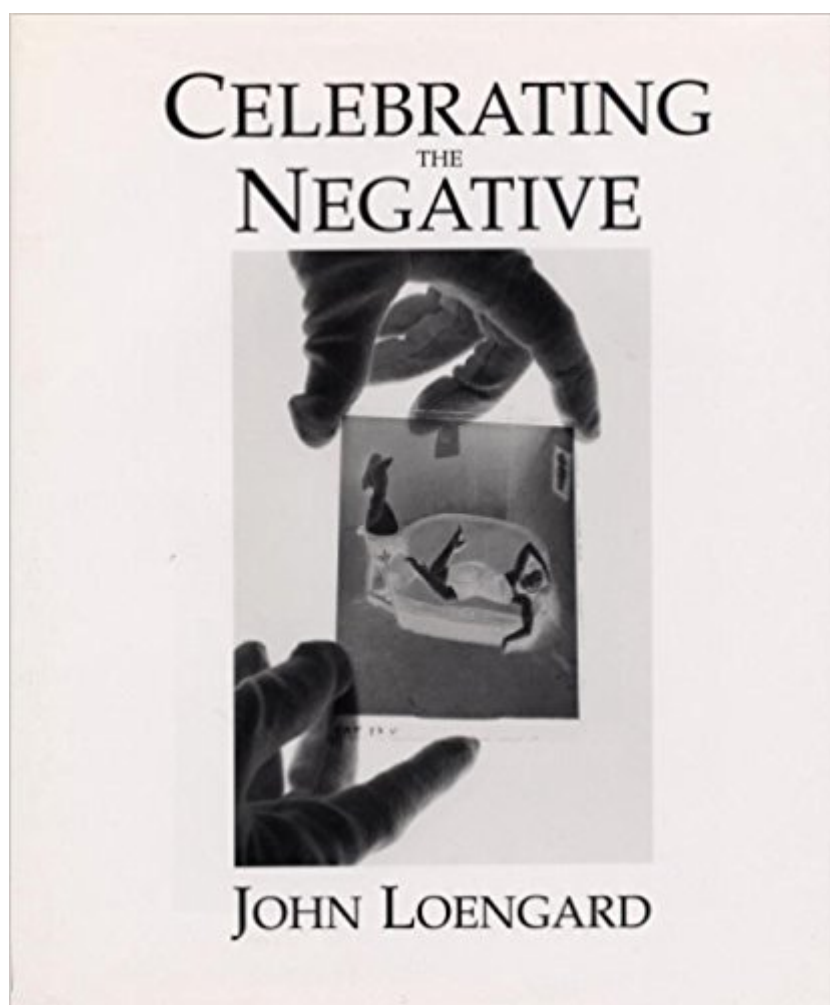


The book was found

Celebrating The Negative



Synopsis

Every photograph - whether family snapshot or museum masterpiece - comes to life out of the silver shadows in the negative. Yet the value and intrinsic beauty of the photographic negative have been woefully underappreciated. Auction houses disdain negatives of even the most celebrated photographs, insurance companies routinely underestimate their worth, and the general public never gets to see them. Only archivists, dealers and photographers themselves understand how priceless, unique and visually stunning negatives truly are. Celebrating the Negative rectifies matters in glorious fashion. John Loengard has tracked down and photographed the negatives of some of the most famous images ever made: Alexander Gardner's legendary portrait of Abraham Lincoln and Walker Evans' haunting portrait of Bud Fields and his family; Ansel Adams' serene Moonrise, Hernandez, N. Mex. and Robert Capa's D-day beachhead. Loengard's work literally and figuratively illuminates these negatives, revealing how the photographer has manipulated the image to produce the final print by choosing what to crop or enlarge, what to darken or lighten. The mastery of Man Ray, Yousuf Karsh, Alfred Stieglitz, Margaret Bourke-White, Alfred Eisenstaedt, Henri Cartier-Bresson, Andre Kertesz and Edward Weston, to name but some of the many photographers represented here, shows up in their negative capability.

Book Information

Hardcover: 112 pages

Publisher: Arcade Publishing; 1st edition (October 26, 1994)

Language: English

ISBN-10: 1559702826

ISBN-13: 978-1559702829

Product Dimensions: 9.2 x 0.8 x 11.2 inches

Shipping Weight: 2.3 pounds

Average Customer Review: 4.5 out of 5 stars [See all reviews](#) (2 customer reviews)

Best Sellers Rank: #1,734,694 in Books (See Top 100 in Books) #168 in [Books > Arts & Photography > Photography & Video > Equipment, Techniques & Reference > Darkroom & Processing](#) #561 in [Books > Arts & Photography > Photography & Video > Criticism & Essays](#) #2020 in [Books > Arts & Photography > Photography & Video > Equipment, Techniques & Reference > Reference](#)

Customer Reviews

It is magical to know that when we take a photograph, we take more than two. The negative is the

other side of the photo, another way to express the reality. I think that is important to get closer to that reality as the first expression for both beginners and professionals, because with it we can play and get a lot of different results. That is what the book invites us to do.

not a great research book - but very interesting topic. Negatives are starting to be valued in the art market.

[Download to continue reading...](#)

Deliver Me From Negative Emotions: Controlling Negative Emotions and Finding Peace In The
Midst of Storms (Negative Self Talk Book 2) Celebrating the Negative Identity and Diversity:
Celebrating Dance in Taiwan (Celebrating Dance in Asia and the Pacific) The Negative (Ansel
Adams Photography, Book 2) Chris Stein / Negative: Me, Blondie, and the Advent of Punk Cloud of
the Impossible: Negative Theology and Planetary Entanglement (Insurrections: Critical Studies in
Religion, Politics, and Culture) 21 Days of Gratitude Challenge: Finding Freedom from Self-Pity and
a Negative Attitude (A Life of Gratitude) Stop Negative Thinking in 7 Easy Steps: Understanding
The Masters of Enlightenment: Eckhart Tolle, Dalai Lama, Krishnamurti and more! Never Lose a
Cent: Protecting your Retirement Savings in Negative Markets The Negative (The New Ansel
Adams Photography Series, Book 2) The Digital Negative: Raw Image Processing in Lightroom,
Camera Raw, and Photoshop (2nd Edition) The Digital Negative: Raw Image Processing in
Lightroom, Camera Raw, and Photoshop Declutter Your Mind: How to Stop Worrying, Relieve
Anxiety, and Eliminate Negative Thinking (Mindfulness Books Series Book 1) The Power of
Negative Thinking: An Unconventional Approach to Achieving Positive Results Your Erroneous
Zones: Step-by-Step Advice for Escaping the Trap of Negative Thinking and Taking Control of Your
Life How to Remove ALL Negative Items from your Credit Report: Do It Yourself Guide to
Dramatically Increase Your Credit Rating Improve Your Credit Score: How to Remove Negative
Items from Your Credit Report and Raise Credit Ratings Improve Your Credit Score: How to
Remove Negative Items from Your Credit Report and Raise Credit Ratings: Step-by-step Credit
Repair Guide How to Remove ALL Negative Items from your Credit Report The Easy Section 609
Credit Repair Secret: Remove All Negative Accounts In 30 Days Using A Federal Law Loophole
That Works Every Time

[Dmca](#)