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## Photo Alchemy

Lenticular prints and other works from the rock and roll archives of **Gered Mankowitz**.

Saturday 7 August 2004 to  
Saturday 18 September 2004  
10.30 am – 6.00 pm  
Thursdays – 7.30 pm

**SNAP**  
GALLERIES

## About the artist

Gered Mankowitz is widely regarded as one of the greatest rock photographers of the last fifty years. His big break came as an 18 year old in 1965 when, in his first session with The Rolling Stones, he took the cover shot which was used on their "Out of Our Heads" album. He was the official photographer on their 1965 US tour, and went on to shoot them for "Between the Buttons" in 1966.

He took what many regard as the classic studio portrait of Jimi Hendrix, worked with most of the major sixties bands and continued photographing top musicians throughout the 70s, 80s and 90s. His work has been widely exhibited around the world and is extremely popular with collectors of fine art photography. Examples sit in the permanent collections of major public galleries.



## About the gallery

Snap Galleries opened in The Custard Factory in May 2004, and is one of the only galleries in the world to specialise in rare and exclusive rock and roll photography. We showcase the very best work by the cream of the photographers operating in the music genre from the sixties to the present day. Our mission is to bring you the things you always wanted, but never knew you could get.





## About the "Photo Alchemy" exhibition

Snap Galleries is proud to present "Photo Alchemy", an exhibition of work from the rock and roll archive of Gered Mankowitz. This will be an amazing "Don't Miss" show. Gered is an acclaimed photographer and this will be the first time that an exhibition of his work has ever been held in Birmingham.

Always looking to innovate, Gered has recently reinterpreted some of his most iconic images and previously unseen work using two very different visual techniques: lenticular prints and photo paintings. These will be shown alongside a selection of Gered's traditional black and white photographic prints. Taken together, this is a body of work that stretches the boundaries of photographic reproduction and presentation.

The images in this brochure are just a small selection from the full exhibition, which will contain approximately 50 works in sizes ranging up to 6ft by 4ft.

The exhibition runs at Snap Galleries from Saturday 7 August 2004 until Saturday 18 September 2004. Opening hours are 10.30am – 6pm, Tuesday to Saturday, late opening during the exhibition on Thursdays until 7.30pm. Detailed directions are on the back page of this brochure.



### Our full address is:

Snap Galleries  
16 Gibb Square  
The Custard Factory  
Birmingham  
B9 4AA

Telephone 0121 224 7345

[www.snapgalleries.com](http://www.snapgalleries.com)  
[info@snapgalleries.com](mailto:info@snapgalleries.com)

The Custard Factory website  
is at [www.custardfactory.com](http://www.custardfactory.com)

## What are Lenticular prints?

Lenticulars are very exclusive and spectacular 3-D works of art that change before your eyes as you move past them. Imagine you are looking at a group shot of the Rolling Stones from 1966 when Brian Jones suddenly pops out his tongue. Or how about Mick Jagger strutting around on stage in the USA in 1965, or Jimi Hendrix smoking in 1967. These and other carefully selected images including Oasis, Keith Richards and Marianne Faithfull have all been captured by Gered Mankowitz's lenticular technique.



We can't employ lenticular technology in this brochure, but we've tried to give you a flavour. In the examples you can see here, three separate images on the left are interlaced to give the final lenticular, which is represented by the combined image on the right.

These are truly stunning pieces — as the viewing angle changes, each image is revealed in sequence, coming to life and creating the illusion of movement, depth and animation.



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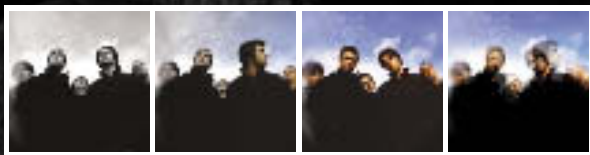
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## Why should you own one?

In keeping with Gered's general philosophy behind the release of images from his archive, these amazing lenticulars are available in limited editions of just 15 examples worldwide – making them very rare and exclusive items. These images are very desirable and we expect interest to be extremely high.

Each lenticular in the exhibition comes in two sizes. The regular size is 3 ft x 2 ft – a strictly limited edition of 10 examples worldwide. There is also an amazing lifesize 6 ft x 4 ft version, produced in a limited edition of only 5 examples worldwide. Taking the two sizes together, this accounts for the maximum of 15 examples of each lenticular print.



## Why now?

The pricing structure for each editioned lenticular print has an inbuilt step mechanism. This means, for example, that the last lenticular in an edition will be priced at a premium to the first. Consequently, those who buy early can access a significant cost saving compared to those who purchase the final print in an edition. We also run a service through the gallery where we can match buyers and sellers after an edition has sold out. The retail price of the last image sold in an edition is an indicator of the likely starting price for images in the secondary/auction market.

## The Jimi Hendrix Lenticular

This is a spectacular lenticular, based on images from one of Gered's most famous photo sessions. It consists of three different studio portraits of Jimi Hendrix smoking, taken by Gered in 1967.

To construct the lenticular, the three distinct images have been toned green, purple and red respectively. These are separated into vertical strips and reassembled on a single frame behind a special lens. This lens only allows the viewer to see one of the three constituent images at a time. Moving in front of the print allows each to be seen in sequence, and the impression is of the lenticular coming to life.

We have left the fourth frame on the right, representing the overall lenticular, deliberately empty, as we just can't do justice to the 3-D effect in this brochure. Come and see it for yourself – you won't be disappointed.

The black and white background image which dominates these two pages is also from that session and will be on show in the exhibition as a limited edition fine art photographic print.



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## Photo paintings

Photo painting involves creating unique individual prints by applying a special liquid emulsion by hand in the darkroom to fine art watercolour paper. A photographic image from Gered's archive is then produced on the paper. The final image is different every time so each photo painting is a genuine one-off and therefore unique. Each photo painting is marked with the embossed stamp of the Gered Mankowitz archive and is signed on the front by Gered Mankowitz.

Photo paintings are available in two sizes. The smaller size measures 11 x 17 inches and is encased in a perspex frame. The larger size measures 20 x 24 inches and comes in a black wood frame.



Paul McCartney – a unique photo painting  
on 20 x 24 inch watercolour paper



Kate Bush - a unique photo painting  
on 20 x 24 inch fine art watercolour paper

## Traditional photographic prints

Gered's beautiful exhibition quality silver gelatin prints are the professional standard in fine art photographic reproduction. They are produced individually to order, directly from the original negative (the ultimate first generation source material), and are signed, numbered and franked with the embossed stamp of the Gered Mankowitz Archive. Each traditional darkroom print is accompanied by a detailed provenance note giving full background to the image, including Gered's personal recollections of the shoot in question.

Not everyone can own an original photograph by Gered Mankowitz. With a maximum edition size of only fifty examples worldwide, these photographs are very exclusive. Many of his most iconic images are approaching the end of their editions. Through this exhibition you have a tailor-made opportunity to acquire a piece of rock and roll history. We hope that you take it, while you still can.

## The Rolling Stones (1966)



### C-Type print, in a worldwide limited edition of 50 examples

Gered recalls: "This photograph was taken very early on a beautiful morning after an all night recording session. I had built a rather clumsy filter of black card, glass and Vaseline, which I hoped would create a strange, ethereal and slightly 'stoned' look to the photos."

## Jimi Hendrix (1967)



**Silver gelatin photographic print, in a worldwide limited edition of 50 examples**

Gered recalls: "This photograph is from my first shoot with Jimi and has become my most famous image of the great musician. He was very easy to work with, and would arrive at the studio looking perfect. He was a very quiet and gentle person, and he laughed a great deal."



Snap Galleries  
16 Gibb Square  
The Custard Factory  
Birmingham B9 4AA

### Exhibition hours

Tuesday to Saturday,  
10.30am to 6pm  
Thursdays until 7.30pm,  
other times by appointment.

Telephone 0121 224 7345

[www.snapgalleries.com](http://www.snapgalleries.com)  
[info@snapgalleries.com](mailto:info@snapgalleries.com)

The Custard Factory website is at  
[www.custardfactory.com](http://www.custardfactory.com)

### Directions

On foot, The Custard Factory is just a few minutes walk from The Bull Ring and Selfridges. From outside Selfridges, aim yourself downhill towards Digbeth and pick up some momentum. Head straight down Digbeth High Street and The Custard Factory is about a 5 minute walk, straight ahead. On your travels you will pass the bus station on your right and South Birmingham College on your left. Shortly after the college, you'll see a red brick building with a "Custard Factory" banner on it. You're almost there. Turn left when you get to the musical instrument shop and keep going past the row of green shops – you'll come to a fountain and a row of blue fronted retail units – we are in one of those. We're the one with the photographs.

If you are in the car, drive down Digbeth High Street heading away from the city centre, and turn left at the traffic lights by The Old Crown Pub, into Heath Mill Lane. The car park (pay and display) is just after Air nightclub – the entrance is a collage of crushed cars on the right.