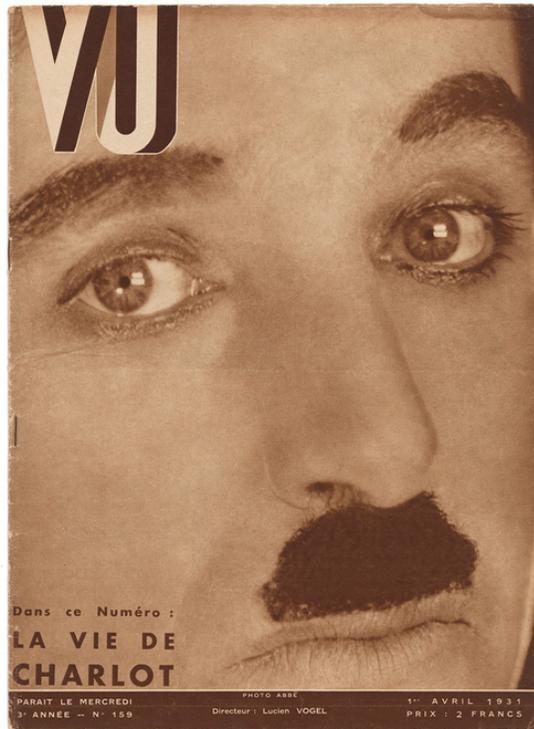


## Sudden Impact: Photography on the Printed Page

January 24 – April 8, 2016



*Vu*, Apr. 1, 1931, cover photograph by James Abbe. Courtesy International Center of Photography.

### Public Reception:

Sunday, February 21, 2016, 1PM – 6PM. A complimentary shuttle service will depart every half hour from Milk Studios (450 West 15th Street, New York, NY 10011) starting at 12:30PM, with the last bus leaving Milk at 4PM. Returning buses are every half hour from Mana from 2PM to 7PM.

### On View (by appointment only):

January 24 – April 8, 2016, Monday – Friday, 10AM – 5PM.

JERSEY CITY, NJ, January 14, 2016 — Mana Contemporary is pleased to announce *Sudden Impact: Photography on the Printed Page*, presented by the International Center of Photography (ICP). Consisting of thirty-five striking magazine covers and picture spreads from international

periodicals of the 1920s to 1940s, *Sudden Impact* explores the moment when innovative photography and imaginative graphic design joined forces.

The publications have been selected from ICP's extensive collection of more than two thousand historic magazines, newspapers, and posters of the 20th Century. They include *Vu*, *Regards*, *Estampa*, *Picture Post*, *Berliner Illustrierte Zeitung*, *Arbeiter Illustrierte Zeitung*, *USSR in Construction*, and *Life*.

Many of the iconic photographs of the 20th Century first reached the public in the pages of large-format illustrated magazines like these, which are today regarded as classics of dynamic graphic design. Among the artists and photog-

ographers whose images are highlighted in the exhibition are such celebrated figures as André Kertész, Martin Munkasci, Robert Capa, Margaret Bourke-White, Weegee, Aleksandr Rodchenko, Brassai, and John Heartfield.

*Sudden Impact* reveals the emergence of photography as a key component of modern visual communication. The magazines displayed in the exhibition helped to create a vast, news-hungry audience that wanted not just to read about the events and celebrities of the day but to see them as well. Printed on inexpensive paper in press runs that often reached the millions, the individual copies of *Vu*, the *Berliner Illustrirte Zeitung*, and *Picture Post* were never meant to last. Seldom preserved, most have disappeared from memory. Yet for anyone seeking to understand the extraordinary impact of photography on our visual culture, they provide an essential point of reference. As *Sudden Impact* demonstrates, they have lost none of their power to shock, surprise, and delight.

### **About ICP**

The International Center of Photography (ICP) is the world's leading institution dedicated to photography and visual culture. Through our exhibitions, school, public programs and community outreach, we offer an open forum for dialogue about the role images play in our culture. Since our founding, we have presented more than 700 exhibitions and offered thousands of classes, providing instruction at every level. ICP is a center where photographers and artists, students and scholars can create and interpret the world of the image within our comprehensive exhibition and educational facilities. For more information, please visit [www.icp.org](http://www.icp.org).

### **About Mana Contemporary**

Founded in 2011, Mana Contemporary is a leading arts destination dedicated to celebrating the creative process. Headquartered in a former tobacco warehouse in Jersey City, Mana unites artists' studios, exhibition spaces, and ancillary services in a single location, facilitating conversation and collaboration among its burgeoning creative community. Together with its sister campuses in Chicago and Miami, Mana serves as a lively center for all members of the art world. Mana Contemporary is home to the Richard Meier Model Museum, Ayn Foundation, the International Center of Photography, The Florence Academy of Art, Gary Lichtenstein Editions, Eileen S. Kaminsky Family Foundation, Armitage Gone! Dance, Keating Foundry, Shen Wei Dance Arts, Mana Urban Arts Project, and many others. For additional information, please visit [manacontemporary.com](http://manacontemporary.com).

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