

The History of Photography



Elaine Chan
Amanda Eng
Stephanie Ferl
Seonyeong Jeon
Samantha Wijaya

Prints from Paper

Daguerrotype

- Louis Daguerre discovered it in 1835 and 1839
- good nuanced, accurate structured pictures
- advantage: you can see the smallest details

Calotype (or Talbotype)

- battle between Daguerre and Talbot
- developed the negative-positive technique
- breakthrough because you could make deductions
- the discovery changed the entire course of photography and made it possible for mass printing and publications of photography



- the chief of use of the calotype was not for portraiture but for recording architecture and landscapes
- much activity in this field by British amateurs like Thomas Keith, who made a number of excellent calotypes of Edinburgh
- Louis Desiré Blanquart-Evrard, wqho invented the albumen paper and enabled to produce photographs in bulk
- an important use for these mass produced prints was for the illustration of books

- in summary Talbot's technique proved to be the first successful way of making paper photographs



The Faithful Witness







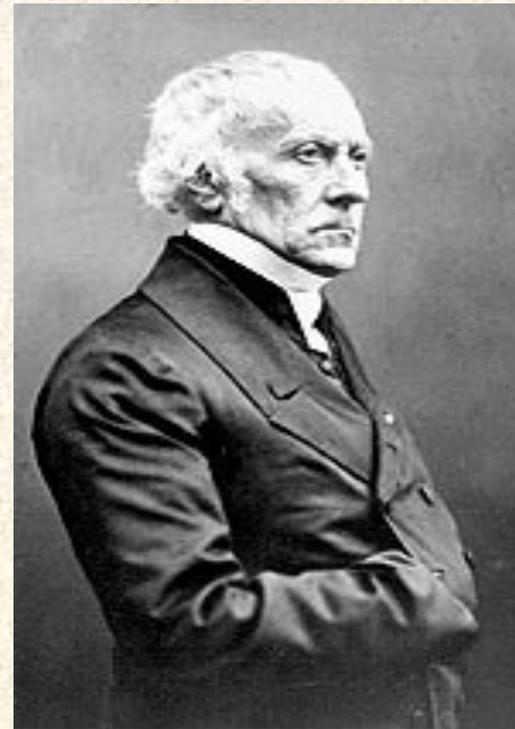




Portraits for the Million



Queen Victoria

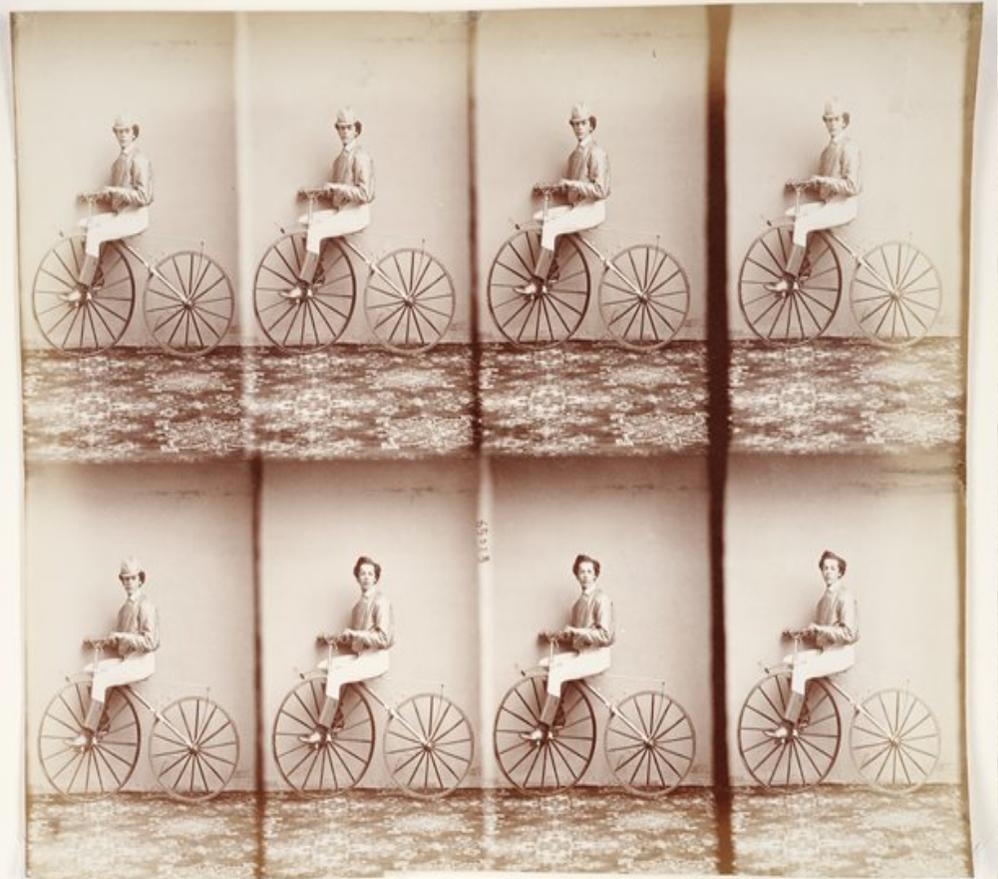


Francois Guizot

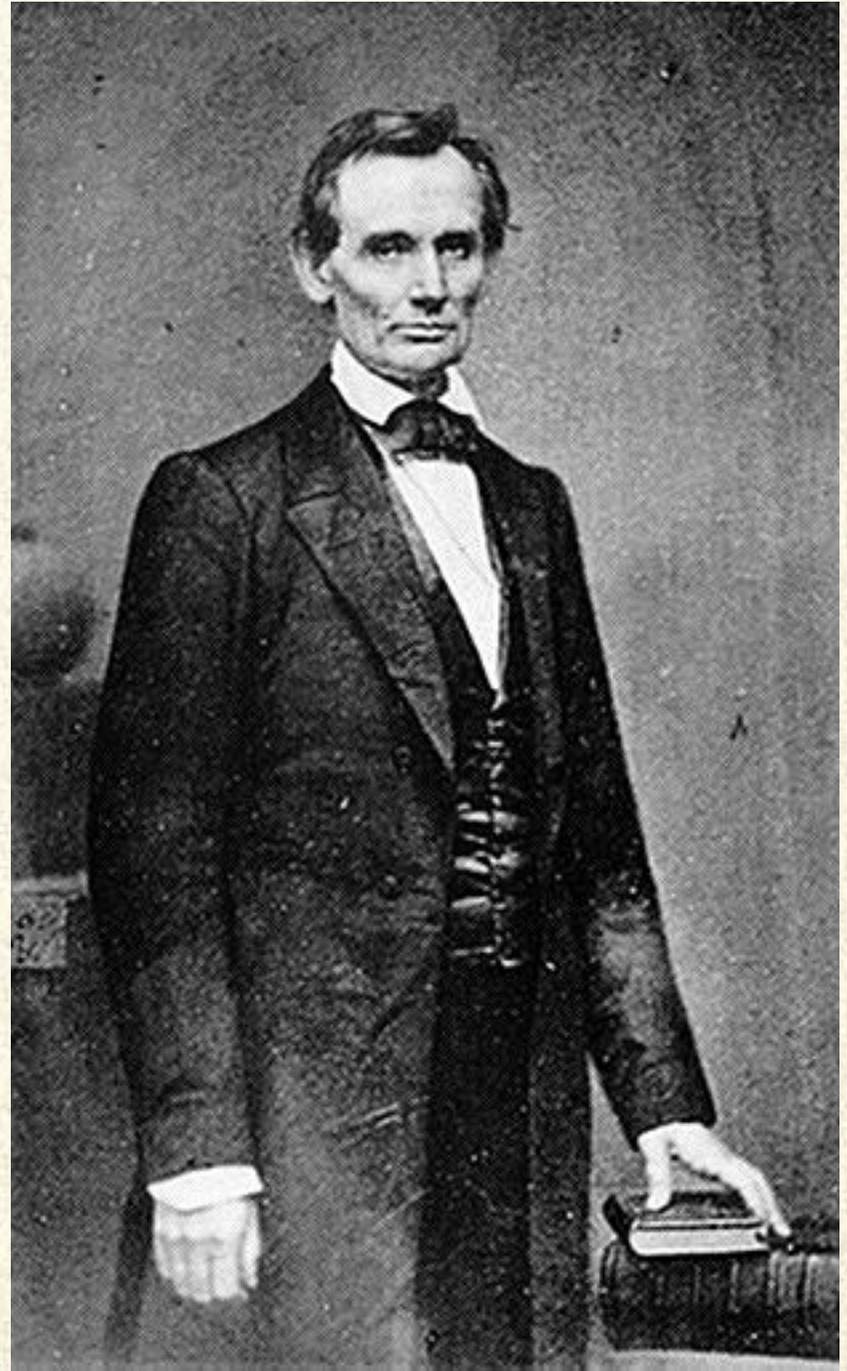
carte-de-visite : Disderi invented the easily accessible form of the small photograph.

--> paper print pasted on a mount measuring 4 by 2.5 inches.
Eight or a dozen poses could be taken on one negative.

- daguerreotype, ambrotype, and tintype methods become obsolete

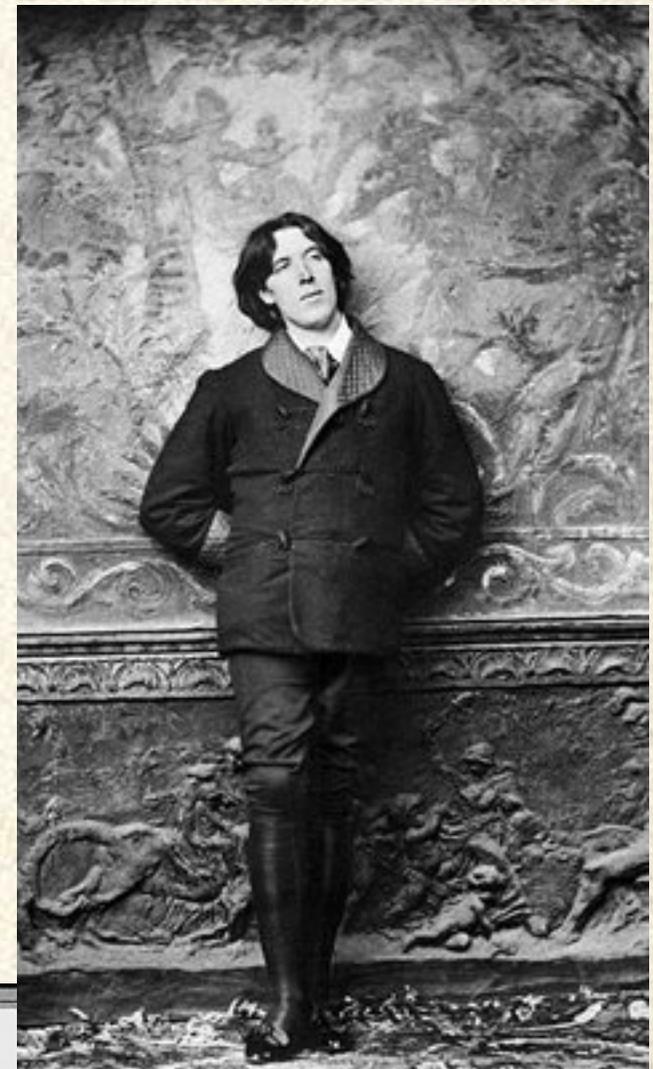


“Lincoln is a noble interpretation of the much photographed president, who once said that his Cooper Union speech and Brady’s photographs put him in office”

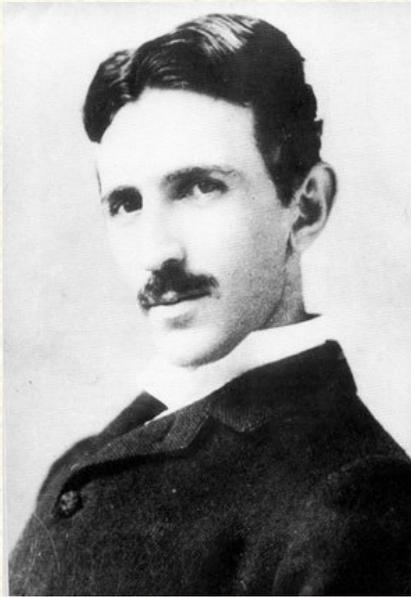


Cabinet Photograph

In America, this was a 5 ¼ by 4 inches print that was made popular by the need for an outlet for publicity. Actors and actresses pushed this trend as theatrical photographs.



Oscar Wilde



Nikola Tesla



Sara Bernhardt

“all day long I must pose and arrange for those eternal photographs. They will have me. Nobody but me will do; while I burn, I ache, I die, for something that is truly art...I want to make pictures of myself, to group a thousand shapes that crowd my imagination. That relieves me, the other oppresses me.”

- Napoleon Sarony

What power or value do photographs hold? What happens to an image that becomes widespread?



John Berger's Ways of Seeing

- Seeing
- The Images
- Photography

Seeing

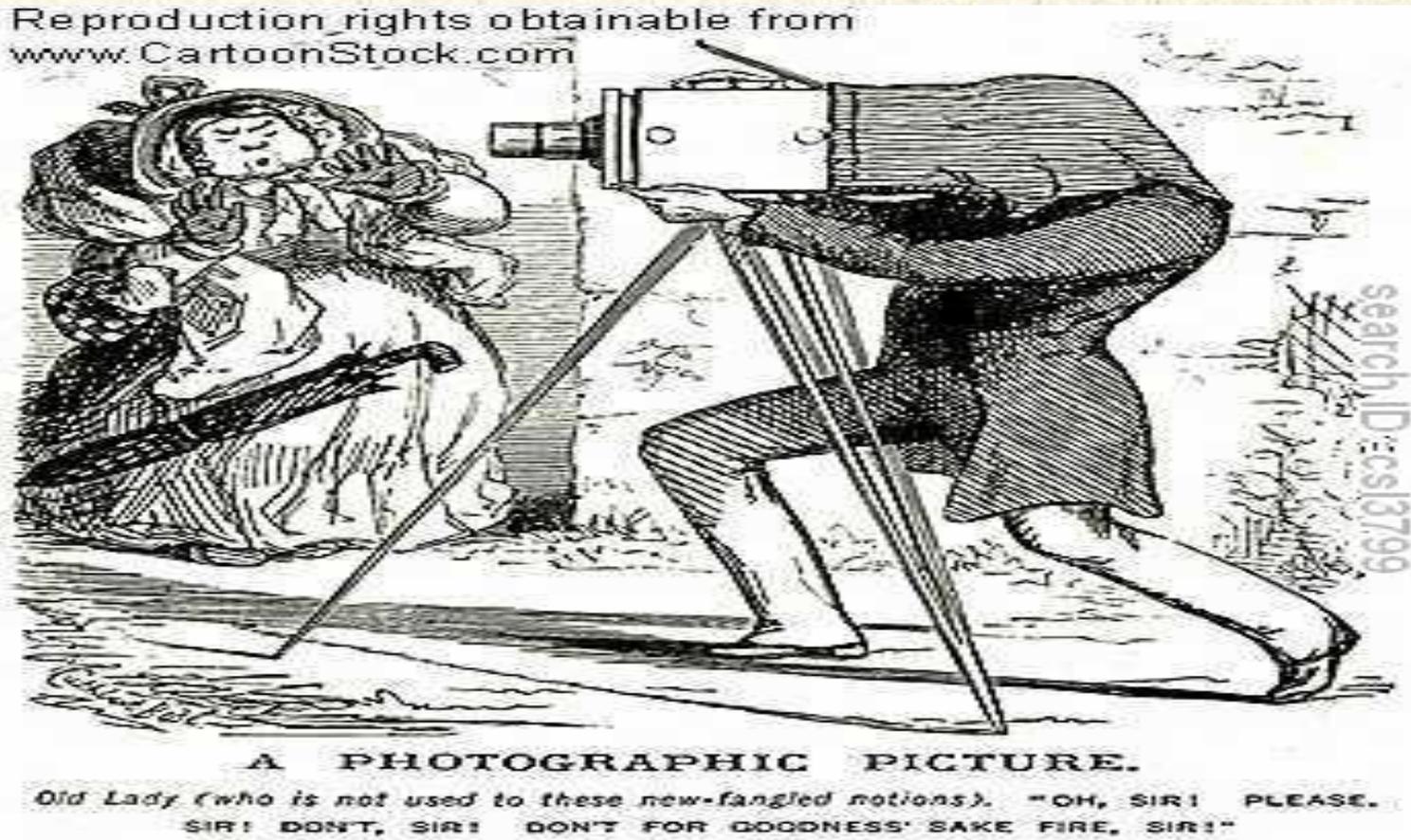
- explain the relationship between words and what we see
- we see first and then use words to explain the world
- The act of seeing is active; it is an act of choice.

The Image

- ‘An image is a sight which has been recreated or reproduced . . . which has been detached from the place and time in which it first made its appearance . . .’
- When images from the past are presented as works of art, their meanings are obscured (mystified) by learnt assumptions such as beauty, truth, Status, Form, etc
- When we see art from the past, we have the opportunity to place ourselves in history.

Photography

"After the invention of the camera this contradiction gradually became apparent."



Example of Reproductions

<http://www.youtube.com/watch?v=peONDtyn8bM>



Berger cites the example of two almost identical paintings of the Virgin of the Rocks by Leonardo da Vinci. One is at the National Gallery and other at the Louvre. In both institutions, their art

Ways of Seeing Publicity & Advertisement

John Berger

"In no other form of society in history has there been such a concentration of images, such a density of visual images."



Chaos.

Order.



Introducing the all-new Centro²



Organize your life with 

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"And publicity is the process of manufacturing **glamour.**"

- freedom
- competitive companies
- transformation
- envy as a form of reassurance

SECRET FOR HAIR REGROWTH

FIGHT BALDNESS

FDA-APPROVED INGREDIENT

ACT NOW!
LIMITED TIME OFFER

CLICK HERE TO REGROW HAIR

WWW.PROVILLUS.COM

BEFORE AFTER

The advertisement features a smiling man's face on the left and two images of a man's head showing hair regrowth on the right. The text is in various colors and fonts, with a prominent 'ACT NOW!' call to action.

SPECIAL ANNIVERSARY EDITION

How to Win Friends & Influence People

CELEBRATING 70 YEARS IN PRINT

THE FIRST—AND STILL THE BEST—BOOK OF ITS KIND—THE ONLY BOOK YOU NEED TO LEAD YOU TO SUCCESS

DALE CARNEGIE

The book cover is green and white with a gold seal indicating it is a 70th anniversary edition. The title is in a large, elegant serif font.

BEFORE 317 LBS

AFTER 199 LBS

The image shows a man in two states: on the left, he is significantly overweight, wearing a white t-shirt; on the right, he is much thinner, wearing a white dress shirt and plaid pants, pointing towards the camera.

Gordon's
Gordon's
Gordon's

THE SHAPE OF DRINKS TO COME

The advertisement is in black and white, featuring a bottle of Gordon's gin and tonics in the center. The background shows a person in a patterned shirt and another person in a dark coat.

COVERGIRL

THE NEXT BIG THING?
BIG, BOLD, LOOK-AT-ME LASHES!

NEW LASHBLAST! VOLUME-BLASTING MASCARA

WHAT'S HOT? THE BRUSH!
It sweeps over the lashes from root to tip, lifting every lash. From root to tip, it coats and coats, so full and long. Lashes look so full, so long, so dramatic. You'll be the difference in class!
Go to covergirl.com. *Always wear eye makeup remover to remove makeup.*

The advertisement features a close-up of a woman's face with large, dramatic lashes. A mascara brush is shown in the foreground, with the brand name 'COVERGIRL' and product name 'LASHBLAST!' visible.

"The publicity image steals her love of herself as she is and offers it back to her for the price of the product."

OIL PAINTING VS. LANGUAGE OF PUBLICITY

Similarities

The gestures of models (mannequins) and mythological figures.
The romantic use of nature (leaves, trees, water) to create a place where innocence can be refound.
The exotic and nostalgic attraction of the Mediterranean.
The poses taken up to denote stereotypes of women: serene mother (madonna), free-wheeling secretary (actress, king's mistress), perfect hostess (spectator-owner's wife), sex-object (Venus, nymph surprised), etc.
The special sexual emphasis given to women's legs.
The materials particularly used to indicate luxury: engraved metal, furs, polished leather, etc.
The gestures and embraces of lovers, arranged frontally for the benefit of the spectator.
The sea, offering a new life.
The physical stance of men conveying wealth and virility.
The treatment of distance by perspective – offering mystery.
The equation of drinking and success.
The man as knight (horseman) become motorist.

Oil Painting



- belongs to cultural heritage
- "You are what you have"
- Already enjoying what he/she already has
- addressed to people who make money outside of the market
- spectator-owner

Publicity



- belongs to consumer society
- Nostalgic; sell past to the future
- Unsatisfied with way of life
- Addressed to who constitutes the market
- spectator-buyer

"The contrast between publicity's interpretation of the world and the world's actual condition is a very stark one..."

THE SUNDAY TIMES *magazine*
Contents, June 6, 1971

The Picturesque Slum: the House of Commons, how it works, and why it doesn't work better, by Tom Driberg; models by Roger Law and Deirdre Amsten. Page 8

The Road from Bangla Desh: the plight of the East Pakistan refugees (right), photographed by Donald McCollin. Page 20

The Fuehrer's Mistress: the strange love affair of Eva Braun and Adolf Hitler, by Antony Ferry; with newly released photographs. Page 28

High-Speed Lib: profile of Marie-Claude Beaumont, the first woman for 20 years to drive at Le Mans, by Judith Jackson, photograph by David Steen. Page 40

Chess by C. H. O'D. Alexander; Bridge by Boris Schapiro; Mephisto Crossword Page 44



Things happen after a badebas bath

(they say it's got something to do with the horse chestnut)

toasty green waters bubble and tingle, the fresh tang of deep green continental forests spikes the air. badebas with its mysterious extract of horse chestnut is weaving its old magic. Forget about soap. Just lie there... wallow... being cleansed more kindly, more gently than you'd believe possible. But it's what happens afterwards that matters, to the re-born, invigorated you. Call it Lebenwatt if you will (the French swing it off as *jeu de vivre*). The British simply revel in it.



"Usually it is *we* who pass the image-- walking, traveling, turning a page; on a TV screen it is somewhat different but even then we are theoretically the active agent-- we can look away, turn the sound, make some coffee. "



"Yet despite this, one has the impression that publicity images are continually passing us...until the newspaper is thrown away, the television programme continues or the poster is posted over."

Discussion:

In the relationship between the viewer/consumer and the publicity image, who is the static element and who is the dynamic element?