

Fraenkel Gallery

49 GEARY STREET SAN FRANCISCO 94108

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For immediate release

LEE FRIEDLANDER *SIGNS*

Fraenkel Gallery

49 Geary Street, San Francisco

July 11 – August 17, 2019

Opening reception with the artist:

Thursday, July 11, 5:30-7:30pm

Book launch and signing with the artist:

Saturday, July 13, 1-3pm



Fraenkel Gallery is pleased to present **Lee Friedlander: SIGNS**, an exhibition examining the five-decade long obsession of this highly influential photographer. Since the early 1960s, Friedlander has focused on the signs that inscribe the American landscape, from hand-lettered ads to storefront windows to massive billboards. On view from July 11 through August 17, 2019, the exhibition is accompanied by a 144-page hardcover book published by Fraenkel Gallery.

Made in New York, San Francisco, and dozens of cities and small towns in between, Friedlander's photographs record milk prices, cola ads, neon lights, road signs, graffiti, and movie marquees. Depicting these texts with precision and sly humor, Friedlander's approach to America transcribes a sort of found poetry of commerce and desire. A large majority of works in the exhibition will be shown for the first time.

Also on view will be a group of 16 early Friedlander prints, made on the road in the 1970s, on travels across the United States.

Lee Friedlander (born 1934) began photographing in 1948. His work was included in the influential 1967 exhibition *New Documents* at the Museum of Modern Art, New York, curated by John Szarkowski. His many monographs include *Self-Portrait*; *Cherry Blossom Time in Japan*; *Letters from the People*; *At Work*; and *Sticks and Stones*, among others. One of the most important living photographers, Friedlander's prints are held by major collections including the Art Institute of Chicago; The Metropolitan Museum of Art, New York; Museum of Modern Art, New York; National Gallery of Art, Washington, D.C.; San Francisco Museum of Modern Art; and Whitney Museum of American Art, among many others.

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ALSO UPCOMING

Carleton E. Watkins

September 5 – October 19, 2019

Fraenkel Gallery's 40th anniversary season opens with an exhibition of rare mammoth-plate landscapes by Carleton E. Watkins, who was the subject of the gallery's debut show in 1979. Also on view will be **Another West**, an exhibition curated by Richard Misrach that examines how contemporary artists—including Ed Ruscha, Nancy Holt, An-My Lê, and others—have approached the western American landscape.

Long Story Short

October 24, 2019 – January 25, 2020

The gallery will mark its 40th year with *Long Story Short*, comprised of sixty photographs spanning almost eighteen decades. The exhibition and its accompanying publication are both an unconventional slice of photography's rich history and an x-ray of the gallery's idiosyncratic approach to the medium. *Long Story Short* examines photography's essential role in the evolution of art over the last 180 years, and highlights links between the medium's early pioneers and multi-disciplinary artists of today.

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For press inquiries and images, please contact Rebecca Robertson at 415.981.2661 or rrobertson@fraenkelgallery.com

IMAGE: LEE FRIEDLANDER, *Newark, New Jersey*, 1962. © Lee Friedlander, courtesy Fraenkel Gallery, San Francisco