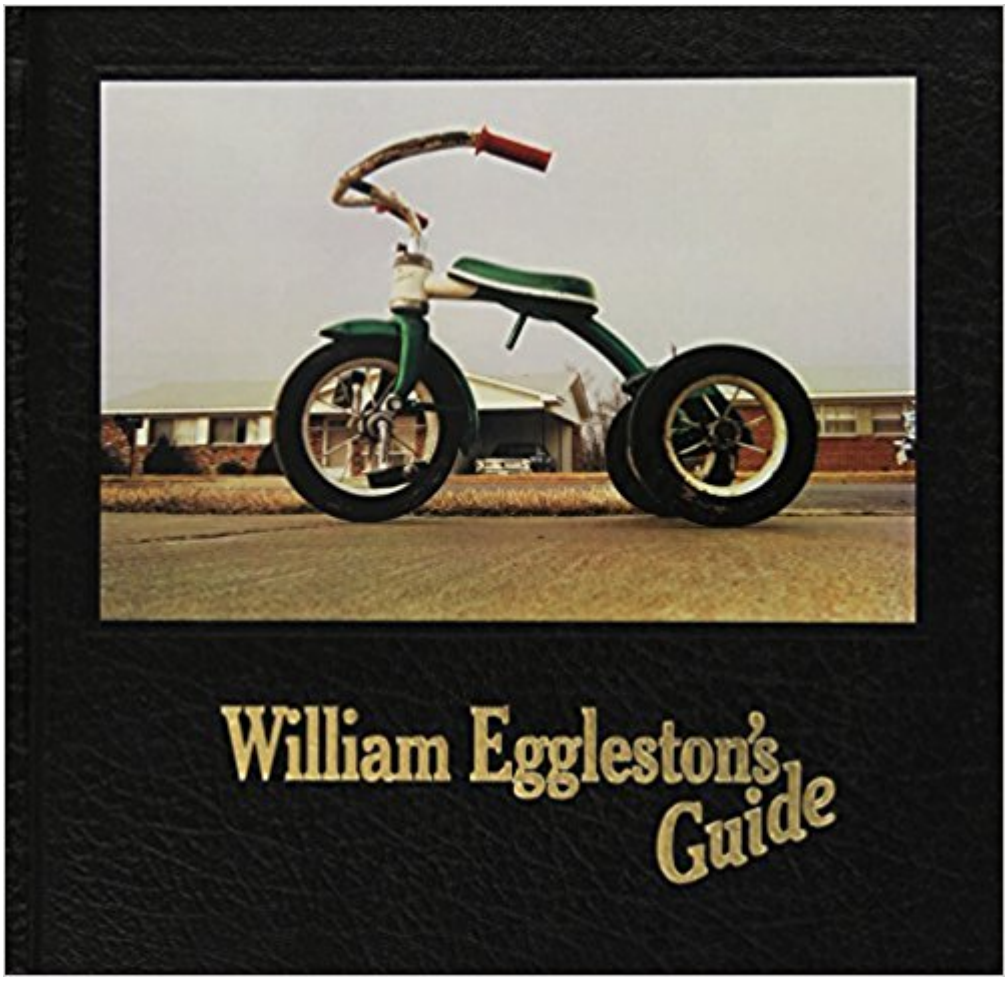
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William Eggleston's Guide



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Synopsis

William Eggleston’s Guide was the first one-man show of color photographs ever presented at The Museum of Modern Art, New York, and the Museum’s first publication of color photography. The reception was divided and passionate. The book and show unabashedly forced the art world to deal with color photography, a medium scarcely taken seriously at the time, and with the vernacular content of a body of photographs that could have been but definitely weren’t some average American’s Instamatic pictures from the family album. These photographs heralded a new mastery of the use of color as an integral element of photographic composition. Bound in a textured cover inset with a photograph of a tricycle and stamped with yearbook-style gold lettering, the Guide contained 48 images edited down from 375 shot between 1969 and 1971 and displayed a deceptively casual, actually super-refined look at the surrounding world. Here are people, landscapes and odd little moments in and around Eggleston’s hometown of Memphis--an anonymous woman in a loudly patterned dress and cat’s eye glasses sitting, left leg slightly raised, on an equally loud outdoor sofa; a coal-fired barbecue shooting up flames, framed by a shiny silver tricycle, the curves of a gleaming black car fender, and someone’s torso; a tiny, gray-haired lady in a faded, flowered housecoat, standing expectant, and dwarfed in the huge dark doorway of a mint-green room whose only visible furniture is a shaded lamp on an end table. For this edition of William Eggleston’s Guide, The Museum of Modern Art has made new color separations from the original 35 mm slides, producing a facsimile edition in which the color will be freshly responsive to the photographer’s intentions.

Book Information

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Customer Reviews

John Szarkowski is Director Emeritus of the Department of Photography at The Museum of Modern Art, New York, the author of numerous books and a photographer in his own right.

Overall quality is great, I didn't have any issues with bad printing quality like other reviewers said. Having said that, you should know the book is designed like a retro photo album with everything that concept implies. For instance, the glossy photo on the cover is glued on purpose and pictures on most pages are centered in a big white area.

Print quality not the greatest...blacks in the photos sort of muddy brown color...Otherwise fantastic.

Since purchased from December last year, finally i have a time to go through the book.it's really a big surprise, I am shocked by the poor printing quality of the book.I've chance to get a earlier version of the same book, the prints are much more sharp and the coloris much more rich.The prints of my copy just like all go through "washing process" , the saturation is nothigh enough to produce the astonishing effect which Mr. Eggleston's photograph should give.I was completely disappointed by the quality of this book.it's like printing/copying the photographs from a color photocopier!

For those of you who already know Eggleston, there is something in particular to note about this book. I also purchased Eggleston's "The Hasselblad Award 1998," which features a handful of the same shots in Guide. This provided me an opportunity to compare the same shots in two different publications. There is absolutely no comparison to the superior quality of the prints in William Eggleston's Guide. In fact, shots that I loved in Guide I would not have even really noticed in Hasselblad (very poor color separation, blue tints, etc.). This is the book to get.

Wonderful companion book to understanding William Eggleston. Szarkowski writes like no one else writing about photography. Eggleston can be at times, inaccessible but thanks to the efforts of Szarkowski and this book, you can get closer. Szarkowski brought Eggleston to the forefront and this book explains why.

This is my favorite photographer. It is that simple. I love color photography. I understand why people

love black and white but something can be said also for color photography and what it has to say. Here is the man that brought color photography to fine art, and this is the collection that did it. So, if you have any love of photography as an expression of the human thought, then buy this book to see why color photography is considered art as well as black and white.

I was impressed when the book came brand new in the wrap. This is a great book and represents an important milestone in American photography. I highly recommend it to anyone that loves color photography and find beauty in the mundane.

William Eggleston was a major influence in American photography and this book exemplifies his early work. As a photographer myself, I have an appreciation of capturing simple elements of every day life in an original or artistic manner. This is the central theme of Eggleston's work, along with his innovative use of dye transfer darkroom work. This is the perfect first book to buy to enjoy his work.

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