

WILLIAM EGGLESTON

70/90

14 October through 27 November, 1999

Unseen images, taken by the artist in the 1990's along with a selection of iconic images from the 1970's, will be on view at the Gallery of Contemporary Photography in conjunction with the release of his new book, *2 ¼*, by Twin Palms Publishers. William Eggleston, the master of color photography, has long held international acclaim for his innovative vision of the ordinary, real world. Through his work, we are introduced into "...a way of seeing in which the ordinary and banal become extraordinary and engrossing." *William Eggleston and the Tradition of Color*, at the J. Getty Museum October 26 - January 30, will also include contemporary photographers influenced by Mr. Eggleston's work.

Born in Memphis, Tennessee in 1939, William Eggleston would soon become one of the most inventive and radical photographers of modern times. In 1976, Eggleston shocked the art world with his exhibition at the Museum of Modern Art in New York. There, he began his career as one of the first artists to validate color photography as a legitimate medium of art. Eggleston's reputation as a pioneer as well as his unexpected visual novels continued to grow gaining him international appreciation and recognition. He is the recipient of several distinguished awards ranging from a Guggenheim Fellowship in 1974 to the esteemed Hasselbad Foundation International Award in Photography for 1998. Eggleston's photographs grace the collections of such formidable museums such as the Museum of Modern Art, New York; the Museum of Fine Art, Houston; the Corcoran Gallery of Art and the National Gallery of Art, Washington D.C.; Victoria and Albert Museum, London; and the Museum Folkwang, Essen. He has published numerous books, catalogues, and portfolios including *William Eggleston's Guide* (1976), *Election Eve* (1977), *Troubled Waters* (1980), *The Democratic Forest* (1989), *Faulkner's Mississippi* (1991), *Ancient and Modern* (1992) and *2 ¼*.

A Reception Celebrating the Exhibition and Release of Mister Eggleston's New Book 2-1/4, Friday, October 22, 1999, 6 - 8 PM. The gallery is located in the Bergamot Station Art Center, 2525 Michigan Avenue, Gallery G-5, Santa Monica, CA 90404. Gallery hours are Tuesday through Saturday, 10 AM to 6 PM. For more information, call (310) 264.8440. <http://www.rosegallery.net>.