

GAGOSIAN GALLERY

CLASH

Avedon: Women

The Gagosian Gallery celebrates Richard Avedon's female shapes.



Malgosia Bela and Gisele Bündchen, dresses by Dior Couture, New York, March 2000

From The Beatles to Judy Garland and Marilyn Monroe to Andy Warhol, Richard Avedon's lengthy career saw his lens shoot household names aplenty, throughout the 20th century and into the 21st.

By 1985, 762 unknown faces had also become the subject of Avedon's attention, following a six year project titled 'In The American West', which resulted in an exhibition of 125 portraits.

Today sees the opening of 'Avedon: Women' however, an exhibition solely celebrating the female figures that stood, jumped and danced before the photographer.

"I've worked out of a series of nos," Avedon once said. "No to exquisite light, no to apparent composition, no to the seduction of poses or narrative... I have the person I'm interested in, and the thing that happens between us."

Presented by Gagosian London (to be followed up by the gallery's Beverly Hills counterpart in November), 'Avedon: Women' is a display of photographs selected specifically from The Richard Avedon Foundation, the organisation he founded prior to his death in 2004.

The collection showcases Avedon's great skill and unique observation of fashion photography, with images including those taken from his time working alongside Diana Vreeland, first at Harper's Bazaar and then at Vogue.

Women in his photos didn't stand rigidly in their frocks – as had been the norm – instead embracing the trends of the time (take the loose fitting sheer pieces of the 70s) and waving their bodies about freely.

Until 26th October at Gagosian Davies Street.

www.gagosian.com