

The Museum of Modern Art

For Immediate Release
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FACT SHEET

EXHIBITION PHOTOGRAPHY UNTIL NOW

DATES February 18 - May 29, 1990

ORGANIZATION John Szarkowski, Director, Department of
 Photography, The Museum of Modern Art

SPONSOR The exhibition and its accompanying publication
 are supported by a generous grant from Springs
 Industries, Inc., and are part of the Springs
 of Achievement Series on the Art of Photography
 at The Museum of Modern Art.

CONTENT This celebration of 150 years of photography is
 the Museum's first loan exhibition to attempt a
 critical overview of the field since Beaumont
 Newhall's landmark exhibition PHOTOGRAPHY:
 1839-1937. PHOTOGRAPHY UNTIL NOW focuses on
 the reciprocal interaction of pictorial form
 and photographic technology. The exhibition
 and its accompanying publication offer a basic
 reinterpretation of the evolution of
 photographic tradition, enriched by new
 research and the discovery of previously
 unknown historical work.

 The exhibition follows the development of
 photography's successive means of fixing the
 camera image. It examines the conceptual and
 formal implications of the inventions that have
 shaped the photographer's craft and cultural
 role. The competing early methods of
 photography are explored, including the
 daguerreotype and the calotype, in use from
 1839, when photography was invented, to about
 1860. The collodion (wet plate) process is
 examined next. Used from about 1855 to 1880,
 its optical clarity and its deliberate,
 conceptual nature made it an effective tool for
 industrial, scientific, and similarly
 analytical functions.

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Introduced about 1880, the gelatin or dry emulsion process freed the camera from the darkroom and made possible the handheld camera and a new flexibility of response. "Serious" amateur photographers responded to the ease of this technique by adopting new criteria of excellence based not on craft but on popular conceptions of beauty.

Photomechanical reproduction, which came into use around 1890, brought about the development of the photographically illustrated newspaper and the picture magazine, and redefined the relationship of photography both to text and to the traditional graphic arts. The exhibition concludes with the period since 1960 that has witnessed the rise of television and the decline of picture magazines. University art education and a vastly expanded gallery system have helped push photography toward a preoccupation with private rather than public concerns.

PHOTOGRAPHY UNTIL NOW comprises approximately 275 photographs drawn from major private and public collections, as well as lesser known institutions. The survey features images by acknowledged masters along with works by unknown photographers (partial list of photographers attached).

PUBLICATION

Photography Until Now by John Szarkowski. 308 pages. 158 tritone and 17 four-color plates; 120 duotone reference illustrations. Published by The Museum of Modern Art, New York. \$60.00 clothbound, distributed by Bulfinch Press/Little, Brown and Company, Boston; \$27.50 paperbound, available in The MoMA Bookstore.

TRAVEL

After its New York showing, the exhibition travels to The Cleveland Museum of Art (June 27 - August 19, 1990).

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For further information or photographic materials, please contact the Department of Public Information, 212/708-9750.

PARTIAL LIST OF PHOTOGRAPHERS IN
PHOTOGRAPHY UNTIL NOW

Josef Albers	Chris Killip
Giuseppe, Leopoldo, and Romualdo Alinari	Dorothea Lange
Ottomar Anschutz	Gustave Le Gray
Diane Arbus	El Lissitzky
Jean-Eugène-Auguste Atget	Robert Macpherson
Charles Aubry	Etienne-Jules Marey
Liberty Hyde Bailey	Paul Martin
Edouard-Denis Baldus	Charles Marville
Tina Barney	Tina Modotti
Hippolyte Bayard	Daidoh Moriyama
Zeke Berman	James Mudd
August-Adolphe Bertsch	Nadar (Gaspard-Félix Tournachon)
Margaret Bourke-White	Charles Nègre
Bill Brandt	William McFarland Notman
Brassai (Gyula Halász)	Timothy H. O'Sullivan
Lewis Carroll (Charles Lutwidge Dodgson)	Henri-Victor Regnault
Clementina, Lady Hawarden	Jacob August Riis
Francis Edmund Currey	Louis-Rémy Robert
Charles Clifford	Alexander Rodchenko
Gillaume-Benjamin-Amand Duchenne de Boulogne	Judith Joy Ross
Hugo Erfurth	Auguste Salzmann
Frederick H. Evans	Lucas Samaras
Walker Evans	August Sander
Roger Fenton	Charles Sheeler
Grancel Fitz	Cindy Sherman
E. Fox	Albert Sands Southworth and Josiah Johnson Hawes
Robert Frank	Alfred Stieglitz
Jan Groover	Paul Strand
John Heartfield (b. Helmut Herzfeld)	William Henry Fox Talbot
Robert Heineken	Linnaeus Tripe
David Octavius Hill and Robert Adamson	Benjamin Bracknell Turner
John K. Hillers	Adam Clark Vroman
Lewis Wickes Hine	Andy Warhol
David Hockney	Weegee (Arthur Fellig)
Robert Howlett	William Wegman
Frances Benjamin Johnston	Edward Weston
	Clarence H. White
	Garry Winogrand