

# [PDF] Fred Herzog: Modern Color

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#### Books Details:

Title: Fred Herzog: Modern Color  
Author:  
Released:  
Language:  
Pages: 320  
ISBN: 377574181X  
ISBN13: 9783775741811  
ASIN: 377574181X

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#### Description:

**The most comprehensive book yet published on the Canadian color-photography pioneer** Fred Herzog is best known for his unusual use of color photography in the 1950s and 1960s, a time when art photography was almost exclusively associated with black-and-white imagery. In this respect, his photographs can be seen as prefiguring the New Color photographers of the 1970s. The Canadian photographer worked largely with Kodachrome slide film for over 50 years, and only in the past decade has technology allowed him to make archival pigment prints that match the exceptional color and intensity of the Kodachrome slide, making this an excellent time to reevaluate and reexamine his work.

This book brings together over 230 images, many never before reproduced, and features essays by

acclaimed authors David Company, Hans-Michael Koetzle and artist Jeff Wall. *Fred Herzog* is the most comprehensive publication on this important photographer to date.

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