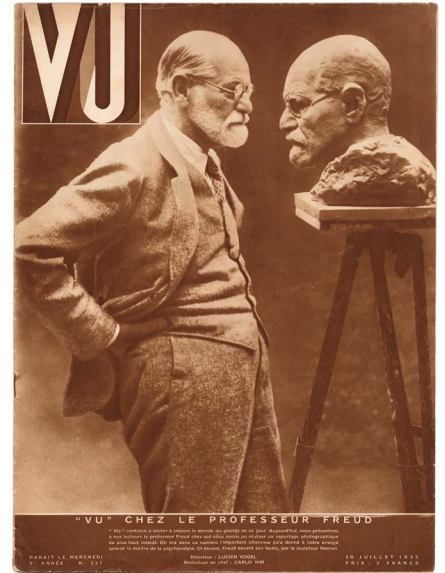


INTERNATIONAL  
CENTER OF  
PHOTOGRAPHY  
MEDIA RELEASE

CONTACT

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Vu, July 20, 1932,  
cover. Courtesy  
of International  
Center of  
Photography

# SUDDEN IMPACT: PHOTOGRAPHY ON THE PRINTED PAGE

ON VIEW (BY APPOINTMENT ONLY)

Jan 24, 2016–Apr 8, 2016

MEDIA PREVIEW

Jan 22, 2016 • 11 am–1:30pm

RSVP

press@manacontemporary.com

LOCATION

Mana Contemporary | 888 Newark Avenue, Jersey City, NJ

The International Center of Photography (ICP) will present *Sudden Impact: Photography on the Printed Page* from January 24 to April 8, 2016 at its gallery at Mana Contemporary in Jersey City. Consisting of 35 striking magazine covers and picture spreads from international periodicals of the 1920s to 1940s, *Sudden Impact* explores the moment when innovative photography and imaginative graphic design joined forces.

The publications have been selected from ICP's extensive collection of more than 2,000 historic magazines, newspapers, and posters of the 20th Century. They include *Vu*, *Regards*, *Estampa*, *Picture Post*, *Berliner Illustrirte Zeitung*, *Arbeiter Illustrierte Zeitung*, *USSR in Construction*, and *Life*.

Many of the iconic photographs of the 20th Century first reached the public in the pages of large-format illustrated magazines like these, which are today regarded as classics of dynamic graphic design. Among the artists and photographers whose images are highlighted in the exhibition are such celebrated figures as André Kertész, Martin Munkasci, Robert Capa, Margaret Bourke-White, Weegee, Aleksandr Rodchenko, Brassai, and John Heartfield.

*Sudden Impact* reveals the emergence of photography as a key component of modern visual communication. The magazines displayed in the exhibition helped to create a vast, news-hungry audience that wanted not just to read about the events and celebrities of the day but to see them as well. Printed on inexpensive paper in press runs that often reached the millions, the individual copies of *Vu*, the *Berliner Illustrirte Zeitung*, and *Picture Post* were never meant to last. Seldom preserved, most have disappeared from memory. Yet for anyone seeking to understand the extraordinary impact of photography on our visual culture, they provide an essential point of reference. As *Sudden Impact* demonstrates, they have lost none of their power to shock, surprise, and delight.

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MORE

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## TRANSPORTATION TO MANA

### *\*Media Preview on January 22:*

A complimentary shuttle service will depart at 10:45 am from Milk Studios (450 West 15th Street, New York, NY 10011) to bring members of the media to Mana. It returns at 1:30 pm.

### *\*\*Opening Reception on January 24:*

A complimentary shuttle service will depart every half hour from Milk Studio starting at 12:30 pm, returning every half hour from Mana starting at 2 pm.

## ABOUT ICP

The International Center of Photography (ICP) is the world's leading institution dedicated to photography and visual culture. Through our exhibitions, school, public 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 exhibition and educational facilities. For more information, please visit [www.icp.org](http://www.icp.org).

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