

## REALITY IN COLOR

### FRED HERZOG, A PIONEER OF STREET PHOTOGRAPHY

Fred Herzog is a *flâneur* with an eye for the essential. He's considered a pioneer of color photography, and his work is a model for the New Color movement. With more than 230 photographs, this extensive monograph, *Fred Herzog | Modern Color*, takes the reader through the photographic life of the Canadian immigrant, telling the story of the streets from the 1950s to the late 1980s.

Berlin, November 22, 2016 – Long before the genre of color photography was recognized as a documentary or artistic style, Fred Herzog (\*1930) used the medium for observing everyday life. Until the 1960s Kodachrome film, introduced in 1935, was considered an amateur product for home slide shows. Herzog, however, resisted this categorization and made color photography his own early on in his career.

Besides the convenience of color film development, he was enthused about the film's ability to reproduce details of color, texture, and atmosphere. Strolling, observing, and discovering were his passions. With a Kodak Retina I, and later, a Leica M 3, the German-born immigrant began photographing the urban west coast of Canada in his free time. The common motifs of his chosen homeland that didn't make it into newspapers drew his eye: streets, sidewalks, shop windows and displays, advertisements, parking lots, and courtyards—sometimes empty of life, at other times, populated by random passersby.

One particularly important thing about this approach was having an unremarkable camera. As far as Herzog was concerned, people shouldn't know that they were being photographed. That was the only way to produce good pictures. Herzog was interested in capturing real, unadulterated life. "I imagined how I might have to show people fifty or a hundred years later what the city used to look like," said the photographer. What he describes in his pictures is a large urban novel, in which the individual photograph is one part of the narrative, offering the cultural status quo a refuge.

Herzog didn't consider himself an artist for a long time. He shot his pictures in his free time, after work, supporting his family as the head of the photography and film department at the University of British Columbia (UBC). Claudius Seidl, feuilleton editor at the *Frankfurter Allgemeine Sonntagszeitung*, described the pioneer of color photography "as a photographer, a professional; as an artist, an amateur." It wasn't until the late 1960s that Herzog drew the first media attention for his work. Today, with his body of more than one hundred thousand color photographs, he's considered a trailblazer for New Color Photography.

The current publication, *Fred Herzog | Modern Color* is the most comprehensive monograph to date of the now-eighty-six-year-old photographer. It unites more than 230 of the most important photographs, most of which have never been reproduced before. Essays by David Company, Hans-Michael Koetzle, and Jeff Wall expand the visual world with art historical information, as well as some background on the artist's life.



**FRED HERZOG**  
MODERN COLOR

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Texts by David Company, Hans-Michael Koetzle,  
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Especially in the digital age, Hatje Cantz regards itself an element linking museums, artists, galleries, collectors, and art lovers. Conveying knowledge - in terms of both content and visuals - as well as an enthusiasm for art is always at the heart of our engagement.

In keeping with our ambition to make it possible to experience art beyond the medium of the book, Hatje Cantz has launched the EDITION GERD HATJE as we continue to expand our portfolio of strictly limited, signed editions featuring works on paper, photographic works of art, and art objects.

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