

Sessions in Sound: Photographs by Norman Seeff

23rd November 2018 – 13th January 2019

Proud Central, London



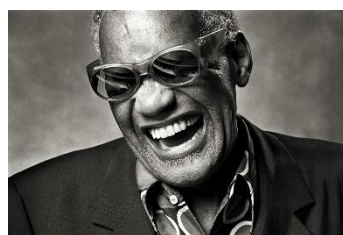
Proud Galleries is pleased to announce *Sessions in Sound: Photographs by Norman Seeff*, an intimate collection of Seeff's acclaimed photographic sessions featuring influential 20th Century musical icons. From Johnny Cash and Patti Smith to Joni Mitchell and the Rolling Stones, Norman Seeff's perceptive lens captures thought-provoking images of iconic artists session after session. The exhibition explores the sensitive collaboration between photographer and musician; whether photographed mid-smile or deep in contemplation, Seeff's subjects are effortlessly captured in moments of spontaneity. Famed for emotionally engaging with his subjects, Seeff's photographs in *Sessions in Sound* are intimate, lively and authentic.

Norman Seeff was born in South Africa, 1939. After working as an A&E doctor in Soweto, he moved to New York aged 29, eager to explore his creative passions. His break into the industry occurred when introduced to the renowned album cover designer, Bob Cato, who gave him his first major assignment – to photograph Robbie Robinson and The Band for the liner notes of their album 'Stage Fright'. After getting lost on his way to Woodstock and arriving hours late, Seeff was disappointed with his own work. Embarrassed by the results, he simply pushed the only image he liked in an envelope under the door of Cato's brownstone. When Seeff finally gathered the courage to contact him some weeks later, Cato exclaimed "where have you been? I don't have your number! They love the photograph and they want to use it for the album cover." This project and its immediate recognition catapulted Seeff into prominence.

In 1973, Seeff opened his own studio on Sunset Boulevard, constantly evolving his sessions through an exploration of the creative process. His distinctive method of focusing on an authentic connection allowed Seeff to break down barriers between himself and his subject. Throughout his career, Seeff developed creative alliances with an incredible range of musicians, revealing the intimacy and vulnerability of the artist in the act of creation.

In 1985, Seeff photographed musician Ray Charles and later recalled how "Ray was testy at the start of the session. Ultimately, he loved the process and ended up calling me 'brother'. It was a seminal session." The exhibition also features a selection of unpublished photographs, including a portrait of Patti Smith from Seeff's 1969 acclaimed photoshoot with Patti and Robert Mapplethorpe. This session has arguably become one of Seeff's most well known, with the photographer describing that "after Robert's death, Patti told me these shots come closest to her remembrance of the profundity of the love between them."

Sessions in Sound: Photographs by Norman Seeff aims to give an insight into the photographer's process as he searches for spontaneous authenticity in his work. Remaining popular to a modern-day audience, Seeff's images have a timeless quality, perhaps reflective of an uncanny ability to connect emotionally with each of his subjects. His distinctive stylised approach to session photography has certified his enduring legacy in both the music and photography industries. The work on display in *Sessions in Sound* demonstrates Seeff's creative ethos; to constantly seek "a place with my subjects that defines pure presence, where we can stand and just look at each other without any filters."



Launch	22 nd November 2018	Address	Proud Central 32 John Adam Street London WC2N 6BP
Dates	23 rd November 2018 – 13 th January 2019	Website	www.proud.co.uk
Times	Monday to Saturday: 10am till 7pm Sunday: 10am till 6pm	Interviews	Details upon request.
Entry	Free		

Proud Galleries

Proud Galleries was founded in London in 1998, showcasing landmark photography exhibitions with a popular culture focus. Since the gallery's inception, it has worked with major photographers, archives and acclaimed personalities such as Rankin, Brian Duffy and Norman Parkinson to bring rare fine art photography to a wider audience. As the gallery reaches its 20th anniversary, the new flagship venue Proud Central continues to expand its collection, bringing Proud's diverse exhibition program to the Strand in central London.

FOR FURTHER EXHIBITION INFORMATION, SERIAL RIGHTS / USE OF PICTURES / INTERVIEW OPPORTUNITIES CONTACT:

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- **Sessions in Sound: Photographs by Norman Seeff, 23rd November 2018 – 13th January 2019, Proud Galleries**
- **www.proud.co.uk**

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