

THE HEARTBEAT OF FASHION

As Inspired by
F.C. Gundlach

26 February – 24 April, 2010

Opening Reception
Thursday, 25 February, 6 -8pm



Howard Greenberg Gallery is pleased to present *The Heartbeat of Fashion As Inspired by F.C. Gundlach*. Originally conceived by collector, photographer, and publisher F.C. Gundlach, *The Heartbeat of Fashion* illustrates the history of fashion photography in the broadest sense and documents how fashion is a central part of our lives. It re-examines the role of the fashion photograph and the ways in which fashion reflects the ideas and attitudes of the times. Fashion and the fashion photograph are broadly interpreted as more than just a means to sell clothing; they have to anticipate trends and visualize ideas through images that are identifiable. "The catwalks of the world are no longer to be found in the protected zones of the fashion metropolises; they have moved onto the streets and into the living-rooms, kitchens and bedrooms of our society," notes Gundlach.

Following Gundlach's theme, Howard Greenberg Gallery will exhibit a group of photographs from its collection including works by Richard Avedon, Lillian Bassman, Brassai, Bruce Davidson, Frantisek Drtikol, Louis Faurer, William Klein, Leon Levinstein, Saul Leiter, Lisette Model, George Platt Lynes, Edward Steichen, and Irving Penn, among others.

Born in 1926, F.C. Gundlach was one of Germany's leading fashion photographers of the 50s, 60s, and 70s. Today, he is also a highly regarded collector, curator and publisher. For more than four decades, he not only shaped fashion but also influenced the perception of fashion in Germany. His work has been widely published in international magazines such as *Stern*, *Brigitte*, *Quick*, *Revue*, *Elegant Welt*, and *Film und Frau* among many others. For *Brigitte* alone, he shot 180 magazine covers. In addition to his own work, Gundlach has always supported the medium. In 1967 and 1971 respectively, he founded two photographic labs. Both companies offered services to photographers including black-and-white and color labs, an equipment rental service, studio rentals and a bookstore. He eventually transitioned into a photographic dealer, opening Galerie F.C. Gundlach in 1975, one of the first photo galleries in Germany. The gallery held approximately 100 exhibitions until its closing in 1992. In addition, he founded The House of Photography in Hamburg, which opened in 2003 with the donation of his personal collection.

In the South Gallery, we will exhibit F.C. Gundlach's striking fashion images from the 50s, 60s, and 70s.

For further information, or to request visuals for press, contact Ali Price at 212 334 0010 or ali@howardgreenberg.com
Starting February 26th, the exhibition can be viewed at www.howardgreenberg.com

Photographs on previous page, clockwise from top left: **F.C. Gundlach**, *Op Art Swimsuit, Brigitte Bauer for Sinz, Vouliagmeni, Greece, 1966*. **William Klein**, *Pont Alexandre III + Marines, Vogue, Paris, 1960*. **Dan Weiner**, *A Fashion Show on Board the New York, New Haven, and Hartford Railroad's Show Train, 1949*. **Louis Faurer**, *Bowing for the Collection, French Vogue, March 1973*.

