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The Bread Book

By Kenneth Josephson

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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