

Eng

Garry Winogrand

June 11th – September 5th
2021





Garry Winogrand, *New York City World's Fair*, 1964.
Collection of Fundación MAPFRE, Madrid

Garry Winogrand was born in the Bronx in New York in 1928. After studying at Columbia University, where he made friends with fellow student and later documentary photographer George S. Zimbel, Winogrand joined Pix Inc., an agency that supplied images to illustrated news magazines, as a photo-journalist. From 1954 and guided by agent Henrietta Brackmann, Winogrand began to sell his photographs to leisure magazines such as *Collier's*, *Look*, *Pageant* and *Sports Illustrated*. Using a 35 mm camera and flash, Winogrand photographed sportsmen in action, musicians and actors performing and the energy of New York night life. From 1955 he followed his own instincts and embarked on a series of trips across the length and breadth of the United States, travelling to Los Angeles, San Francisco, Dallas, Houston, Chicago, Ohio, Colorado and the American south west. Winogrand photographed demonstrations and the pacifist and counter-culture movements of the 1960s arising from the Vietnam war and the Cuban Missile Crisis, images that transmit the sense of a fragmenting nation.

In 1969 Winogrand abandoned almost all his commercial work in order to devote himself entirely to his artistic career, which he combined with teaching. In 1973 he moved to Austin (Texas) to give classes in photography at the university there, only returning to New York for visits. In 1978 he was awarded his first Guggenheim fellowship and moved to Los Angeles where he lived for six years. In February 1984 he was diagnosed with gall bladder cancer and died two months later, aged just 56.

Winogrand's late work seems visually simpler than his earlier output, involving less movement and less disorder. Some of his images taken in Los Angeles, for example, avoid the mass events that were of such importance at the time and focus just one or two people, often shown



Garry Winogrand, *Central Park Zoo, New York City, 1967.*
Collection of Fundación MAPFRE, Madrid



Garry Winogrand, *Central Park Zoo, New York City, ca.1963.* Private Collection, Granada



Garry Winogrand, *New York*, 1970. Private Collection, San Francisco

as self-absorbed. In 1971 Winogrand stopped printing out his photographs, assuming that he would do so when he returned to New York. However, he never returned and on his death left 4,100 rolls of film that were developed but not printed out as contact sheets and 2,500 undeveloped ones. Despite being better known for his black and white work, in the late 1950s and throughout the 1960s Winogrand produced more than 45,000 colour slides, a little known part of his output which is exhibited here for the first time in Spain in the form of three projections.

Winogrand's almost obsessive working method reveals an oeuvre focused on small details or motifs that might seem trivial at first sight, as if the artist were more interested in how the images transmit the world than in what they tell us about it. When applying for his first Guggenheim fellowship in 1963, he wrote: "I have been photographing the United States to try [...] to find out who we are and how we feel, observing our outward appearance as history unfolded and continues to unfold all around us in this world." He also spoke of the consternation he felt on discovering that the dreams of Americans were "cheap and trivial" and were built on "illusions and fantasies".

The 169 photographs in the exhibition *Garry Winogrand*, presented by Fundació MAPFRE at its KBr photography centre in Barcelona, reveal the contradictions within a society over the course of three decades; delight and disenchantment, alienation and joy, speed and movement, irony and doubt. This is a body of work that led the artist to be considered "the central photographer of his generation", in the words of John Szarkowski, curator of photography at the Museum of Modern Art in New York from 1962 and one of the most influential figures in the creation of modern photographic taste, in the catalogue of the exhibition *Mirrors and Windows* held at the MoMA in 1978.

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Dates

June 11 – September 5, 2021

Curatorship

Drew Sawyer

Opening hours

Mondays: Closed
Tuesdays – Sundays
(and public holidays):
11am-8pm
Last entry: 7:30pm

Visitors must leave the galleries
10 minutes before closing time

Admissions

Standard ticket: 5 €
Ticket with reduction: 3 €
Free standard ticket: Tuesdays
(except public holidays)
Groups: 3 € / per person

Audio guide services

Available in English, Catalan
and Spanish

Guided tour (cultural mediation service)

Wednesdays & Thursdays: 5-8pm
Fridays & Saturdays:
12-2pm, 5-8pm
Sundays & public holidays: 12-2pm
(Information at the reception.
Not available during August)

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the exhibition:
#KBrGarryWinogrand

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Cover: Garry Winogrand, *Park Avenue, New York*, 1959.

Private Collection, San Francisco (California)

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Barcelona Photo Center