

# Victoria Miro Gallery

## Press Release

### William Eggleston • Dust Bells

*Private View Monday 22 November*

*Exhibition 23 November to 18 December 2004*

***“When people ask me what I do, I say that I’m taking pictures of life today.” William Eggleston***

The Victoria Miro Gallery is delighted to present *Dust Bells* by William Eggleston. The exhibition comprises previously unseen colour photographs taken from the mid 1960s to the early 1970s.

Born in Memphis in 1939, William Eggleston has, for almost fifty years, photographed American life. Hailed as the father of colour photography, his ability to find beauty in the banal has changed the way we look at the world. Along with Gary Winogrand and Lee Friedlander, Eggleston forms part of a generation of post-war photographers whose works liberated the medium from the restrictive rules and conventions of the period. A native Southerner raised on a cotton plantation in the Mississippi Delta, William Eggleston has created a singular portrait of his native South. His colour prints monumentalize the everyday and he finds his subject matter in his native environment: in the urban and rural landscape, the parking lots, diners, motel rooms and lives of the people of Mississippi.

Behind a deceptive casualness Eggleston’s images reveal an acute and instinctive sense of colour and form. His mastery of composition is allied to a sustained experimentation with seductive, often saturated colour. The dye transfer process, which he uses, allows him to control the tone and intensity of each individual colour to deep emotive effect. Under his gaze the ordinary and everyday is invested with powerful significance. Although he began his career making black and white images, he soon abandoned them to experiment with colour technology. The Museum of Modern Art’s groundbreaking one-man show of 1976, *William Eggleston’s Guide*, established his reputation as the pioneer of modern colour photography. Until this exhibition colour photography had rarely been shown before in a museum context and was to change the way photography was viewed.

Recent and current solo exhibitions include 2001 *William Eggleston*, Fondation Cartier, Paris and Hayward Gallery, London. *William Eggleston: Los Alamos* continues at SF MoMA, San Francisco until 4 January 2005 and opens in February 2005 at the Dallas Museum of Art. Collections include Museum of Modern Art, New York, Whitney Museum of American Art, New York, J. Paul Getty Museum, Los Angeles and Victoria and Albert Museum, London. Awards include in 1998 *The Hasselblad Award*, in 2003 *Gold Medal for Photography*, National Arts Club and in 2004 the prestigious *Getty Images Lifetime Achievement Award*.

For further press information please contact Kathy Stephenson, 020 7 549 0422, [kathy@victoria-miro.com](mailto:kathy@victoria-miro.com)