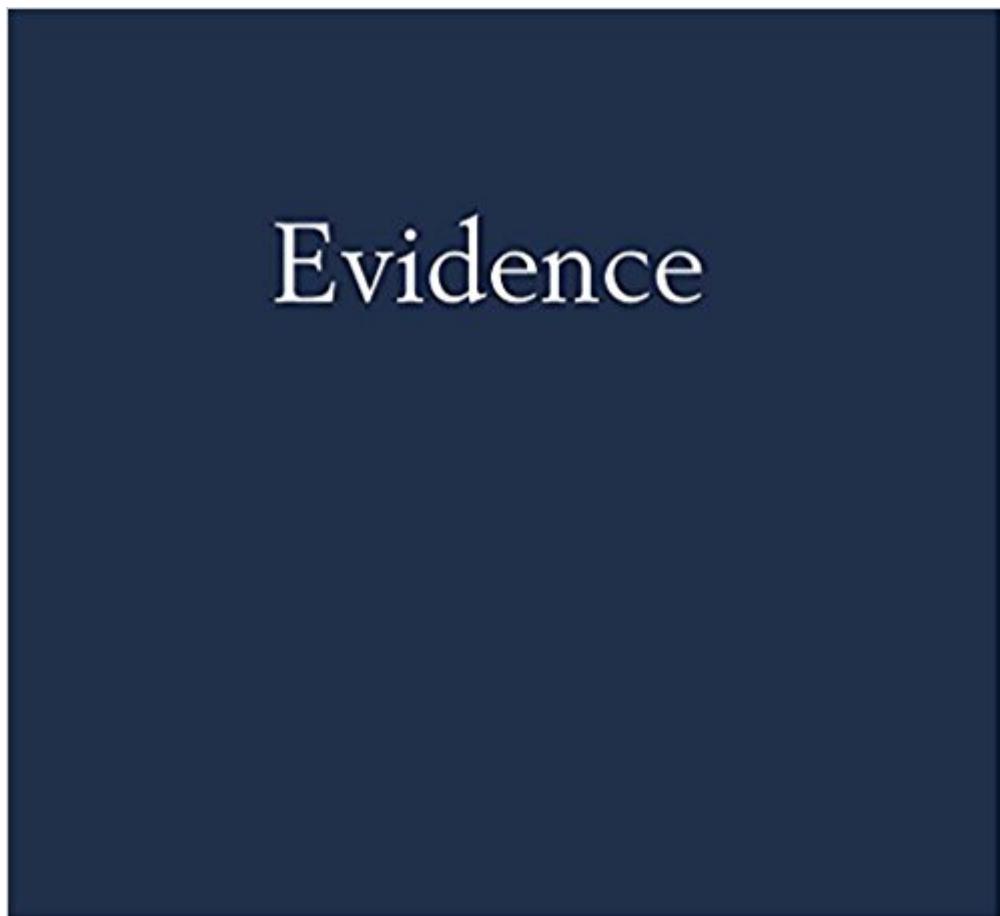
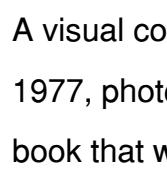
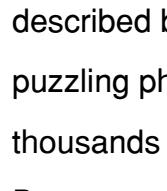


The book was found

# Larry Sultan & Mike Mandel: Evidence



## Synopsis

A visual conundrum of incalculable mystery.  Martin Parr, *The Photobook: A History* In 1977, photographers Larry Sultan (1946–2009) and Mike Mandel (born 1950) published a book that would radically transform both photography and the photobook canon.  A book described by Martin Parr, in *The Photobook: A History*, as "one of the most beautiful, dense and puzzling photobooks in existence, an endless visual box of tricks." Sultan and Mandel sifted through thousands of photographs in the files of the Bechtel Corporation, the Los Angeles Police Department, the Jet Propulsion Laboratories, the US Department of the Interior, Stanford Research Institute and a hundred other corporations, American government agencies and educational, medical and technical institutions. They were looking for photographs that were made and used as transparent documents and purely objective instruments as evidence, in short. Selecting 59 of the best, they published these images with the care you would expect to find in a high-quality art photography book, issuing them in 1977 in a simple, limited-edition volume titled *Evidence*. Long established as a photobook classic and a seminal example of conceptual photography, *Evidence* was reissued as a facsimile edition in 2004 by D.A.P. with a new spread of images and a group of black-and-white illustrations selected by the artists from an archive of photographs that were not included in the original book, plus a commissioned essay by Sandra Phillips. Today both this reissue and the original 1977 publication are exceptionally rare and command high prices. D.A.P. now reprints the 2004 edition of *Evidence*, making available to a general readership a truly pioneering and canonical photobook.

## Book Information

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## Customer Reviews

Larry Sultan and Mike Mandel's enormously influential 1977 volume of found institutional photographs -- Flash Art --This text refers to an out of print or unavailable edition of this title.

This is the document of a found photography project from the 70s. Apparently there is a current retrospective of it that attempts to put the works in a narrative framework. That is against the original intention of the project, but don't worry: there is no way to assemble a linear narrative, open to only one interpretation, from this work. The power of these photographs rests on two fundamentals: 1 - they are all found photos taken from corporate archives, not intended as art, and 2 - no caption, explanation, or context is offered. Any original contextualizing aspects have been carefully removed. What you are left with are some really enigmatic images of human activity. You may read criticism of technological society in some, but the artists very wisely avoid all overt "social commentary". Not only does this respect the intelligence of the audience, but it preserves the wonder implicit in most of these images. If I were to distill a "message" out of this work, it is: we are capable of astonishing ourselves simply by going about our business.

It is a classic. What else do you need to know. All lovers of photography and image editing should own this book or at the very least know about it.

It's hard to decide what's more brilliant here: the images themselves, the archives they're tied to, the idea behind the project, or the methods the artists used (imitation "official" letters of recommendation). But not only is this a great collection of images, it says a lot both about the military-industrial complex of the '50s through '70s and how it represents itself. A smart book on every level, and the reprint contains some archive photos not included in the original book.

My expectations were more than met, I received something that I will cherish til my dying days...The price was great compared to everyone else.

**THERE IS MORE EVIDENCE**Finally this is released again. While I have not seen the additional photos, I expect that this trove of non-art photos is without end ... (see Pinterest)! Personally, I was

not aware that this endeavor was a touchstone of conceptual something. I can't remember if the original gave information, say in the back of the book, on what we are looking at. While it is one of the great human short comings to read the label BEFORE looking, context can also be a source of further enjoyment. My 2 cents: the conceptual approach, now recognized as an historical art approach, makes this book enshrined there. Perhaps it's just so much "smarty pants marketing." This relates back to a time when stoners turned off the sound to the TV to experience the visual without the wordy explanations, great! When this became a something more than human monkeys learning to just look and get it, I don't know, Calling it art, maybe is a way to wear fancy pants. While this is a great book to have back out there, may I suggest 2 books where we know who the photographer is, HIS vision (not the finders). JOE STEINMETZ with his iconic Tupperware parties (all at Yale). BUT above all there is the "TESTING" book by Consumers Union, with most of the photographs taken by Michael Miller. Subject of NY State Museum retrospective, curated by that wildcat curator L. Datene, 1989? These are product testing photos, made iconic by the vision of Miller. They are surreal, in place, logical but not giving up their mystery. It's been said, there is always more, yes, but I hope we will always find and celebrate the people that had a vision and encouraged the mystery. Mr. Davis, a previous reviewer (who possibly might have issues with my take) had a wonderful and memorable phrase, "we are capable of astonishing ourselves simply by going about our business." GREAT! This is all to say it's a good book, but worth thinking about!

Thanks

This book is everything I hoped it would be. Great quality reproductions and as intriguing as I imagined it would be.

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