

## On the Rocks and Over the Edge

Bob Adelman: Lady's of the Night & Gentleman of Leisure

Joyce Baronio: 42<sup>nd</sup> Street Studio

Jerry Berndt : Barroom

23 June – 25 August 2006

### Artist's Reception

Thursday, June 22, 2006



Baronio



Berndt



Adelman

New York - Throughout the 1970's, three photographers began peering into dark, edgy, emotional and lonely situations. Each artists' sensibility shined through the darkness of their subjects, creating poetry while documenting extremely charged issues.

**Jerry Berndt** grew up in his father's barroom on the south side of Milwaukee. This environment involves its own set of rituals preformed in the glow of the jukebox or in gloomy corners, in the smoky haze surrounded by the odor of stale ale. Mr. Berndt's images of the clientele recall memories of his childhood but are also timeless in their loneliness. Currently residing in Paris, Berndt is the recipient of a NEA Visual Arts Fellowship for his book, *Missing Persons* and three Massachusetts Arts and Humanities Grants to complete other photographic projects. His work is included in the permanent collections of the Museum of Modern Art, New York; the Museum of Fine Arts, Boston; the International Center of Photography, New York; and the Bibliothèque National, Paris.

**Bob Adelman** has photographed cover stories for countless magazines including *Esquire*, *Time*, *Life* and *Harper's*. He has written more than a dozen books and produced countless others. This exhibition features images from two of his series published as *Gentleman of Leisure* and *Ladies of the Night*. These are intimate portraits of pimps and prostitutes. Adelman is the

recipient of a Guggenheim Fellowship, a NEA grant and several Art Directors Club Awards. His photographs can be found in the collections of the Museum of Modern Art, New York; the Smithsonian Museum of American Art and several other institutions.

In the late '70s **Joyce Baronio** spent four years photographing sex show performers in her studio on 42<sup>nd</sup> Street and 8<sup>th</sup> Avenue, while she was studying under Walker Evans at Yale. Unlike other artists who had emphasized the dark, bleak, tawdry and cheap aspects of these lives, Ms. Baronio sought to capture the sensitivity, humanity, and individuality of the models. Ms. Baronio removes these women from their dark enclaves, bathing them in the daylight of her empty room. Ms. Baronio said, "I simply thought of the performers as people and I wanted to see what would happen if I shot them in bright natural sunlight, literally in a new light." This series was published in a large-format book titled *42nd Street Studio* which received the Award for Excellence from the American Institute of Graphic Arts in 1980.

For further information, or to request visuals for press,  
contact Karen Marks at 212 334 0010 or [karen@howardgreenberg.com](mailto:karen@howardgreenberg.com)  
Starting June 23, the exhibition can be viewed at [www.howardgreenberg.com](http://www.howardgreenberg.com)