

richard avedon

MIA SORIANO



Richard was born on May 15, 1923 in New York City. He unfortunately passed away on October 1, 2004 due to a stroke. He was an American fashion and portrait photographer.

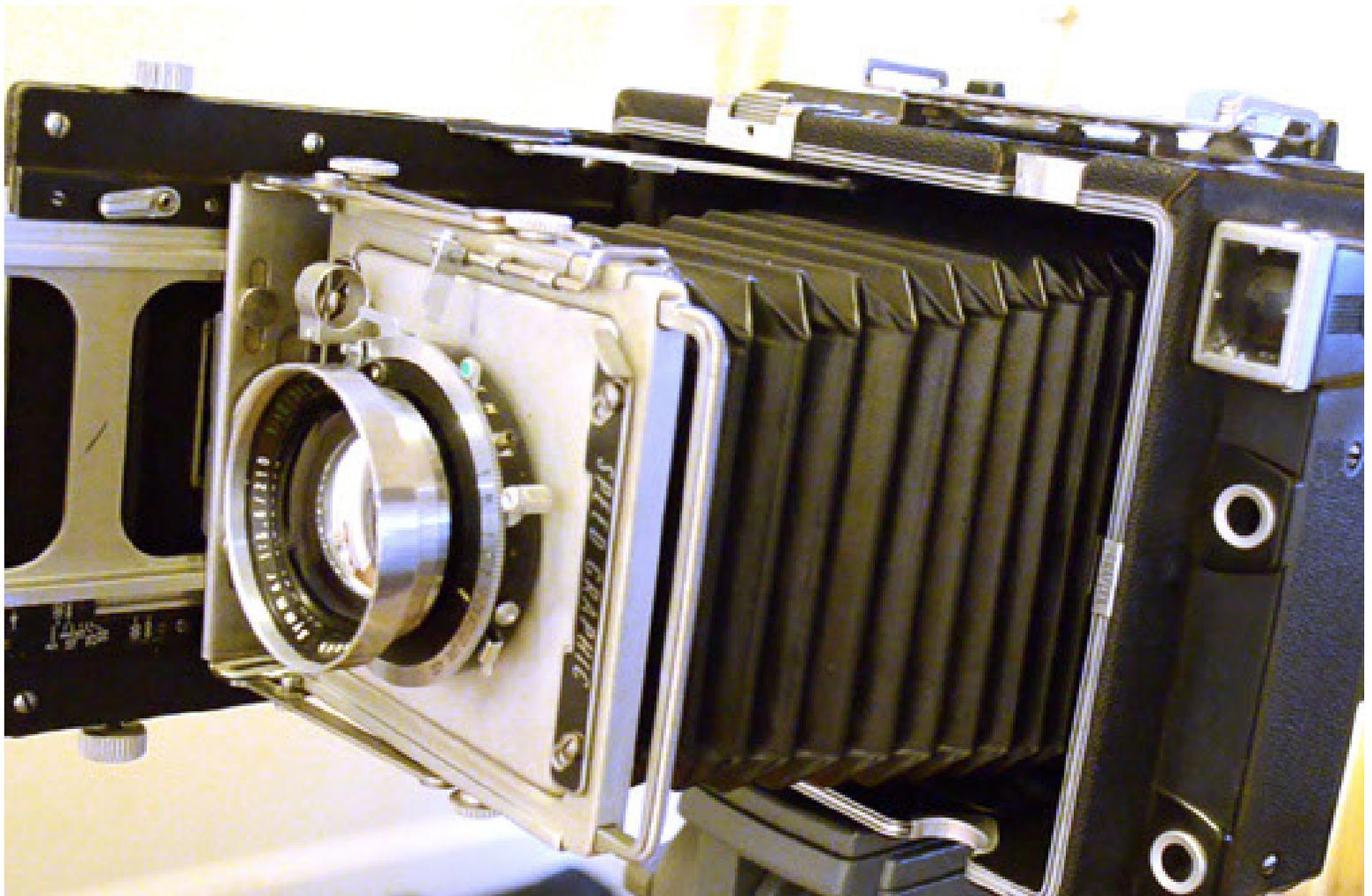
*his fashion and portrait
photographs helped define
America's image of style,
beauty and culture for the
last half-century - The New
York Times*



Instead of focusing merely on the 'fashion' of the time, Avedon used the stark white background to almost force viewers into looking deeper into the emotions of those he used as models. Choosing a white background eliminates distraction, pulling the focus to the subject, their expressions and gestures, and the minute details that may otherwise be overlooked



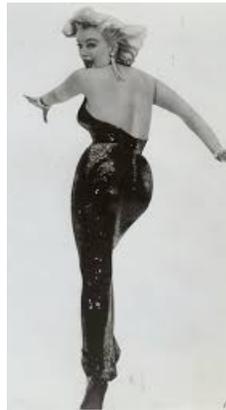
Who inspired him? An early infatuation with theater was inspired by his mother who encouraged his interest in the arts. At the age of twelve, he joined the Young Men's Hebrew Association Camera Club.



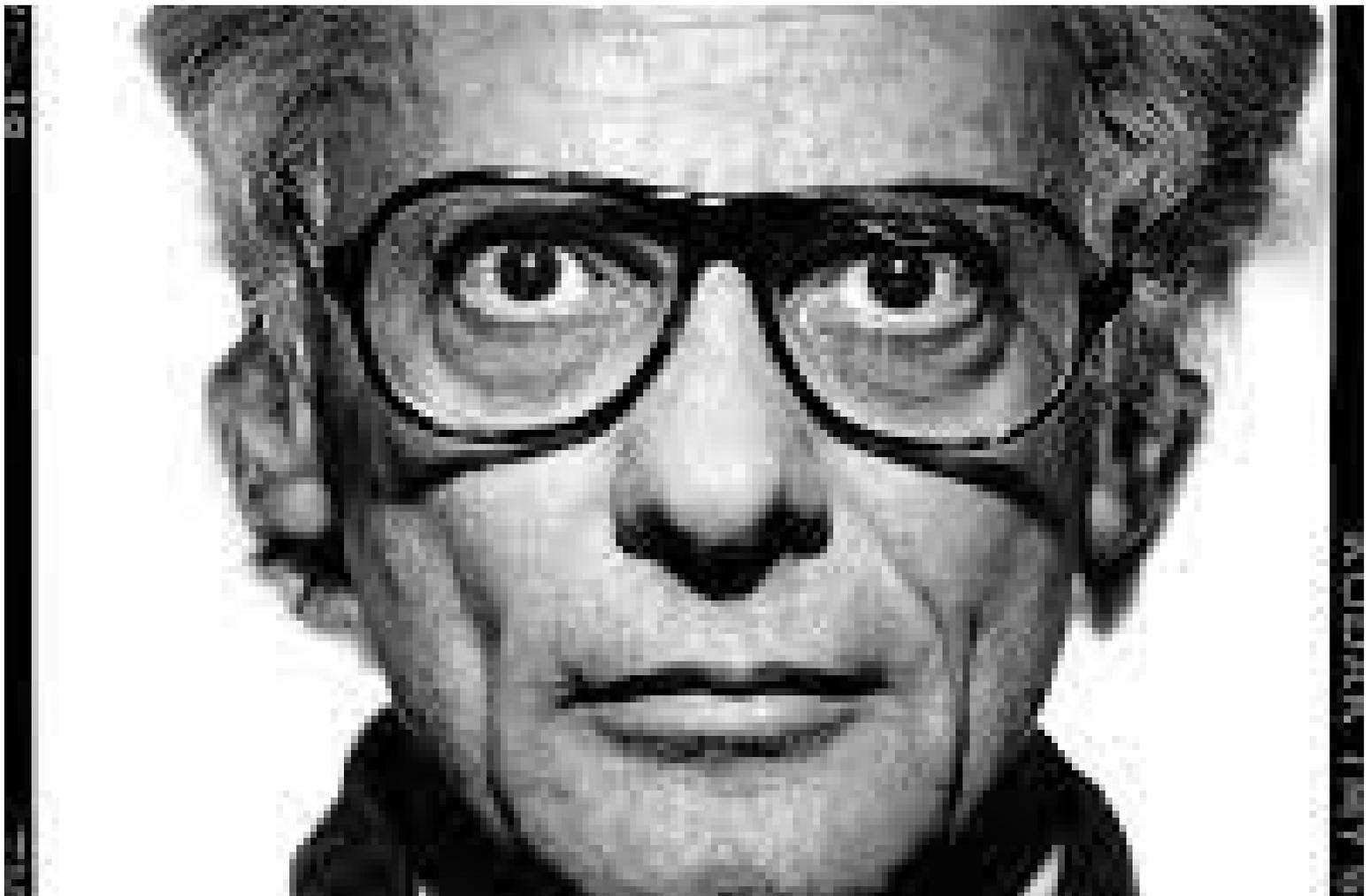
Avedon used two main formats throughout his career. Early on, he used a medium format camera that created 6x6cm negatives. Later, he started using a large format 8x10 Deardorff camera, creating 8x10 inch negatives.



Imaged by Heritage Auctions, HA.com



marilyn monroe



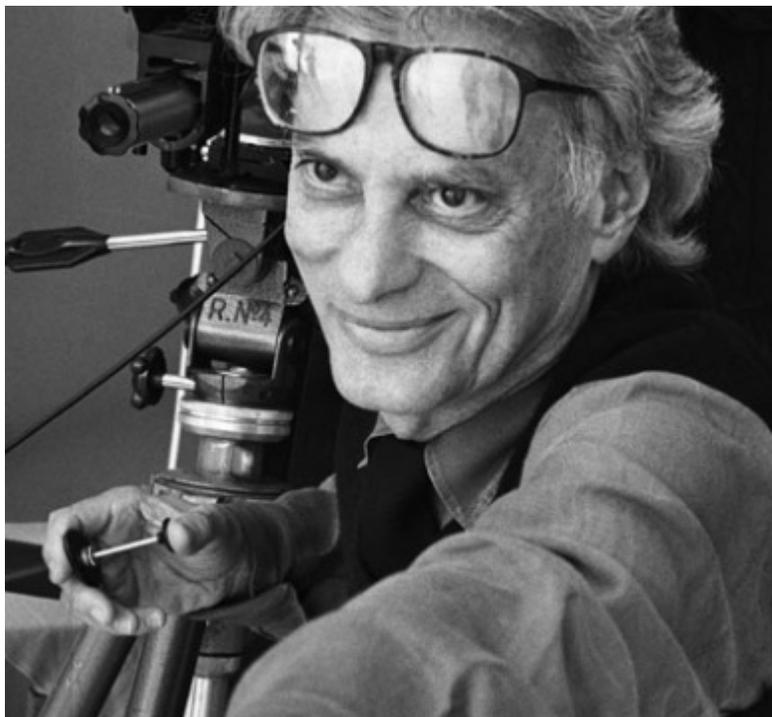
Avedon studied photography in the U.S. merchant marine (1942–44), where he took identification card pictures, and at the New School for Social Research. He turned professional in 1945 and became a regular contributor to Harper's Bazaar (1946–65) and Vogue (1966–90), in addition to working on many advertising campaigns.



One of the greatest photographers of the 20th century, Avedon expanded the genre of photography with his surreal and provocative fashion photography as well as portraits that bared the souls of some of the most important and opaque figures in the world.



more photographs



the man himself, in action



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mia soriano