

PICTURE INDUSTRY

**A Provisional History of the Technical Image
1844–2018**

**Edited, with an introduction by
Walead Beshty**

**Foreword by
Maja Hoffmann
Tom Eccles**

L U M A III CCS BARD

Table of contents

Foreword Maja Hoffmann and Tom Eccles	17
Acknowledgments	19
Introduction: The Commons in the Age of Its Technological Reproducibility Walead Beshty	20
<i>TAKEN FROM HERE TO WHERE IT CAME FROM AND TAKEN TO A PLACE AND USED IN SUCH A MANNER THAT IT CAN ONLY REMAIN AS A REPRESENTATION OF WHAT IT WAS WHERE IT CAME FROM</i> Lawrence Weiner 1980	34
Introductory Remarks and Selected Plates from <i>Pencil of Nature</i> William Henry Fox Talbot 1844–46	36
<i>A Scene in a Library: The First Photographically Illustrated Book</i> Carol Armstrong 1998	41
The Stereoscope and Stereograph Oliver Wendell Holmes 1859	54
Selections from <i>Mechanisms of Human Facial Expression</i> Guillaume-Amant Duchenne de Boulogne 1862	62
Photographs of the High Rockies in <i>Harper's New Monthly Magazine</i> , Vol. CCXXXII, No. 39, September 1869 John Samson [likely a pseudonym of Timothy H. O'Sullivan]	68
Photography's Discursive Spaces Rosalind E. Krauss 1986	80
Naming the View Alan Trachtenberg 1990	89
<i>United States Geological Exploration of the Fortieth Parallel, Volume III: Mining Industry</i> James D. Hague and Clarence King 1870	106

<i>Report on the United States and Mexican Boundary Survey, Vol. I</i> William H. Emory 1857	110
Prefatory Note and Preface to <i>United States Geological Survey of the Territories, Descriptive Catalogue of Photographs of North American Indians</i> Ferdinand Vandeveer Hayden and William Henry Jackson 1877	112
Colorchromes from the Detroit Photographic Company William Henry Jackson 1892–1903	114
Carte de visite Sojourner Truth 1864	118
Introduction to <i>Enduring Truths: Sojourner's Shadows and Substance</i> Darcy Grimaldo Grigsby 2015	119
The Golden Caribbean, Vol. II, No. 1, January 1904 United Fruit Company	125
The Evidence of Things Not Photographed: Slavery and Historical Memory in the British West Indies Krista Thompson 2011	135
The Other Half and How They Live: Story in Pictures [Reconstruction of a Magic Lantern Slide Lecture Presented at the Sixth Annual Convention of Christian Workers] Jacob Riis 1891	146
How the Other Half Lives: Studies Among the Tenements in <i>Scribner's Magazine</i> , Vol. VI, No. 6, December 1889 Jacob Riis	162
Inquiries into Human Faculty and Its Development Francis Galton 1883	167
Physiological Study of Normal Walking Georges Gilles de la Tourette 1885	170
Notes on Gesture Giorgio Agamben 2000	175
Selections from <i>Theoretical Study of Signalment</i> Alphonse Bertillon 1896	179
Bertillon System of Criminal Identification [Selected by Cameron Rowland] National Law Enforcement Museum Website 2018	194

Selection from <i>Attitudes of Animals in Motion</i> Eadweard Muybridge 1882	195
Selections from <i>Animal Locomotion</i> Eadweard Muybridge 1887	196
Iron Horses: Leland Stanford, Eadweard Muybridge, and the Industrialized Eye John Ott 2005	200
<i>Physiologie du mouvement: le vol des oiseaux</i> Étienne-Jules Marey 1890	209
Chronophotography Étienne-Jules Marey 1899	212
Marey and the Organization of Work Marta Braun 1994	222
Selections of X-Ray Photographs from <i>Journal of Electrochemistry</i> Wilhelm Röntgen 1896–97	231
On a New Kind of Rays Wilhelm Röntgen 1896	233
Injured Right Hand of Workman in <i>The Röntgen Rays in Medical Work</i> David Walsh 1897	235
Still from <i>Workers Leaving the Lumière Factory</i> Louis and Auguste Lumière 1895	236
Still from <i>Employees Leaving Williamson's Factory, Lancaster</i> Still from <i>Employees Leaving Messrs Vickers & Maxim's in Barrow</i> Sagar Mitchell and James Kenyon 1901	237
Preface to <i>Motion Study: A Method for Increasing the Efficiency of the Workman</i> Frank B. Gilbreth 1911	238
Motion Study Photographs Frank B. Gilbreth 1913–1917	239
Radiography, Cinematography and the Decline of the Lens Lisa Cartwright and Brian Goldfarb 1992	240

Selections from: <i>Charities and The Commons</i> , and <i>The Survey</i> , 1908–1913 Lewis Hine	246
The Homestead Plant: Carnegie Steel Company in <i>Homestead: The Households of a Mill Town</i> , Vol. 4 Lewis Hine 1910	250
Production – Reproduction László Moholy-Nagy 1922	252
War Against War! Ernst Friedrich 1924	254
Ernst Friedrich's Pacifistic Anarchism Douglas Kellner 1987	260
<i>Der Mensch als Industriepalast</i> Fritz Kahn 1926	264
Selections from <i>Das Leben des Menschen, Eine volkstümliche Anatomie, Biologie, Physiologie und Entwicklungsgeschichte des Menschen</i> Fritz Kahn 1926–1931	265
Photography Siegfried Kracauer 1927	266
Perspective as Symbolic Form Erwin Panofsky 1927	274
(Not) In Place: The Grid, or, Cultural Techniques of Ruling Spaces Bernhard Siegert 2015	282
Dictionary: Man in <i>Documents 4</i> Georges Bataille 1929	294
Type 89 Moving-image Machine-gun Camera, Kai 2, Serial No. 7967 Manufactured by Rokuoh-sha [currently Konica Minolta Electronics Co., Ltd.] Produced from 1933–44	295
Selections from <i>Arbeiter-Illustrierte Zeitung</i> John Heartfield 1930–32	296
The Work of Art in the Age of Its Technological Reproducibility (Second Version) Walter Benjamin 1935–36	300

There Are No Mass Media Bernhard Siegert 2003	312
Julian Sander, Great-Grandson of August Sander, as Recounted to Walead Beshty 2017	316
<i>Student of Philosophy</i> [Erich Sander], 1926 <i>Political Prisoner</i> [Erich Sander], 1943 <i>Death Mask of Erich Sander</i> , 1944 August Sander	317
Images in Spite of All Georges Didi-Huberman 2008	320
A Mathematical Theory of Communication Claude Shannon 1948	328
Woman Operating a Hollerith Pantographic Card-Punching Machine Harris and Ewing Studio [George W. Harris and Martha Ewing] ca. 1915	336
Computing Machinery and Intelligence Alan Turing 1950	337
Labor Anonymous in <i>Fortune</i> Magazine, November 1946 Selections from <i>Fortune</i> Magazine, 1941–1962 Homes of Americans in <i>Fortune</i> Magazine, 1946 Walker Evans	340
Walker Evans: The Magazine Work David Company 2014	358
Nation Horrified by Murder of Kidnapped Chicago Youth in <i>Jet</i> Magazine, Vol. XIII, No. 19, September 15, 1955	362
Emmett Till Ever After Darby English 2013	364
The Restraints: Open and Hidden in <i>LIFE</i> Magazine, September 24, 1956 Selections from <i>Ebony</i> and <i>LIFE</i> Magazine, 1947–1968 Gordon Parks	372
They Fight a Fire That Won't Go Out in <i>LIFE</i> Magazine, May 17, 1963 Charles Moore	388
<i>Mechanical</i> ("The Dogs' Attack is Negroes' Reward," from <i>LIFE</i> Magazine, May 17, 1963) Andy Warhol 1964	390

<i>Race Riot</i> Andy Warhol 1964	391
Roentgenizdat [bootleg audio recording on X-ray film] Unknown makers ca. 1960s	392
The Medium Is the Message Marshall McLuhan 1964	397
<i>Poem, March 1966</i> in <i>Aspen Magazine</i> , No. 5+6, 1967 Dan Graham	400
My Works for Magazine Pages: A History of Conceptual Art, 1965–1969 Dan Graham 1985	403
Homes for America [photo offset reproduction of layout for magazine article] Dan Graham 1972	406
Selections from <i>House Beautiful: Bringing the War Home</i> Martha Rosler ca. 1967–72	408
Tron (Amputee) in <i>Goodbye to All That</i> , No. 3, October 13, 1970 Martha Rosler	410
<i>Amarillo—Tall in Texas</i> Stephen Shore 1971	412
Still from <i>Phi Phenomenon</i> Morgan Fisher 1968	414
Phi Phenomenon Morgan Fisher 1976	415
<i>Preparation Plants from Coal Mines</i> Bernd and Hilla Becher 1966–78	418
[Untitled] in <i>January 5–13, 1969</i> Douglas Huebler	422
<i>Projects Class</i> David Askevold 1969	424
Advertisements in <i>Artforum Magazine</i> , 1968–69 Stephen Kaltenbach	426

<i>Misunderstandings (A Theory of Photography)</i> Mel Bochner 1970	430
Still from <i>Finally Got the News</i> Stewart Bird, Rene Lichtman, and Peter Gessner 1970	432
Still from <i>Hour of the Furnaces</i> Fernando Solanas and Octavio Getino 1968	433
Towards a Third Cinema: Notes and Experiences for the Development of a Cinema of Liberation in the Third World Fernando Solanas and Octavio Getino 1969	434
Photograph and Screen Stanley Cavell 1971	439
Ideological Effects of the Basic Cinematographic Apparatus Jean-Louis Baudry 1974	441
Cover and Preface to <i>How To Read Donald Duck: Imperialist Ideology in the Disney Comic</i> Ariel Dorfman and Armand Mattelart 1975	448
A Declaration of Dependence Sarah Charlesworth 1975	450
<i>Washing/Tracks/Maintenance: Outside</i> Mierle Laderman Ukeles 1973	455
Advertisement in <i>Artforum</i> Magazine, November 1974 Lydia Benglis	458
<i>Magazine Actions</i> in <i>Fiesta</i> Magazine, Vol. 10, No. 7, 1976 Cosey Fanni Tutti	460
Still from <i>Eadweard Muybridge, Zoopraxographer</i> Thom Andersen 1976	462
Five Notes for a Phenomenology of the Photographic Image Hubert Damisch 1963	463
Mapplethorped: Art, Photography, and the Pornographic Imagination Richard Meyer 2016	465

<i>X Portfolio</i> Robert Mapplethorpe 1977–78	467
<i>Photography en abyme</i> Craig Owens 1978	470
<i>Young Workers</i> Jeff Wall 1978/1983	478
Artist Statement from <i>Horror Pleni: Pictures in New York Today</i> Ericka Beckman 1980	480
Selections from <i>Camera Lucida: Reflections on Photography</i> Roland Barthes 1982	481
Allegorical Procedures: Appropriation and Montage in Contemporary Art Benjamin H. D. Buchloh 1982	489
Selections from <i>Travel Posters</i> Barbara Bloom 1981/2009	498
<i>After Walker Evans: 1–22</i> Sherrie Levine 1981	500
<i>Collection of Ten Plaster Surrogates</i> Allan McCollum 1982/1990	504
Arrangements of Pictures in <i>October</i> , Vol. 26, 1983 Louise Lawler	506
Still from <i>Sans Soleil</i> Chris Marker 1983	510
<i>Wild Dead</i> Gretchen Bender 1984	511
Towards a Philosophy of Photography Vilém Flusser 1983	512
Still from <i>Standard Gauge</i> Morgan Fisher 1984	518

Standard Gauge Morgan Fisher 1984	519
Introduction to <i>Gramophone, Film, Typewriter</i> Friedrich A. Kittler 1986	523
Still from <i>Handsworth Songs</i> Black Audio Film Collective 1986	532
Black Audio Film Collective: John Akomfrah, Reece Auguiste, Lina Gopaul, and Avril Johnson Coco Fusco 1987	533
Selections from <i>Cray at Chippewa Falls: Photographs by Lee Friedlander</i> Lee Friedlander 1987	542
<i>Ektachrome Archive</i> Lyle Ashton Harris 1986–96	546
Lyle Ashton Harris on Ektachrome Archive (1986–1996), as told to Alpesh Kantilal Patel 2015	548
Scripts from <i>Monodramas</i> Stan Douglas 1987–1991	549
News Hour Viewer Call-in Segment Regarding Original Broadcast of Stan Douglas's <i>Monodramas</i> BCTV 1992	555
<i>Herald Tribune, January 18–February 28, 1991</i> Sarah Charlesworth 1991	556
The Gesture of Video Vilém Flusser 1991	558
<i>Red Portfolio</i> Glenn Ligon 1993	560
<i>Self Portrait (James Dean)</i> Jack Pierson 1993	565
Hiatus: Work in Progress Lecture Ericka Beckman 1993	566

Video and Resistance: Against Documentaries Critical Art Ensemble 1994	568
'Can you be BLACK and Look at This?': Reading the Rodney King Videos Elizabeth Alexander 1994	574
Being the Subject of Art bell hooks 1995	583
Still From <i>Workers Leaving the Factory</i> Harun Farocki 1995	586
Workers Leaving the Factory Harun Farocki 2004	587
Automation of Sight: From Photography to Computer Vision Lev Manovich 1996	591
Selections from <i>Case History</i> Boris Mikhailov 1997–1998	598
Case History Boris Mikhailov 1999	601
Selections from <i>Venezia Marghera Series</i> Lewis Baltz 1999/2011	604
<i>Strike Objects</i> Jean-Luc Moulène 1999	606
Selections from <i>Inflight Magazine</i> , 2000 Johan Grimonprez	626
Post-Documentary, Post-Photography? Martha Rosler 2001	634
<i>schema; Aquafresh plus Crest with whitener</i> <i>schema; Aquafresh plus Crest with Scope</i> Kelley Walker 2003	644
<i>Civilian (adjusted to fit)</i> Louise Lawler 2010/2011	647

Black Mo'nin' Fred Moten 2003	648
<i>Orange</i> de Rijke/de Rooij 2004	657
Stills from <i>Eye/Machine I, II, and III</i> Harun Farocki 2001–2003	658
Phantom Images Harun Farocki 2004	659
<i>Live Evil (Kuala Lumpur)</i> Paul Pfeiffer 2003	663
<i>Digital Video Effect: "Holes"</i> Seth Price 2003	664
<i>The Full Edition of Smoke and Mirrors 24A</i> Eileen Quinlan 2006	666
Protocol Alexander R. Galloway 2006	668
Documentary Uncertainty Hito Steyerl 2007	671
<i>Supplement '14 (Mixed Typologies) #6</i> Christopher Williams 2014	676
Christopher Williams in Conversation with Mark Godfrey 2007	678
Declassification United States Department of Defense Website 2018	683
From the Redaction Paintings Series Jenny Holzer 2007	684
The Civil Contract of Photography Ariella Azoulay 2008	686

Still from <i>Episode III: Enjoy Poverty</i> Renzo Martens 2008	706
Toward a New Institutional Critique: A Conversation with Renzo Martens T. J. Demos 2012	707
Still from <i>Exit (Bath Iron Works, July 7–11, 2008, Bath, Maine)</i> Sharon Lockhart 2008	712
On Compression Cory Arcangel 2008	713
Repression and the Information Boom Zuhair al-Jezairy 2005	717
Redistribution (video transcript) Seth Price 2010	720
<i>Dailies from Rythm Mastr</i> Kerry James Marshall 2010	726
Still from <i>In Free Fall</i> Hito Steyerl 2010	728
<i>In Free Fall: A Thought Experiment on Vertical Perspective</i> Hito Steyerl 2011	729
Photography and the Law: Five Groundbreaking Cases of Photography in Litigation Daniel McClean 2011	735
Still from <i>The Unstable Object</i> Daniel Eisenberg 2011	739
Still from <i>Workers Leaving the Googleplex</i> Andrew Norman Wilson 2011	740
Still from <i>Touching Reality</i> Thomas Hirschhorn 2012	742
Why Is It Important—Today—to Show and Look at Images of Destroyed Human Bodies? Thomas Hirschhorn 2012	743

You've Lost That Loving Feeling: Rineke Dijkstra After Empathy Johanna Burton 2012	746
<i>Diane Arbus: A Printed Retrospective, 1960–1971</i> Pierre Leguillon 2012	751
<i>Anonymous Needs and Desires (Various Castoffs: Ceramic Tile, Potato Chips, Garlic, Men's Socks, Blackberry, iPod, Baby Food, Perfume, Chocolate, and Cigarettes)</i> Liz Glynn 2012	752
<i>Truth Study Center</i> Wolfgang Tillmans 2016	754
<i>The Tower</i> Hito Steyerl 2015	757
<i>In Defense of Representation</i> Tristan Garcia 2015	758
<i>Great Things Never Come from Comfort Zones in i-D Magazine, No. 336, 2015</i> Wolfgang Tillmans	762
<i>Infrastructuralism</i> John Durham Peters 2015	768
<i>The Distributed Image</i> Peter Osborne 2015	772
<i>Untitled</i> Isa Genzken 2016	776
<i>Parasagittal Brain</i> Yngve Holen 2013	777
<i>Flint is Family in Elle Magazine, September 2016</i> LaToya Ruby Frazier	778
<i>The Phantasmagoric Dispositif: An Assembly of Bodies and Images in Real Time and Space</i> Noam M. Elcott 2016	788
<i>Handpunch</i> Cameron Rowland 2014–2015	801

<i>Love Is the Message, the Message Is Death</i> Arthur Jafa 2016	804
Love is the Message, The Plan is Death Arthur Jafa and Tina Campt 2017	805
Martha Rosler in Conversation with Walead Beshty 2017	812
Stephen Shore in Conversation with Walead Beshty 2017	814
Stan Douglas in Conversation with Walead Beshty 2016	816
Hito Steyerl in Conversation with Walead Beshty 2017	827
James Merle Thomas in Conversation with Walead Beshty 2018	834
Contributors	842
Index	852
Thanks	858
Credits	859
Colophon	863