

Press Release, March 5, 2023

## «Californian Photography in Switzerland»

Exhibition:

### **PURE PHOTOGRAPHY**

### 20th Century Floral Masterworks

**In March 2023, Zurich based WBB Fine Art Gallery opens a museum exhibition with black-and-white prints by acclaimed American West Coast photographers. The retrospective in Europe is a treat for collectors, photography enthusiasts, and plant lovers.**

Famous names like *Edward Weston* (1886 – 1958), *Ansel Adams* (1902 – 1984), or *Imogen Cunningham* (1883 – 1976) stand for photographers who have inspired millions of people over decades. Legendary for his amazing prints of the Yosemite National Park, *Ansel Adams* is especially well known, not only to connoisseurs in the U.S.A.

The 2023 WBB GALLERY exhibition is based on a Swiss private collection and takes place in a historical venue in the old town of Zurich. It includes numerous original and estate prints by eighteen American West Coast and related photographers. Their contribution has gone down in history as «pure photography» or «straight photography», as defined by pioneers in San Francisco in 1932. At that time, advocates of Modernism turned away from 19th Century Pictorialism, looking for authenticity, clarity, and technical brilliance.

The Zurich show includes a total of 54 vintage and contemporary photographs taken between 1920 and 2020, the focus lying on floral motifs. Several prints are rare and highly sought after by collectors and museums. Parts of the curated exhibition will also be on view at this year's PHOTO BASEL art fair from June 13 to 18, which parallels ART BASEL.

In historical retrospect, many West Coast photographers can be regarded as early environmentalists. Already 100 years ago, they drew attention to Nature's beauty and the need to protect it – an attitude that could not be more topical these days.

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#### The Gallery:

WBB GALLERY® belongs to the oldest fine art galleries in Zurich. Located on two floors in the venerable «Haus zur Sonnenblume» (Sunflower House), a medieval building first mentioned in 1404 A.D., the gallery represents both international and Swiss contemporary artists. It is specialized in 20th Century Photography, but also features contemporary photographers such as Steve McCurry.

#### Information:

**Duration:** 11 March to 26 August 2023

**Location:** WBB GALLERY, corner Trittligasse/Neustadtgasse, 8001 Zurich, Switzerland

**Open:** By appointment and on several weekends: see [www.wbb.gallery](http://www.wbb.gallery)

**Entrance:** free

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