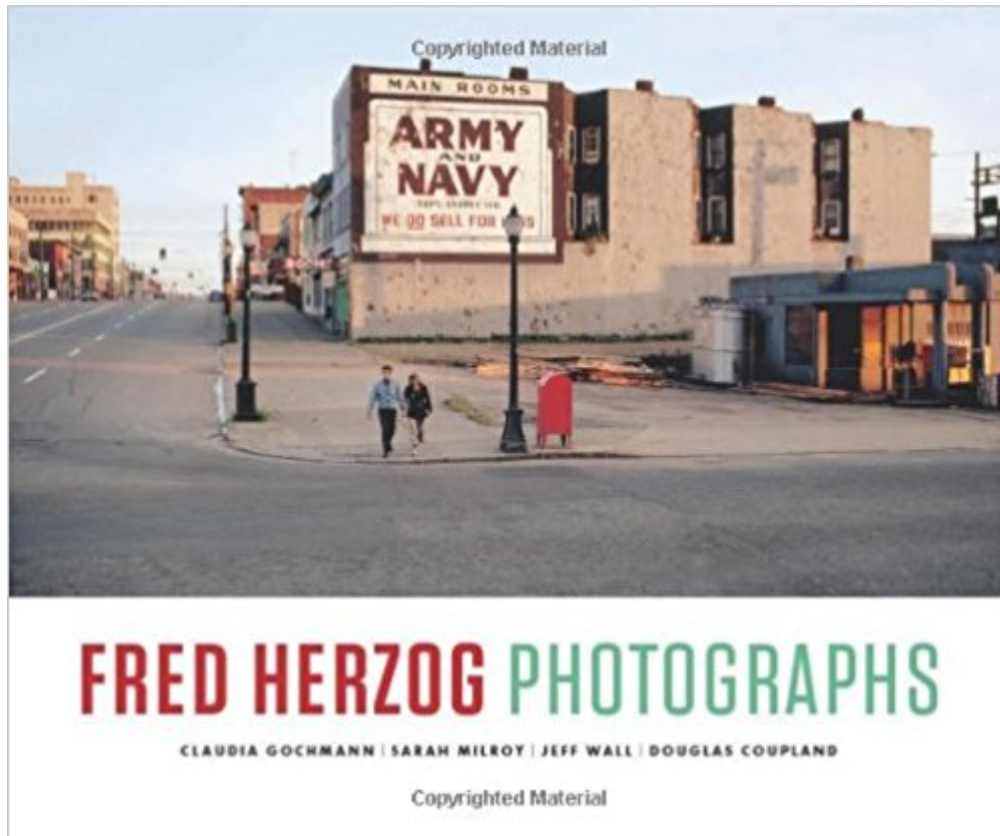




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# Fred Herzog: Photographs



## Synopsis

Fred Herzog's bold use of colour in the 1950s and 60s set him apart at a time when the only art photography taken seriously was in black and white. His early use of color made him a forerunner of "New Colour" photographers such as Stephen Shore and William Eggleston, who received widespread acclaim in the 1970s. Herzog's images were all taken on Kodachrome, a slide film with a sharpness and tonal range that, until recently, could not be reproduced in prints, and his choice of medium limited his exhibition opportunities. However, recent advances in digital technology have made high-quality prints of his work possible, and in the past few years his substantial and influential body of work has been available to a wider audience. Fred Herzog: Photographs showcases this innovative artist's impressive oeuvre in a beautifully crafted volume of early color and urban street photography. Providing authoritative texts are four titans of the art community: Jeff Wall anchors Herzog's place in the history of photography, Claudia Gochmann sets his work in an international context and Sarah Milroy and Douglas Coupland provide additional commentary.

## Book Information

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## Customer Reviews

"...wonderful and remarkable street pictures...The book offers deep insight into the photographer's color work. ...luckily for photography fans, the latest [book] is the most comprehensive yet";TIME Lightbox

Fred Herzog was born in 1930 in Germany and moved to Vancouver in 1953. After a three-year stint as a sea man, he began working as a medical photographer, while still finding time to hone his art, choosing colour film as a way to capture urban vitality. In the late 1960s and early 1970s, Herzog taught in the fine arts departments at the University of British Columbia and Simon Fraser University. He has participated in major exhibitions in Canada—including at the National Gallery of Canada, Presentation House Gallery, Vancouver Art Gallery and UBC Fine Arts Gallery --and around the world, from the Laurence Miller Gallery in New York to the C/O Berlin in Germany. Douglas Coupland was born on a Canadian NATO base in Germany and raised in Vancouver, where he still resides. Among his best-selling novels are *Generation X*, *Microserfs*, and *Miss Wyoming*. Coupland also exhibits his sculpture in galleries around the world, indulging in design experiments that include everything from launching collections of furniture to futurological consulting for Stephen Spielberg. Sarah Milroy, former editor of *Canadian Art* magazine, is an art critic who has written for journals, magazines and newspapers, including the *National Post* and the *Globe and Mail*. She lives in Toronto, Ontario. Claudia Gochmann is an art historian and writer based in Berlin. She has written for *Photography Now* and is the co-author of *ArchitekTour: Usedom*. Jeff Wall is best known for his large-scale back-lit cibachrome photographs and art-historical writing. He has exhibited around the world, including at the MoMA and the Tate Modern.

Fred Herzog's color photographs of urban scenes, mainly of Vancouver BC, are striking and usually beautiful. His work is not as well known as that of Ernst Haas or Jay Maisel, but it is equally pioneering and perhaps more unified. To do "street photography", in color, that has such aesthetic unity is remarkable. This handsome book is a fine introduction to an important artist.

Someone gave me a gift of a Fred Herzog book of photographs of Vancouver....enjoying photography myself I keenly cracked it open...great vintage type captures of a older Vancouver - I couldn't put it down. People picked it up off my coffee table and loved the photos so much that the book made a great gift....

At 50, I can just barely remember when America looked like it does in these photographs: ultra-clear, color-rich, detailed portraits of America's cities, walls, streets, signs and denizens, taken by this superb color photographer during the 1940's---1970's. Lovers of Midcentury signage and

colors must not miss this book. Gorgeous and so much fun... a real trip into the not-so-distant past.

Every picture tells a story. In fact many of them. The longer you look, the more you return to these same, brilliantly-composed and evocative images, the more that is revealed, or at least the more you see, (or think you see, because like all great art, these wonderfully-emotive photos allow each viewer to piece together their own subjective narrative.) These are pictures, not so much "about" something, as much as profoundly-transporting windows into some personal and mysterious time and place. Look for example at "Fraser River Industrial." Did you notice there's a person, a little boy, squatting among the refuse? What is he doing there? On the same horizontal axis as a cat, neither seemingly aware of each other's presence. These are photographs so rich in detail and compositional nuance, that they are a virtual short story in and of themselves, allowing the viewer to experience an entire world of relationships and meaning between the "characters" in each picture as well as between the photographs and themselves. And I don't believe I have ever seen composition, (although in this case, more, brilliantly-captured moments of time), quite as striking as this, (reminding me for all the world like something out of "Last Year at Marienbad"; look, for example at "CN Bridge", "Two Men in Fog", "Ocean Towers" or "Alexander" with the cars parked at precisely the same distance from each other as they recede into the fog), in terms of not just the various items within each frame, but of the relationship between colors in each as well. This is literature. This is art. And a wonderful example of one man's eye and abilities being able to evoke in each of us, the memories and the mysteries, emotions and experiences of what it means to be human.

I didn't know Fred Herzog, even the name. But when I opened the book, I immediately realised that he was a great one, one of those photographers that made a new step in photography. It is a little bit a mixture between the America of Robert Frank and another in colour by Stephen Shore. A book you should have.

Looking through this book it felt as if I were time traveling. Atmospheric color photographs of vintage street scenes, store fronts, regular people from the 50's and 60's walking down the sidewalk. Beautiful photography from a unique and special time. This is now the coolest book that I own.

love, love, love this book of photography of everyday life in British Columbia, San Francisco, Chinatown etc...Herzog has a wonderful eye and technique.

If you like vintage photos from another time, and you have an interest in the Vancouver, Portland, Seattle and even San Francisco areas, then this book is for you! I like the photo of the old `car dealership in Vancouver loaded with old Corvettes, Mustangs, and other super valuable cars that are just normal back then. Very cool!

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