



Galleria CARLA SOZZANI

PRESS RELEASE

David Seidner

Opening Saturday September 3rd, 2016

From 3.00 pm to 8.00 pm

On view from Sunday September 4th to Tuesday November 1st 2016

Every day, 10.30 am – 7.30 pm

Wednesdays and Thursdays, 10.30 am – 9.00 pm

Galleria Carla Sozzani

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On the occasion of the 25th anniversary of 10 Corso Como, the Carla Sozzani Galleria presents for the first time in Italy an exhibition by David Seidner, one of the leading fashion photographers of the 80s and 90s.

The show, featuring exhibition prints by the International Center of Photography, includes a body of fifty photographs that trace his photographic research in its constant oscillation between fashion, portrait and art history.

Born in Los Angeles in 1957, at seventeen he moved to Paris to work as a fashion photographer. By nineteen, his pictures were appearing on magazine covers and his collaborations with the fashion world would start to deepen. The earlier images document the couturiers Azzedine Alaïa, Chanel, Madame Grès, Jean Patou, Ungaro and Valentino. In 1980 he worked exclusively for two years with Yves Saint Laurent.

David Seidner prematurely passed away in 1999 at forty-two, leaving a body of work that testifies to his personal survey on photography and art history, what he considered his "philosophical perspective."

"What I'm most interested in is evoking the spirit of a painting through the fold of fabric, the position of a hand, the quality of light on skin."

Seidner continued throughout his career to use the techniques of fragmentation, dynamic lighting, and cropping he had begun to explore earlier. The music of John Cage, the composer of aleatoric music and the author of "Music of Changes" inspired much of Seidner's aesthetic research. In these works, the face or body of the model is visually cut up and collaged together through multiple exposures, reflections in pieces of mirror, or by chemical manipulations in the printing. In 1977, Seidner had been hired by the Los Angeles Times to do a portrait of John Cage. While trying to correct the distortions of the photo lens, he shot five different angles of Cage's body. This was a transformative moment in which Seidner realized the strength of composition of his subjects presented with these fragments when combined into a complete image.

1986 found Seidner shooting for the Musée de la Mode in Paris photographing small wire mannequins dressed in mini-measure suits from the great couturiers of the time: Balenciaga, Jacques Fath, Lucien Lelong, Elsa Schiaparelli and Pierre Balmain who had created the miniatures after the war to promote French fashion in the USA. Seidner portrays them in poor, semi-abandoned sets, almost to recreate the echo of bombed buildings and the war.

His images have appeared in magazines such as Vogue (Italy, France, America), Harper's Bazaar, Harper's & Queen, The New York Times Magazine, Vanity Fair, and have influenced fashion photography for decades.

A deep interest in the past, in the history of art, and the art of portraiture brought him closer to the study of the paintings of John Singer Sargent. In the Nineties, initially for Vanity Fair, Seidner traced the descendants of the subjects painted by Sargent, especially British and American aristocrats, and portrays them in the sumptuous costumes of their ancestors.

With the Sargent series, these large-scale works seamlessly combine contemporary color photography with the conventions of the genius of the late-nineteenth-century portrait painters Sargent and Ingres.

Between 1990 and 1993, he writes for the American magazine "Bomb", and oversees editorial conversations with artists including Richard Serra, Sonia Delaunay, Duane Michaels and Jane Heighstein, as well as documenting the artists' studios and portraits of the artists Jasper Johns, Robert Rauschenberg, Roy Lichtenstein and John Baldessari as a significant part in his personal artistic research.

Many are Seidner's publications including *The theater de la Mode: Fashion Dolls* (1990); *Lisa Fossangrives: Three Decades of Classic Fashion Photography* (1996); *The Face of Contemporary Art* (1998).

His works have been exhibited at the National Portrait Gallery in London, at the Centre Pompidou in Paris and at the Whitney Museum in New York. In 2008, the Fondation Pierre Bergé - Yves Saint Laurent dedicated a solo show to his work. His piece *Paris Fashions, 1945* was shown at the International Center of Photography (ICP) in New York in 2009.

David Seidner

featuring exhibition prints by International Center of Photography, New York

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