**Guy Bourdin**

(1928-1991, France)

After his military service, Guy Bourdin returned to Paris, where he met Man Ray. In 1950 he exhibited for the first time his drawings and paintings in Paris. Two years later, he showed his photos at Galerie 29 in Paris. Man Ray wrote the catalogue introduction.

His first fashion shots were published in the February issue of Vogue Paris in 1955. During the years he organized many exhibitions in different art galleries: Galerie des Amis des Arts and Galerie Charpentier in Paris and Peter Deitsch Gallery in New York. In 1957 he took part in the Vogue exhibition at the International Biennial of Photography in Venice.

In 1967 Guy Bourdin realised his first advertising campaign for Charles Jourdan. In the same year he produced his first editorial for Harper’s Bazaar and Photo. In 1975 he worked at the advertising campaign for Issey Miyake and, afterward, at the Sighs and Whispers lingerie catalogue for Bloomingdale’s in New York.

He worked at other advertising campaigns: Baila, Gianfranco Ferré, Callaghan by Gianni Versace, Loewe and Emanuel Ungaro. In 1980 he realised a calendar for Pentax.

He refused the Grand Prix Nationale de la Photographie patronized by the French Ministry of Culture but his name is retained on the list of award winners. In 1988 he received the Infinity Award for the Chanel advertising campaign from the International Centre of Photography in New York.