

MADE FOR AMERICA

PART 2

19 DECEMBER 2003 – 31 JANUARY 2004

NEW YORK CITY - The Howard Greenberg Gallery is pleased to announce an exhibition of vintage photographs from the Time-LIFE photo archive entitled *Made for America*. This is the second installment of several exhibitions featuring photographs drawn from the vast archives of the Time-LIFE Picture Collection, and the first time many of these original prints have been displayed since appearing in Time-LIFE publications. **The public is invited to the opening reception on Thursday December 18th from 6 to 8 p.m.**

The photographs featured in *Made for America* were taken for LIFE, Time and Fortune magazine assignments by some of the most noted names in the history of photojournalism including Margaret Bourke-White, W. Eugene Smith, Robert Capa, Walker Evans, Gordon Parks, Alfred Eisenstaedt, Horace Bristol, Martin Munkacsi, Erich Salomon and many more.

When LIFE magazine debuted in 1936, few could have predicted the enormous impact the weekly publication would have on American culture. LIFE gave birth to a new way for Americans to experience the world and soon became a fixture in American households. When readers opened an issue of LIFE, they opened the world: happiness, tragedy, war and peace, politics and fashion were seen up close. LIFE changed the understanding of what the world looked like and what news was because it spoke in a language everyone could understand - pictures. This idea was central to the magazine's Publisher/Creator Henry Luce. His written introduction to LIFE reads like a declaration of freedom and clearly set the stage for its reliance on incisive and dynamic photography: "To see life, to see the word, to watch the faces of the poor and the gestures of the proud. ...To see strange things. To see and be instructed. To see and be amazed."

LIFE launched America into the photographic age. Luce gave Americans something they had never seen before, a glossy large format news magazine which used pictures to tell a story. From Robert Capa's up-close look at D-Day landing to Gordon Parks powerful look at Harlem street gangs, the talented staff of photographers perfected the format of the photographic essay.

Made for America includes photographs from many of those essays. Alfred Eisenstaedt, an original LIFE staff photographer is represented by his iconic image of a sailor and a nurse kissing on VJ Day in Times Square. Grace, hope, determination and promise are embodied in the daring pose taken by the couple. Other photographs in this exhibition similarly embrace such notions: the quiet and inspiring portrait of Gandhi at his spinning wheel by Margaret Bourke-White; the heroic dramas that unfold in Robert Capa's war photographs; the buoyant radiance of a Fred Astaire dance routine as captured by Martin Munkacsi; the dynamic study by Gjon Mili of Pablo Picasso light drawing at the Madoura Pottery in France 1949. Revolutionary in American storytelling, these pioneering images from the Time-LIFE Picture Collection continue to shape our view of life.

The Howard Greenberg Gallery is located at 41 East 57th Street on the corner of Madison Avenue. Gallery hours are Tuesday through Saturday from 10 a.m. to 6 p.m. For more information, please call Margit Erb (212) 334-0010 or visit our website, www.howardgreenberg.com to view *Made for America* starting December 18th.