



AN UNUSUAL PUBLICATION

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**A&M Laundromat**  
**Brooklyn, NY**  
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***This publication is a place to rightfully expose the under-exposed, and show/inspire an appreciation for the overlooked yet important things in life and in a community.*** Mom & Pop is a showcase for the unique, honest, and hard-working nature of the Mom & Pop/small business establishment. This is an exploration and print documentation of specific neighborhood stores, small businesses and common community spots that are often overlooked and under-appreciated.

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***I believe the basic qualities of what distinguish all Mom & Pop's are very similar, and deserve to be noticed and appreciated because of them.*** 1.They make a community what it is and distinguish it from others—2.They are a direct and honest reflection of an environment, people and culture—3.They keep the world from becoming one long strip of Starbucks, McDonalds and Gaps—4. They are constantly inspiring—5.They represent hard work, family, quality, and a desire to please yourself as well as your customers—6.They are honest and they are real; with no corporate checks and balances or unnecessary pretensions.

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***Small businesses are closing widely throughout the country, in the smallest town and in the largest cities. For most human necessities there is always a larger, cheaper, louder business to obtain them at, and people have to sacrifice character, diversity, and quality for a better bargain.*** Though I can not bring business to every Mom & Pop, or get people to stop shopping at large chain sores, I can expose some of these small businesses. I can show Mom & Pops in a different light: an honest one that reflects the business owners, workers and how its place within its community. I can show the good, show the bad, show the honestly, show how some are struggling, and some are a huge success. I can try to figure out why, and how, and if I come to no conclusions I can at least document my observations.

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***My objective is to observe, document, and share, while encouraging the world to look more closely at the overlooked/ the little guy, and the ideas behind them. Ideas that are not purely based on money, production, and instant gratification.*** This is an exploration. This is curiosity. This is inspiration. This is sharing. This is truly seeing. This is exposing for the good while showing the good and the bad. This is a call to action to open your eyes, support small business, and appreciate the little things in life; the quality, the reality, the everyday.

