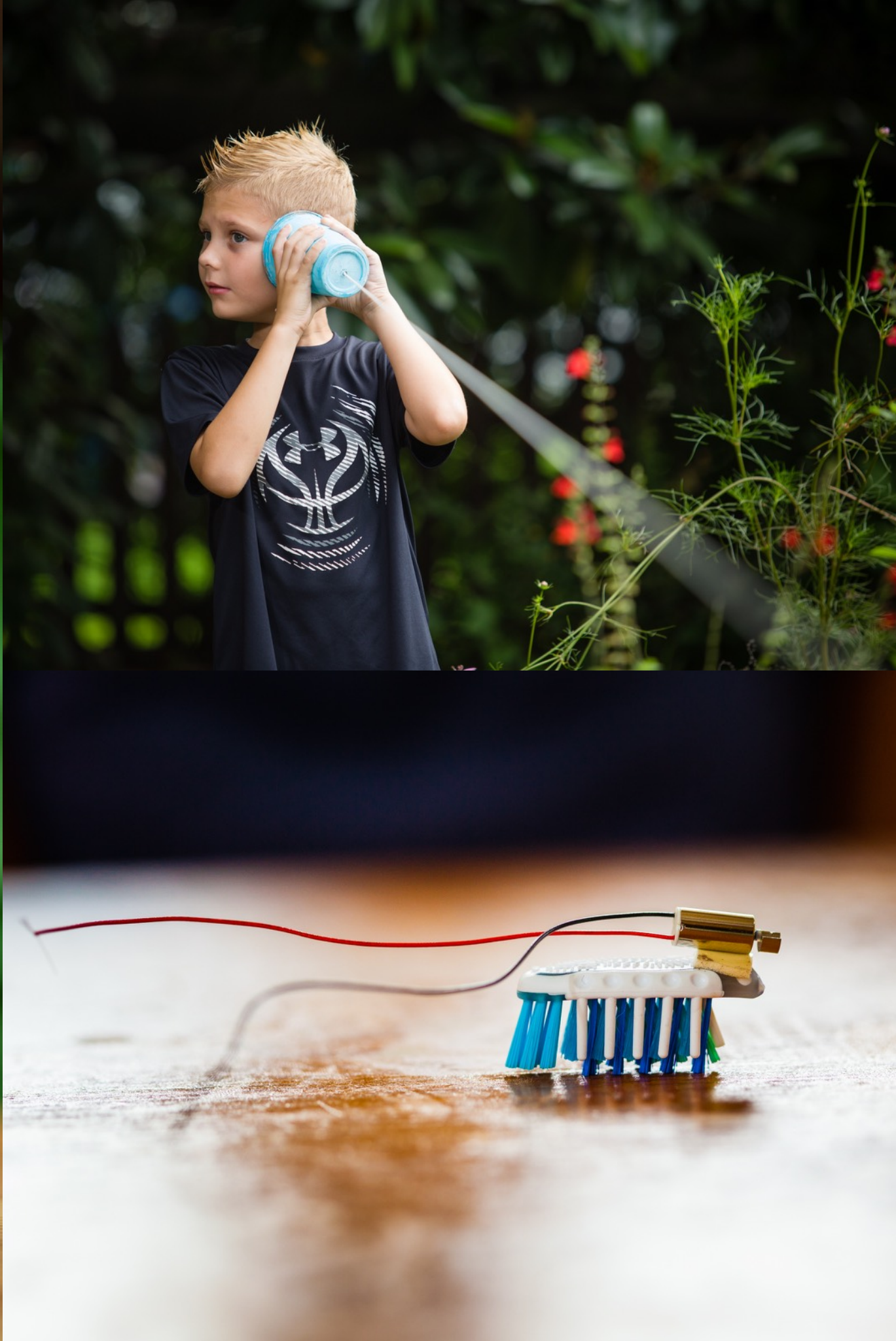












































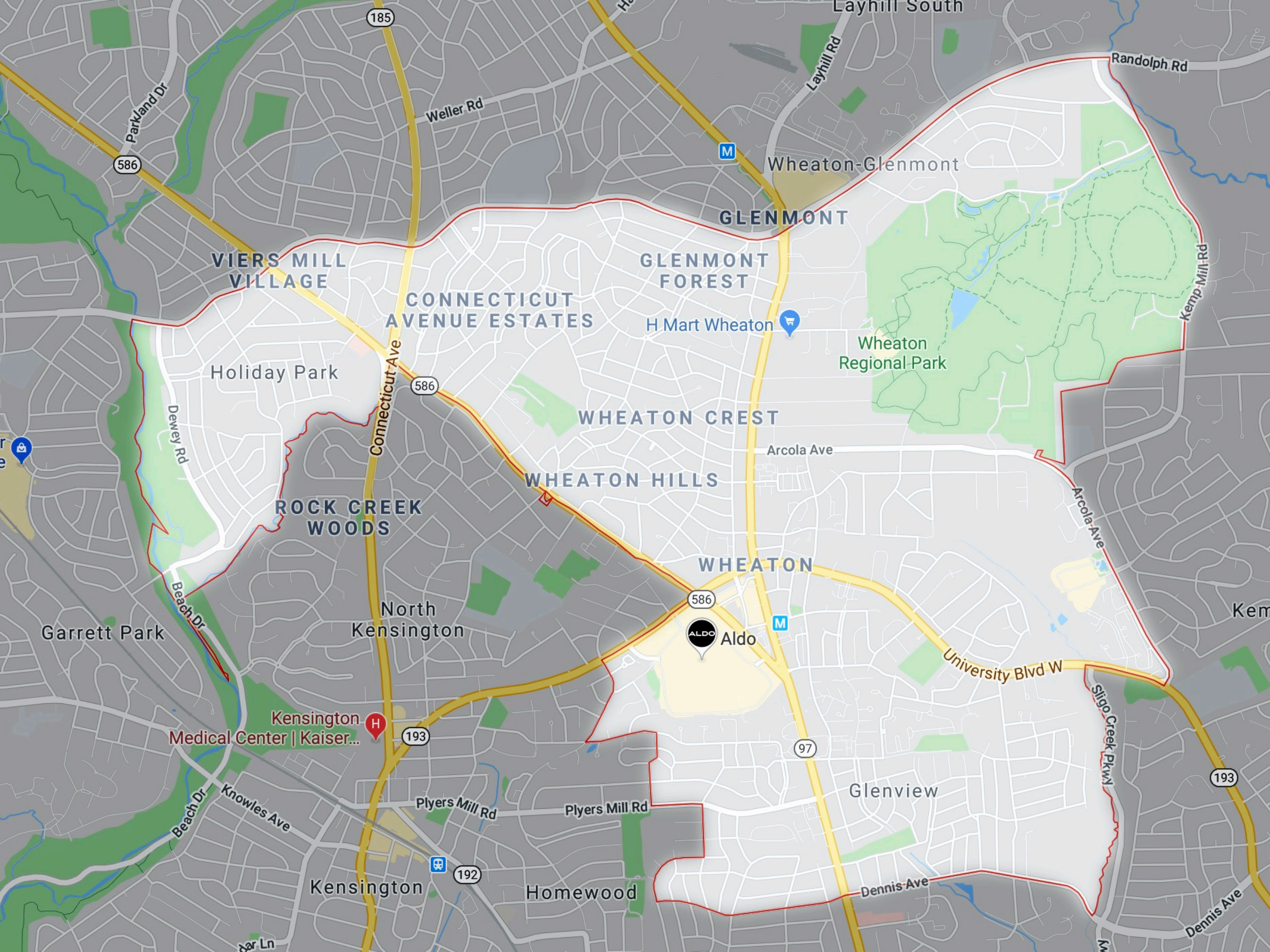






MORE SPECIFICS







# PICTURE WHEATON - ***PEOPLE***

- Studio
  - “portrait days” at community center, open to everyone.
  - Portraits of representatives, notable residents (e.g. local celebrity, oldest, local characters.)
  - “pop-ups” at festivals
- Environmental (location) portraits
  - Business owners (Nick’s, Chuck Levin’s, barbers etc.)
  - historic homes w/owners; spiritual leaders, etc.



# PICTURE WHEATON - ***STORIES***

- Features/Day-in-the-Life:
  - Wheaton Fire and Rescue
  - Businesses (Chuck Levin's, barber shop, etc.)
  - Wheaton Regional Park
  - Construction Project(s)
  - Wheaton High School
  - Tattoo Paradise
  - WTOP







# PICTURE WHEATON - ***EVENTS***

- Festivals (Taste of Wheaton, Art Parade, Chinese New Year, etc.)
- Personal (Quinceañera, bah mitzvah, wedding, etc.)
- Spiritual
- Public (Ribbon Cutting of new building



# PICTURE WHEATON - ***ARCHITECTURE/ LANDSCAPE***

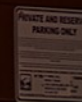
- Historic Buildings
- Historic Homes (e.g. house where 1st TV broadcast was made.)
- Parks
- Buildings about to be demolished\*\*\*



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# PICTURE WHEATON - **MISC.**

- “Found” moments
- #dogsofwheaton
- Camera Obscura in new building (<https://www.youtube.com/watch?v=gvzpu0Q9RTU>)
- Video interviews/storytelling/oral history
- Timelapse



























# WHY NOW?

- Wheaton is changing – 2020 represents a turning point:
  - New library/rec center
  - New apartments
  - New(ish) Fire Station
  - Demolition of Ambassador
  - Completion of County building is tangible representation of this change.



# WHERE WILL THEY APPEAR?

- Instagram: @picturewheaton
- [www.picturewheaton.com](http://www.picturewheaton.com) (in development)
- [www.rakola.com](http://www.rakola.com) / [www.thisisaw.com](http://www.thisisaw.com) (self promotion)
- Potentially gallery/community show?
- Book?
- Select images given to residents. (TBD)



# WHAT'S IN IT FOR WHEATON?

- Community building
- Recognition/celebration
- Historical resource
- Select images provided to portrait subjects in exchange for participation.



# WHAT'S IN IT FOR ME?

- May be used for my own portfolio/marketing materials
- Community. (I like people.)
- Wheaton pride and a desire for the area to thrive.
- Images will **not** be relicensed to 3rd parties without approval of subjects.



# ***WHAT I NEED HELP WITH:***

- Subject Ideas
- Introductions (especially to underrepresented populations)
- Access to people and places(ditto)
- Calendar (event) Dates
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*[www.PictureWheaton.com](http://www.PictureWheaton.com)*

*[www.rakola.com](http://www.rakola.com)*

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