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ETHERTON PUBLISHES LIMITED EDITION PORTFOLIO
with **LIFE** MAGAZINE PHOTOGRAPHER JOHN LOENGARD

Celebrating the Negative: Photographs by John Loengard

Tucson, AZ – Etherton Gallery's most recent venture, the publication of a portfolio of photographs by long-time photographer and Picture Editor at **LIFE** magazine, John Loengard, has met with resounding success at the most prominent photography fair in the United States, held annually by the Association of International Photography Art Dealers, *The AIPAD Photography Show*. The new portfolio, *Celebrating the Negative: Photographs by John Loengard*, was purchased by the George Eastman House as well as several private collectors.



Each limited edition portfolio contains eighteen photographs, a new essay discussing the photographs and reevaluating the significance of the negative in light of contemporary trends in photography, and a signed, first edition copy of *Celebrating the Negative* (1994).

The portfolio features photographs of iconic 19th and 20th century negatives, by important photographers like Harry Callahan, whose negative for *Aix-en-Provence*, is held by Callahan himself. Callahan's archive is located in Tucson at the Center for Creative Photography. As Callahan confided, "When Tucson bought the negatives, it nearly killed me. You see, the negative is all I have." Along with the crown jewel of the Center for Creative Photography, this type of project continues to add to the prominence of Tucson in the world of photography."

Terry Etherton said, "We're very proud of the success of the portfolio. It really highlights John's importance to the history of photography. We're extremely pleased."

John Loengard

John Loengard has had a significant impact on the practice and discourse of photography as photographer, editor, critic, curator and historian. His association with *Life* magazine began in 1961 when he was hired as a photographer, and his photo essays "The Shakers" and "Georgia O'Keeffe" remain classics. Loengard has written several books in which his photographs have appeared, including: *Pictures Under Discussion*, winner of the Ansel Adams Award in 1987; *Celebrating the Negative* (1994), and *Image and Imagination: Georgia O'Keeffe by John Loengard* (2007). He was also instrumental in the rebirth of *Life* as a monthly magazine in 1978. The recipient of numerous awards, in 2004 Loengard was honored with the Henry R. Luce "Lifetime Achievement Award" from Time Inc.

John Loengard's work is in the collections of prominent institutions, including: the National Portrait Gallery, the Center for Creative Photography, the International Center of Photography, the Menil Foundation, the George Eastman House, and the Vassar College Art Gallery.

DIGITAL IMAGES AVAILABLE UPON REQUEST

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