



International Center of Photography

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media release

International Center of Photography to Present *Sudden Impact: Photography on the Printed Page* as Part of Paris Photo Recent Acquisitions Exhibition

New York, NY (October 20, 2011) – As part of a first-time, special exhibition during *Paris Photo 2011*, the International Center of Photography (ICP) will present *Sudden Impact: Photography on the Printed Page* November 10–13, 2011 at the Nave of the Grand Palais.

ICP joins the Tate Modern and the Musée de l’Elysée in the *Recent Acquisitions* exhibition, which explores a variety of museum acquisition strategies.

Sudden Impact: Photography on the Printed Page includes more than 40 works: issues of magazines such as *Vu*, *Regards*, *Arbeiter Illustrierte Zeitung*, and *Picture Post*; vintage prints by photographers such as Robert Capa and Weegee; and posters by Gustav Klutssis.

“The first half of the 20th Century was one of the notable periods of innovation in photography and yet it is remarkable that during those years it was rare for photographic prints to be seen on the walls of museums or galleries,” said ICP Chief Curator Brian Wallis. “Photographic images came to the attention of the public on the printed page, via large-format magazines and strikingly designed posters, and we are delighted to share a sampling of these images in this exhibition.”

The magazines provide a showcase for classic photographs by celebrated image-makers and can now be seen to mark a crucial stage in the development of today’s multimedia environment. The photographically illustrated magazine signals a historic shift from the domination of the word to the image on the printed page.

As one of the most visible features of the time period’s particular modernity, photographically illustrated magazines reflected a “machine age” dazzled by skyscrapers, automobiles, airplanes, streetcars, cinema, and the telephone. The images found in their pages provided readers with an introduction to the rhythms and attitudes of the fast-paced world of big cities and their crowd-filled urban spaces.

The publications ICP has acquired, including those displayed in this exhibition, are now attracting a steadily growing interest, after having long been regarded as ephemeral bits of paper, hardly worth the effort to preserve. ICP has, in recent years, systematically expanded its holdings of such materials to include more than 2,000 magazines, newspapers, and posters from the early 20th Century.

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About ICP

The International Center of Photography (ICP) was founded in 1974 by Cornell Capa (1918-2008) as an institution dedicated to photography that occupies a vital and central place in contemporary culture as it reflects and influences social change. Through our museum, school and community programs, we embrace photography's ability to open new opportunities for personal and aesthetic expression, transform popular culture, and continually evolve to incorporate new technologies. ICP has presented more than 500 exhibitions, bringing the work of more than 3,000 photographers and other artists to the public in one-person and group exhibitions and provided thousands of classes and workshops that have enriched tens of thousands of students. Visit www.icp.org for more information.

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