

HELMUT NEWTON STIFTUNG

PRESS RELEASE

HELMUT NEWTON. BRANDS

Press preview: Friday, 2 December 2022, 10 am + 11:30 am

Opening: Friday, 2 December 2022, 7 pm

Duration: 3 December 2022 – 14 May 2023



Helmut Newton, Monica Bellucci, Blumarine, Nice 1993, © Helmut Newton Foundation | Helmut Newton, Paul Picot Watches, Monte Carlo 1992, © Helmut Newton Foundation

On 2 December 2022, the new exhibition **HELMUT NEWTON. BRANDS** opens at the **Helmut Newton Foundation** in Berlin. With over 200 photographs, the show features many unknown motifs from Newton's collaborations with internationally renowned brands, such as Swarovski, Saint Laurent, Wolford, Blumarine, and Lavazza.

When it came to composition and style, the photographer Helmut Newton did not differentiate between magazine editorials and brand assignments, which were often arranged through advertising agencies. Self-ironically, he called himself "A Gun for Hire" – also the title of the posthumous exhibition of his commercial photography that was on display in 2005, first at the Grimaldi Forum in Monaco and then at his foundation in Berlin.

This new exhibition picks up where *A Gun for Hire* left off, showcasing photographs Newton shot mainly in the 1980s and '90s for high-paying ad agencies and corporate clients, mostly in and around Monaco. In the front three exhibition rooms, we encounter fashion images for the luxury sector, for example, Newton's interpretations of **Yves Saint Laurent** fashion, haute couture, and prêt-à-porter. His photographic stagings are as diverse and individual from season to season as the women's fashion he depicted. They sometimes transcend reality, transporting us to distant emotional and exotic spheres.

Newton's commissioned works for **Wolford**, which were published in 1993 and 1994 as calendars for exclusive customers, will also be featured. These images were not only used for pantyhose packaging but also as extra-large formats for billboards, public buses, and building facades. Pictured in pantyhose and tight-fitting bodysuits, the women modelling them became giants in the public space. The first three rooms of the exhibition also display images of different designers' creations for the American luxury department store chain **Neiman Marcus**, along with examples from Newton's many years of close collaboration with Anna Molinari and her label **Blumarine**, featuring models such as Monica Bellucci, Carla Bruni, and Carré Otis.

What all these advertising campaigns have in common: only a few select motifs that Newton integrated into his exhibitions and books during his lifetime were ever well known. For the first time, **HELMUT NEWTON. BRANDS** offers the possibility to experience these complete photo series in a single exhibition.

Further little-known motifs can be found in the main room of the Helmut Newton Foundation: photographs Newton produced for the tobacco company **Dannemann**, for the Turin-based coffee roaster **Lavazza**, the Italian vintner **Ca' del Bosco**, and the Swiss watch manufacturer **Paul Picot**. Shot in the 1980s and '90s, each motif is highly individual, oriented to the brand and its offerings while reflecting the "classic" Newton style.

Supplementing the presentation in the rear exhibition room are images from other collaborations, including with crystal jewelry manufacturer **Swarovski**, as well as with **Volkswagen**, **Italdesign**, **Alberta Ferretti** and **Chanel**. In the mid-1970s, Newton also shot two ad campaigns for the famous perfume Chanel N° 5 with Catherine Deneuve. Select Polaroids, analogue contact sheets from advertising shoots, lookbooks from fashion clients, and magazine ads are spread out in display cases, pointing to the diverse uses of Newton's advertising photography.

Newton started collaborating early on with fashion brands outside of magazine editorials. For example, from 1962 to 1970, he worked with Nino-Moden of Nordhorn, Germany's largest textile company at that time, and shot for the London-based **Biba** catalogue in 1968. For decades, Newton staged everyday and luxury products, becoming a link between producers and consumers through his photographs and their publication. His visual narratives were universally understandable, so magazine publishers could easily include them in their different country editions, whether as editorial or advertising.

These series are featured for the first time as part of a retrospective of Helmut Newton's advertising photography. This often underestimated yet influential area of applied photography deals with the intentional visualization of specific products. In Newton's case, these included women's pantyhose, evening gowns, ground coffee, television sets, saw blades, silverware, red wine, cars, wristwatches, costume jewelry, and cigars. Sometimes Newton makes the objects the center of attention, placing them literally on a pedestal, while in other images, they are relegated to the sidelines. Ultimately, creating commercial photography for advertising was one of the most important aspects of Newton's work. That is why the current exhibition **HELMUT NEWTON. BRANDS**, with over 100 virtually unknown photographs, is vital for a comprehensive and systematic analysis of his work.

On the occasion of the new exhibition "**HELMUT NEWTON. BRANDS**", the revised new edition of "Helmut Newton. A Gun for Hire" will be published by **TASCHEN** with forewords by Matthias Harder and June Newton and statements by Pierre Bergé, Tom Ford, Josephine Hart and Anna Wintour, hardcover, 23 x 30.5 cm, 1.85 kg, 240 pages, ISBN 978-3-8228-4643-8 (English, German, French), € 50 | US\$ 70 | £ 50; taschen.com

For questions and press materials, please contact:

Helmut Newton Foundation
Museum of Photography
Dr. Matthias Harder
Jebensstrasse 2, 10623 Berlin
Tel.: +49 (0) 30 318 648 56
www.helmutnewton.com
info@helmut-newton-foundation.org

Press contact
Nadine Dinter PR
Fasanenstrasse 70, 10719 Berlin
Tel.: +49 (0) 30 398 87 411
Mobile: +49 (0) 151 123 70 951
presse@nadine-dinter.de
press@helmut-newton-foundation.org