



**INTERNATIONAL  
CENTER OF  
PHOTOGRAPHY**  
MEDIA RELEASE

**CONTACT**  
Communications Team  
212.857.0045  
info@icp.org

---

## ICP AND MISHKA HENNER CREATE “PHOTOGRAPHY IS” INSTALLATION

### COLLABORATION CELEBRATES ICP MUSEUM MOVE TO 250 BOWERY

**NEW YORK, NY (FEBRUARY 19, 2016)**

The International Center of Photography (ICP) is collaborating with artist Mishka Henner on an installation at ICP’s new museum space, opening this summer at 250 Bowery. The installation on the building’s construction shed will feature Henner’s “Photography Is” work beginning February 19 until the museum opens.

First published as a book in 2010, “Photography Is” presents more than 3,000 phrases gathered online and removed from their original context. The result – photography without photographs – is a surprisingly poetic and thought-provoking meditation on how the subject is discussed throughout our culture. Passersby will be invited to participate in an interactive experience via a live Twitter feed.

“We’re thrilled to partner with Mishka to showcase this important work as we continue to build excitement about ICP’s new space and exhibit contemporary artists working with photography in the digital age,” said Mark Lubell, Executive Director, ICP.

Henner (born 1976 in Brussels, Belgium), received ICP’s 2013 Infinity Award for Art and is best known for his appropriation of image-rich technologies including Google Earth, Google Street View, and YouTube, and for his adoption of print-on-demand as a means to bypass traditional publishing models. His work has been exhibited worldwide, including recently in New York City at ICP, the Met, and MoMA. He lives and works in Manchester, England.

Spanning nearly 70 feet, the installation is made possible through generous support from Duggal, ICP’s preferred print provider. This work follows ICP’s collaboration with JR to paste a large-format, three-story recreation of a Robert Capa photograph on the façade of a building adjacent to 250 Bowery.

All proceeds from the sale of the book “Photography Is” benefit the Migrant Offshore Aid Station. For more information, visit <http://mishkahenner.com/Photography-Is>.

**MORE**

---

1114 6th Ave.  
New York, NY  
10036  
212.857.0045  
icp.org  
 @ICP  
 @ICPhotog

---

## ABOUT ICP

The International Center of Photography (ICP) is the world's leading institution dedicated to the practice and understanding of photography and the reproduced image in all its forms. Through our exhibitions, educational programs, and community outreach, we offer an open forum for dialogue about the role images play in our culture. Since our founding, we have presented more than 700 exhibitions and offered thousands of classes, providing instruction at every level. ICP is a center where photographers and artists, students and scholars can create and interpret the world of the image within our comprehensive educational and archival facilities. Visit [www.icp.org](http://www.icp.org) for more information.



---

1114 6th Ave.  
New York, NY  
10036

212.857.0045

[icp.org](http://icp.org)

 @ICP

 @ICPhotog