

Media Contact:
Meg Floryan
Head of Marketing + PR
mfloryan@thewolf.fiu.edu / 305.535.2622



SYRACUSE UNIVERSITY
SMART
ART GALLERIES



The Wolfsonian
FLORIDA INTERNATIONAL UNIVERSITY

1001 Washington Avenue
Miami Beach, FL 33139

T 305.531.1001 F 305.531.2133

wolfsonian.org



The Wolfsonian's Road-Trip-Themed Summer Revs Up with Dual Photography Shows Opening Friday, June 9, 2017

North and South: Berenice Abbott's U.S. Route 1,
organized by the Syracuse University Art Collection, expands scope to include the mid-century artist's personal camera, plus a new section devoted to 1950s car culture

The Long Road to Now: Digital Photos Inspired by Berenice Abbott's Road Trip
*showcases 15 Instagrammers' contemporary responses to Abbott's work
in a special lobby display co-curated with #JJ Community*

MIAMI BEACH (June 8, 2017) — The Wolfsonian—Florida International University shines the headlights on wanderlust for Summer 2017 with two complementary photography displays delving into the possibilities of facing the open road with camera in hand. In a “then-and-now” balance, *North and South: Berenice Abbott's U.S. Route 1*—featuring black-and-white images chronicling her 1954 journey along the American East Coast—will be in dialogue with *The Long Road to Now: Digital Photos Inspired by Berenice Abbott's Road Trip*, co-curated with Instagram forum #JJ Community. The 50 images culled from Abbott's prolific series, only a small slice of her thousands of shots captured along the highway and today held in the collection of Syracuse University, set the thematic and technical stage for the 15 contemporary creatives who likewise merge an artistic eye with a documentarian impulse in *The Long Road to Now*. Their winning Instagrams, hand-picked by The Wolfsonian and #JJ from over 7,000 submissions, bring Abbott's vision into the 21st century—most in full color. Both projects will remain on view through October 8, 2017.

Expanding upon Syracuse's exhibition in Miami Beach are materials exclusive to The Wolfsonian's presentation, which will be the first major photography show at 1001 Washington Avenue in over a decade. The added works include a rare loan from Abbott's estate and related selections from the museum's world-renowned collection of 180,000 modern-age objects.

From Fort Kent, Maine to Key West, Florida

Celebrated for her no-frills approach to photography, Berenice Abbott (1898–1991) preferred to thoughtfully frame and focus each shot on site over manipulating negatives back in the studio. Photographs from her road trip up and down the East Coast in 1954, armed with a portable Rolleiflex camera, present the character of mid-1950s American life without staging or editorializing—faithfully recording what she saw as the country evolved, without idealization or nostalgia, criticism or commentary. Many of the images are of working people and reflect the regional diversity of the Eastern seaboard, from scenes of peach packing, dancing, and alligator wrestling to candid portraits of potato and tobacco farmers.

New to *North and South* are:

- A key loan from Abbott's estate of one of the artist's Rolleiflex cameras;
- Works delineating Abbott's career, representing her earlier photo series of the Parisian avant-garde (1920s); the evolving urban landscape of New York City, commissioned by the WPA (1930s); and scientific photography (1940s–'60s);
- 1940s and '50s car-culture postcards of Miami tourist motels, motor courts, and gas stations—all from a private collection—paired with car advertisements held by the museum's library;
- Two books published by Abbott on photography techniques; and
- Three digital supplements, including an interactive map juxtaposing her photographs with views of how those same sites appear today.

"I think almost more than any other work she did, this (Route 1) really got to the heart of what she was interested in illustrating, which was the sense of a changing landscape through photographs that were truly objective in their presentation," said David Prince, associate director & curator of collections at SUArt Galleries, who curated *North and South*. "Construction of the country's interstate highway system was underway and Abbott wanted to document the historic character of the East Coast while it survived."

Added Whitney Richardson, Wolfsonian assistant curator and organizer of the Miami presentation of *North and South*, "These photographs are incredibly revealing when it comes to the layers of history that exist in a particular place at a particular moment. We're thrilled to bring Berenice Abbott's work to a Miami audience, in a city where Route 1 still plays a major role in shaping day-to-day life."

Around the World in 15 Instagrams

Taking cues from Abbott's work, The Wolfsonian and Instagram forum #JJ Community challenged social-media followers to submit photos centered on three themes prevalent in Abbott's 1954 series: Road Trip, Signage, and Classic. *The Long Road to Now: Digital Photos Inspired by Berenice Abbott's Road Trip* brings together the 15 winning entries from this call, each an eye-popping portrayal immortalizing daily life. Like their mid-century muse, they demonstrate a keen sense of composition, style, and artfulness, and all bring her legacy into the 21st century with a spirit of adventurous exploration.

“Visual storytelling has become democratized through smartphones and new digital tools,” said #JJ Community CEO Kevin Kuster. “Because of this, we’re now experiencing a renaissance in photography and witnessing an incredible standard of quality in our images unlike ever before. Any one of us can now open doors to our inner artistic voice in unprecedented ways—no longer limited by technology, but only by our imagination.”

The roster of winning Instagrammers embodies the global reach of #JJ’s online photography community of over 600,000 followers united under the mission “create to connect.” Artists based in Lisbon, Paris, Yekaterinburg, Milan, Chicago, New York, and beyond—professional and amateur photographers alike—responded with over 7,000 submissions. From nighttime car window snapshots, mirror reflections, and views of international landmarks to poignant candid and epic landscapes, the 15 finalists’ works have left their mark on social media’s visual dialogue about the world we live in today.

The winning Instagrammers’ handles are: @_soulkitchen_ (Milan, Italy); @franko68 (Chicago, Illinois); @julneighbour (Paris, France); @matsimonet (Paris, France); @rambler7s (Kyoto, Japan); @kutusos (Havana, Cuba); @loggerhead55 (Sacramento, California); @nazaret (Tarragona, Spain); @wandering.blonde (Kerrville, Texas); @ch808_shoots (Sarasota, Florida); @carla_lisboa (Lisbon, Portugal); @psych_photographer (Maysville, Kentucky); @shadow1188 (Tampa, Florida); @svetameek (Yekaterinburg, Russia); and @tobyb_nyc (New York, New York).

The Long Road to Now is #JJ Community’s second museum partnership, having co-organized #MobilePhotoNow with the Columbus Museum of Art in 2015.

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Installation Support

The Long Road to Now: Digital Photos Inspired by Berenice Abbott’s Road Trip is made possible by the Washington Park Hotel.

About The Wolfsonian–Florida International University

The Wolfsonian–FIU is a museum, library, and research center that uses objects to illustrate the persuasive power of art and design, to explore what it means to be modern, and to tell the story of social, historical, and technological changes that have transformed our world. The collection comprises approximately 180,000 objects from 1850 to 1950—the height of the Industrial Revolution through the aftermath of the Second World War—in a variety of media including furniture; industrial-design objects; works in glass, ceramics, and metal; rare books; periodicals; ephemera; works on paper; paintings; textiles; and medals.

The Wolfsonian is located at 1001 Washington Avenue, Miami Beach, FL. Admission is \$10 for adults; \$5 for seniors, students, and children age 6–12; and free for Wolfsonian members, State University System of Florida staff and students with ID, and children under six. The museum is open Monday, Tuesday, Thursday, and Saturday, 10am–6pm; Friday, 10am–9pm; Sunday, noon–6pm; and is closed on Wednesday. Contact us at 305.531.1001 or visit us online at wolfsonian.org for further information.

The Wolfsonian receives generous and ongoing support from the John S. and James L. Knight Foundation; Miami-Dade County Department of Cultural Affairs and the Cultural Affairs Council, the Miami-Dade County Mayor and Board of County Commissioners; State of Florida, Department of State, Division of Cultural Affairs and the Florida Council on Arts and Culture; and City of Miami Beach, Cultural Affairs Program, Cultural Arts Council.

About Florida International University

Florida International University is classified by the Carnegie Foundation for the Advancement of Teaching as R1: Doctoral Universities - Highest Research Activity and recognized as a Carnegie engaged university. It is a public research university with colleges and schools that offers 196 bachelor’s, master’s and doctoral programs in fields such as engineering, computer science, international relations, architecture, law and medicine. As one of South Florida’s anchor institutions, FIU contributes almost \$9 billion each year to

the local economy. FIU is Worlds Ahead in finding solutions to the most challenging problems of our time. FIU emphasizes research as a major component of its mission. FIU has awarded more than 220,000 degrees and enrolls more than 54,000 students in two campuses and three centers including FIU Downtown on Brickell, FIU@I-75, and the Miami Beach Urban Studios. FIU's Medina Aquarius Program houses the Aquarius Reef Base, a unique underwater research facility in the Florida Keys. FIU also supports artistic and cultural engagement through its three museums: Patricia & Phillip Frost Art Museum, The Wolfsonian–FIU, and The Jewish Museum of Florida–FIU. FIU is a member of Conference USA and more than 400 student-athletes participating in 18 sports. For more information about FIU, visit fiu.edu.

About the SUArt Galleries Traveling Exhibition Program

The Syracuse University Art Galleries Traveling Exhibition Program has provided affordable exhibitions to small and medium museums and university art galleries for nearly two decades. The SUArt Galleries staff generates exhibitions from Syracuse University's permanent art collection. The focus of the collection is works of art on paper, demonstrating exceptional strength in pieces from the 20th century. Print shows have examined the work of James McNeill Whistler, Georges Rouault, and the German Expressionist movement. Other exhibitions have studied artist portraits and self-portraits, early 20th century images of New York City subways and skyscrapers and 19th century hand-colored Japanese photographs. More information on the Syracuse University Traveling Exhibition Program can be found at travex.syr.edu.

The SUArt Galleries is the largest exhibition venue at Syracuse University for the visual arts. Located in the Shaffer Art Building, SUArt Galleries was established in 2006 and hosts a variety of temporary and permanent exhibitions throughout the year in its nearly 10,000 square feet of exhibition space. The department's mission is to enhance the cultural environment of the University and the Syracuse area through meaningful educational experiences and encounters with the University's permanent collection and temporary exhibitions.

About #JJ Community

The #JJ COMMUNITY is comprised of the most active group of photographers, creatives, Instagram influencers, hobbyists and storytellers in the world. With over 43 million images submitted to more than 400 events per year, we have found that documenting and sharing the story of our lives through a creative, collaborative process allows people to develop deep and powerful friendships. Through daily themes, contests and events, we "create to connect" every day. [instagram.com/jjcommunity](https://www.instagram.com/jjcommunity) (IG: @jjcommunity)

Images

Left: Photograph, *Beach Photographer with Ferdinand the Bull, Daytona Beach, Florida*, 1954. Berenice Abbott. Courtesy of the Syracuse University Art Collection. Right: Photograph, *Cabriolet*, 2017. Juan Carlos Olivares Dublino.