

# ART DIRECTION



A HUMAN DIMENSION

*the magazine of visual communication june 1977 \$ 1.50*

*cover*



**Tom Germano's** cover photograph, an evocative distillation of the languid sunniness of the first days in June, is illustrative of two major trends in advertising which we have focused on in recent months. One is a concern for the human dimension—what might be thought of as humanistic advertising—which has surfaced most noticeably in corporate work (see AD, April '77, Corporate seen and noted). The other is the acceptance of fine art in an advertising medium, re the above editorial. Photographs like Germano's are no longer merely restricted to galleries and fine art books: fine art is beginning to permeate the more commercial vistas of agency and corporate work, and fine art photography finds itself used in new and often unexpected contexts.

Tom Germano is one of "18 CAPS Photographers" whose work will be exhibited in a group show at the Soho Center for Visual Arts through July 26.

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THE MAGAZINE OF VISUAL COMMUNICATION/JUNE 1977/VOLUME XXIX NUMBER 3 ISSUE NO. 340.