



The Bread Book

By Kenneth Josephson

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University of Texas Press, United States, 2016. Paperback. Book Condition: New. 190 x 146 mm. Language: English . Brand New Book. A monument of the conceptual photobook. . . . It's the book itself that is the work of art, not the individual images. . . . Like most of the best conceptual photography, the idea is devastatingly simple on the surface, yet infinitely complex when you look beyond the surface. Gerry Badger, author of *The Photobook: A History* In 1973, renowned conceptual photographer Kenneth Josephson photographed a sliced loaf of bread from one end to the other to create *The Bread Book*. A deceptively simple object photographs of the fronts and backs of ten slices of bread, sandwiched between the heels of the loaf with no accompanying text this artist's book raises fascinating questions about the nature of photography and its ability to transform an object into an idea or concept, while creating yet another object: the book itself. Reviewing *The Bread Book* in *afterimage*, Alex Sweetman proclaimed that the result of this act of transformation is that the original loaf no longer functions as a loaf of bread, but as a self-contained book considering the ideas...



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