

Press release, January 15, 2016

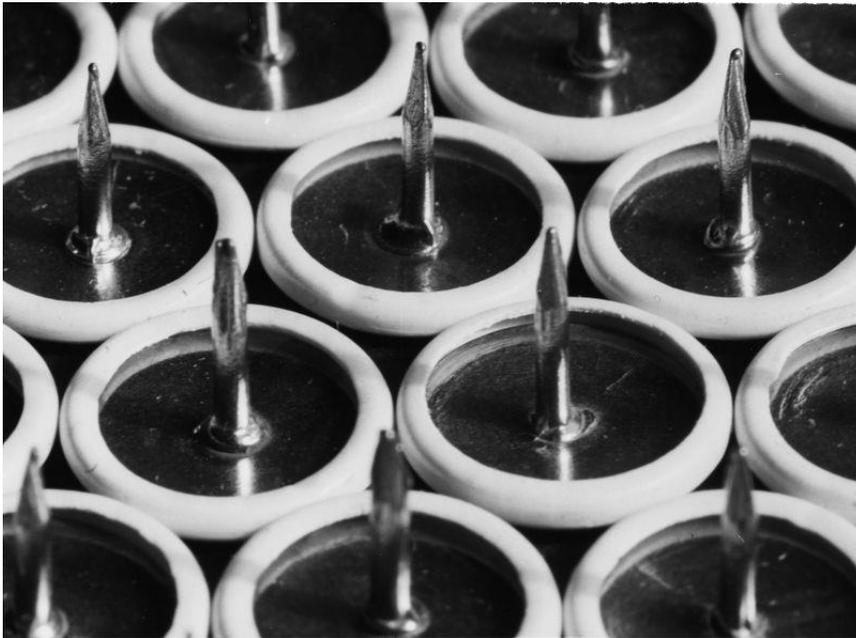
Photo exhibition: Hein Gorny – New Objectivity and Industry

Curated by: Antonio Panetta and Francois Hébel

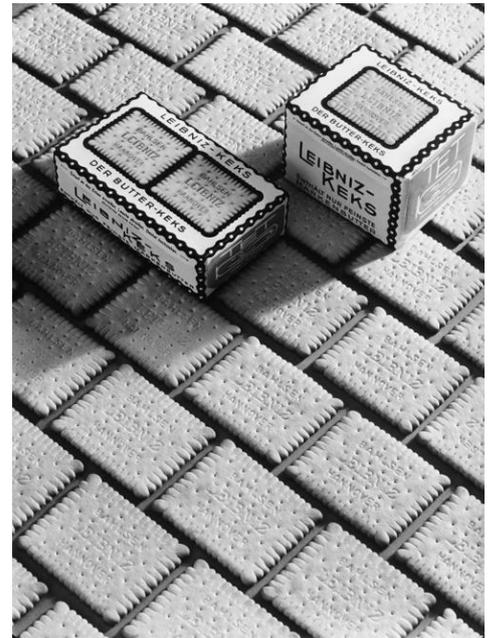
Press preview: Thursday, February 11, 2016, 11 am - 1 pm
Press preview possible from February 1 by appointment

Opening: Thursday, February 11, 2016, 6 - 9 pm

Duration: February 12, 2016 - May 27, 2016



© Hein Gorny/ Collection Regard



© Hein Gorny/ Collection Regard

Dear Madam, Dear Sir,

we are pleased to announce, as part of the continuing administration of the estate of Hein Gorny (1904-1967), our new exhibition. Starting February 12, 2016 Collection Regard presents the photographic exhibition "Hein Gorny, New Objectivity and Industry", a **co-production with Foto/Industria, Bologna and Collection Regard**, curated by Francois Hébel and Antonio Panetta.

The exhibition was shown as part of Foto/Industria biennale from October 3 to November 1, 2015 at Genus Bononiae, Museo della Storia di Bologna, in Bologna and was reviewed in Italy as well as internationally as "**the discovery**" (Corriere della Sierra, L'Oeil de la Photographie, ...).

We would like to cordially invite you to our **press preview**, taking place on February 11, 2016, from 11 am to 1 pm. Please send a short notification via email to info@collectionregard.com. Press visits can be arranged by appointment from February 1.

In its fourth exhibition concerning the photographic work of Hein Gorny, Collection Regard shows a new aspect of his extensive and manifold oeuvre, this time focusing on **advertising photography in the context of the New Objectivity and the New Vision**. Accordingly, Gorny's pictures are distinguished by their stringent objective imagery and dynamic composition. Thus, a further contribution to the rediscovery of the oeuvre of Hein Gorny is made. The current show of Hein Gorny in the **Berlinische Galerie**, Berlin (6 photographs) and the **Sprengel Museum**, Hanover (8 photographs) is another sign that the importance of this photographer is being acknowledged more and more.

Hein Gorny (1904-1967)



Biography Hein Gorny

1904 Hein Gorny is born in Witten an der Ruhr on April 21

1922 after breaking off his apprenticeship as a joiner, he flees to Hanover. Contact with the „Kröpcke Circle“

1924 first camera and photographs, first publications in the *Hannoverscher Anzeiger*

1929 starts working as a professional photographer in Hanover

1930 shoots advertising for Bahlsen, Pelikan and other companies

1931 moves to Berlin with Ruth Lessing (daughter of Theodor Lessing)

1932 marries Ruth Lessing on January 15th

1935 birth of his son Peter Hanns; takes over Lotte Jacobi's atelier on Kurfürstendamm 35 after Jacobi emigrated to America; was appointed a member of the Society of German Art Photographers (GDL)

1938 the book "Ein Pferdebuch" is published; in an effort to resettle his family, Gorny travels to New York; emigration is not possible in the end

1939 birth of his daughter Katrin Barbara

1941 declared "unworthy to bear arms" because he is married to a Jewish woman; is nevertheless allowed to continue working as a photographer. The book "Ein Hundebuch" is published

1943 the building at Kurfürstendamm 35 is hit by bombs; the atelier survives but the water used to douse the flames destroys almost all negatives

1946 divorces Ruth

1967 dies in Hanover



Excerpts from the introduction of the publication “Hein Gorny, New Objectivity and Industry” by Marc Barbey:

“Hein Gorny (1904-1967) was a highly versatile photographer. Self-taught, he had extensive, in-depth knowledge of photographic techniques and was specialized both in photographic and darkroom processes. He photographed a broad range of subject matter, including portraits, architecture, and animals as well as images used in industrial, commercial, and illustrational contexts. In addition he created experimental photographs, primarily working with macrophotography. Advertising photography was the field in which Hein Gorny carried out numerous commissions and was most well-known. He was primarily active in Hanover and Berlin. Hein Gorny is described by Heinrich Riebesehl as a “pioneer of modern commercial photography” in a catalogue published in conjunction with the Spectrum Photogalerie’s inaugural exhibition of 1972. He was masterful in his groundbreaking ability to fuse the photographic spirit of his time with the demands of advertising photography.”

“Particularly important clients for Gorny were the Hanover-based companies Pelikan and Bahlsen. Hein Gorny published photographs in the company magazine Pelikan-Blätter and was commissioned with taking photographs for the anniversary publication honoring the company’s centennial anniversary. Over seventy photographs by Gorny were included in another anniversary publication, Günther Wagner: 1839–1939. During the same period, Gorny produced similar photographs in conjunction with the commemorative publication H. Bahlsens Keksfabrik: 1889–1939, produced by Bahlsen company in 1939 for its fiftieth anniversary. Almost all of the more than fifty photographs in this publication stem from Gorny. These include the imposing company office and factory complex on Podbielskistraße, images of assembly line production, and the company’s edible products.”



“The obsessive detail of the compositions that you will find in this exhibition demonstrate to what extent Hein Gorny was able to photograph given products - whether cookies, pens, collars, wallpaper, or cigarettes - in painstaking compositions and striking patterns of arrangement. He compiled his images in a manner that satisfied his artistic aim of establishing a harmony between the proportions of the objects and the fall of light, while simultaneously presenting the product, its surface, texture, and quality to the advantage of the manufacturer.”



FOTO/INDUSTRIA, Bologna

Foto/Industria is a biennale for industrial photography in Bologna, specializing in the world of companies and work: www.fotoindustria.it. Foto/Industria is organized by the MAST Foundation: <http://www.mast.org/en/home>. The art director of the biennale is François Hébel.

Foto/Industria 2015 showed fourteen exhibitions with free admission, including artists like Edward Burtynsky, Pierre Gonnord, Kathy Ryan, O. Winston Link, Neal Slavin, Hein Gorny and David La Chapelle, at wonderful locations in the center of Bologna. A catalogue has been published.

Views of Bologna, MAST and exhibition „Hein Gorny, New Objectivity and Industry“ FOTO/INDUSTRIA BIENNALE 02, Bologna 2015 (October 3 – November 1, 2015)



FOTO/INDUSTRIA
BOLOGNA'15

PELIKAN Gmbh, Hanover

Eight photographs shown in the exhibition „Hein Gorny, New Objectivity and Industry“ have been loaned from the Pelikan company, Hanover. After Collection Regard (in cooperation with Laura Benz and Raimund Zakowski) undertook the inventory and archiving of Pelikan's Gorny Archive in November 2014, Pelikan's calendar for the year 2016 was designed using motives by Hein Gorny.



© Hein Gorny/ Collection Regard/ Courtesy Pelikan GmbH, Hannover

François Hébel

François Hébel (1958) is a French art director on the side of photographers for 35 years.

Artistic director/co-founder of the biennale Foto/Industria in Bologna (Italy) since 2013. Art director of Fiaf gallery, New York 2015-16. Co-curator of Chongqing Photo biennale April 2015. Former director of Les Rencontres d'Arles photo festival (1986, 1987 and 2001-14). Co-founder of Photo Spring in Beijing 2010-13. Vice-president of Corbis photo agency (2000-01). Director of Magnum Photos Paris and International (1987-2000). Director of Fnac stores galleries (1983-85). Producer, curator of numerous exhibitions, books, educational initiatives, slide and live shows internationally. Artistic director of the first edition of the Mois de la Photo du Grand Paris 2017.

Publication of the exhibition



HEIN GORNY, *New Objectivity and Industry*

With a text by Laura Benz and an introduction by Marc Barbey

Format: 27 x 22 cm, 44 pages, 30 images, softcover

English and German

Price 18,90 € + shipping

Collection Regard is a photographic collection focusing on German photography, especially photography from Berlin. In 2005 Marc Barbey started to build his collection of German black and white photography, spanning the earliest days of photography into the 1990s. Furthermore, Collection Regard is administering the estate of Hein Gorny. Acting as an archive as well as an exhibition space, Collection Regard deliberately takes a position between museum and gallery, aiming to show to the interested public those largely unknown photographic works which deserve attention.

With this exhibition the collection is again a space for photographic discovery.

The exhibition **Hein Gorny, New Objectivity and Industry** can be visited from February 12 to May 27, 2016 each Friday (except for public holidays) from 2pm to 6pm as well as on appointment at the space of Collection Regard.

We are looking forward to the inclusion of this information in your medium, are available for you to make an appointment from February 1 and would be happy to welcome you at the press preview on February 11 or later.

Further information, image files as well as the press kit are available on request from:

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Email: info@collectionregard.com – News and Press on [Facebook](https://www.facebook.com/collectionregard)