

GAGOSIAN GALLERY

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GAGOSIAN-AVEDON DEAL

By Carol Vogel

In the gallery world, having an international platform has its advantages, which perhaps explains why the Gagosian Gallery — with spaces in New York, Los Angeles, London, Paris, Rome, Athens and Hong Kong — is able to snag artists and artist estates from smaller enterprises. Its latest conquest, the gallery said this week, is the Richard Avedon Foundation, which had been represented by the Fraenkel Gallery in San Francisco.

Gagosian will represent Avedon's foundation exclusively worldwide. Paul Roth, executive director of the institution, said he had been trying to find a partnership that made sense, given the mission of promoting the legacy of this photographer, who died in 2004.

The foundation has large holdings of Avedon's images, including crucial fashion shoots from the years he worked for Vogue, Harper's Bazaar and other magazines. It also owns seminal portraits of celebrities like Marilyn Monroe, and artists including Andy Warhol, Francis Bacon and Alberto Giacometti. In addition, it owns images from Avedon's "American West" series, commissioned by the Amon Carter Museum in Fort Worth in 1978.

Besides being able to disseminate the photographer's work internationally, the Gagosian Gallery was chosen because it represents artists like Robert Rauschenberg, John Chamberlain and Cy Twombly, making it possible for Avedon's work to "be seen in relation to the art of his time," Mr. Roth said.

Officials at Gagosian say they are planning a major Avedon exhibition in New York next year.