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MAX HIRSHFELD, *LOOKING AT LOOKING* #19, 2007, ARCHIVAL PIGMENT PRINT, 20" X 30", EDITION OF 11

MAX HIRSHFELD

***Looking at Looking*, June 5 - July 26, 2008**

Washington, DC – Hemphill presents *Looking at Looking*, a new photographic series by Max Hirshfeld. The exhibition will open to the public on Thursday, June 5, 2008 with a reception from 6:30 – 8:30pm. It will remain on view through July 26, 2008.

Looking at Looking presents images that Hirshfeld captured while walking through the galleries of the National Gallery of Art. The photographs capture museum visitors engaged in the act of looking at artwork. Hirshfeld embarked on this project using a digital camera to see if both he and the camera could capture the warmth of the gallery and the dance between the viewer and the artwork. Shooting without a flash enables Hirshfeld to move freely through the museum much in the way street photographers like Garry Winogrand took to the streets of America.

“The combination of natural and artificial lighting, the installation design, and scale of the art to the rooms and walls creates a context in which there is an emotional comfort between the art and the audience. This warmth and intimacy discourages viewers from seeing themselves as anonymous members of a crowd. The context offered me the opportunity to capture empathetic responses of gallery visitors, and to show their clothing, postures and gestures as expressions of an intimacy between the artwork and the viewer”

-Max Hirshfeld

Hirshfeld embraced the opportunity to spend time investigating the museum’s world-class collection, notable for its accessibility to all due to free admission. Hirshfeld says, “I wasn’t interested in simply the relationship of the cognoscenti to the art, but how all people respond to art and in turn how their response affects its interpretation.” By operating in the same space as the viewers, Hirshfeld creates an intimate portrait of how people engage with and experience the museum’s masterpieces, each in a unique, personal way.

Max Hirshfeld lives and works in Washington, DC.

GALLERY HOURS

Tuesday - Saturday, 10 AM to 5 PM and by appointment.

IMAGES ARE AVAILABLE FOR REPRODUCTION.

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