PRESS RELEASE

**Guy Bourdin
two exhibitions curated by Shelly Verthime**

***In Between***

**1955 - 1987**

**opening**
Saturday September 9th,  2017

from 3.00 pm to 8.00 pm

**on view**from September 10th to October 11th, 2017

Every day, 10.30 am - 7.30 pm
Wednesdays and Thursdays, 10.30 am - 9.00 pm

 ***Untouched***

**1950 - 1955

opening**
Saturday October 14th, 2017
from 3.00 pm to 8.00 pm

**on view**

from October 15th to November 12th, 2017
Every day, 10.30 am - 7.30 pm
Wednesdays and Thursdays, 10.30 am - 9.00 pm

Fondazione Sozzani presents two exhibitions by the French photographer **Guy Bourdin**, showcasing a collection of vintage and modern prints curated by Shelly Verthime:

***In Between*** *and* ***Untouched***.

Guy Bourdin is considered one of the most important photographers of the second half of the 20th century. His three-decade relationship with French *Vogue* resulted in a radical shift in the conventions of fashion photography. Inspired by Surrealism he was able to create a fantasy world that he himself narrated with exceptional vision.

While his pioneering work is traditionally celebrated for the intensity of his colors, these two collections: *In Between* and *Untouched*, are in black and white, highlighting the little-known fact that half of his published fashion and commercial works were taken in black and white.

These early photographs hold the same graphic qualities that would later be seen in his fashion photographs, evidencing the fact that he was already a master of sophisticated visual sensibility.

***Untouched*** – from October 15th to November 12nd, – presents about 30 rare vintage prints from 1950 to 1955. Philippe Garner, Christie’s Photographs Deputy Chairman, in his essay says: *“*…these photographs illuminate the crucial first years of Bourdin's image making.” Untouched exhibition, coincides with the launch of a book with the same title.

Shelly Verthime**,** curator of these exhibitions, recounts her discovery: “A yellow Kodak Box.

A treasure found in the archive, filled with a series of brown paper envelopes each containing a negative and a corresponding contact print taped to the outside, often with cropping guides. Untouched for over fifty years, these were rare, intimate, personal, and authentic reflections of

Guy Bourdin’s broad visual interests before he started his commercial career as a photographer.”

***In Between*** – from September 10th to October 11th, presents about 20 exquisite reproduction prints from 1955 to 1987, many of which have not been seen or shown outside of their original appearance in previous publications. This selection showcases highlights of Guy Bourdin’s journey with *French Vogue* and the visionary universe he created from his first iconic editorial “Chapeaux Choc”, published on February 1955 to his 1988 when he got the ICP Infinity award, NY.

With a dramatic interplay of light and shadow he was able to create immersing theatrical

*mise en scene* in pre - digital era and inaugurated a profoundly personal and intimate signature style. In the 1950s Bourdin was the first fashion photographer to give more importance to the image than the product.

Saturday, October 14, 2017 at 5.00 pm, Shelly Verthime and Alistair O'Neill, curator and reader
of Fashion History at Central Saint Martins College, will present the volume *Guy Bourdin - Untouched*, by Steidl publisher, at the Galleria Carla Carla Sozzani.

**Biography**

Guy Bourdin (1928 -1991) was a self-taught painter and photographer who lived and worked in Paris. He was introduced to photography during his service in the Air Force in Dakar, working as an aerial photographer. In the Fifties he met Man Ray, who later wrote the catalogue introduction of Guy Bourdin’s first exhibition in 1952. His career spanned over three decades, from the early 1950s to the late 80s, most famously shooting for French *Vogue* and for Charles Jourdan*.* His legacy is celebrated worldwide and his work has been shown in numerous museums, notably Tate Modern and the Victoria & Albert Museum, London, the Galerie Nationale du Jeu de Paume, Paris, the National Gallery of Victoria, Melbourne, the National Museum of China, Beijing, and the Getty Museum, Los Angeles.

**Fondazione Sozzani**

The Sozzani Foundation was established in 2016 by Carla Sozzani and is dedicated to the promotion of culture through photography, fashion, fine and applied arts.
The Foundation has assumed the patronage of Galleria Carla Sozzani and continues all relevant public functions that the Galleria has supported for the past 27 years.