



Jim Pond. *Family in convertible somewhere in Texas*, June 3–24, 1968. © Kodak

COLORAMA

For forty years, the enormous color transparencies that graced Grand Central Terminal touched the hearts of millions. Today, they represent not only an appealing idealization of American life, but a nuanced and effective use of photographs to advertise the products and activities they sold. As a museum of photography, located in the city that Kodak made famous, the George Eastman Museum is uniquely equipped to celebrate and explore these innovative and seminal advertisements.

Now, twenty years after the last Colorama has left Grand Central, a reexamination of these enchanting images offers insight into the histories of photographic practices, imaging technologies, and

American advertising.

Five hundred and sixty-five Coloramas were produced between 1950 and 1990. Thirty-six are reproduced in the George Eastman Museum exhibition *Colorama*, the majority which were made in the 1960s – arguably Colorama’s heyday and a time of great social change in America. We are pleased to share these Coloramas with a new generation of viewers, who will respond, not only as Edward Steichen did in 1950, “agog and smiling, all just feeling good,” but with a thought to how these productions shaped a generation.

Participation Fee: \$10,000 + Round trip shipping and Insurance

Booking Period: 10 Weeks
(Fee will be prorated for 8 and 12 week bookings)

Contents: 36 framed digital chromogenic prints
(26 - 60 x 18 in, 10- 80 x 23 in)

Size: 325 linear ft. (approx)

Availability: Ongoing