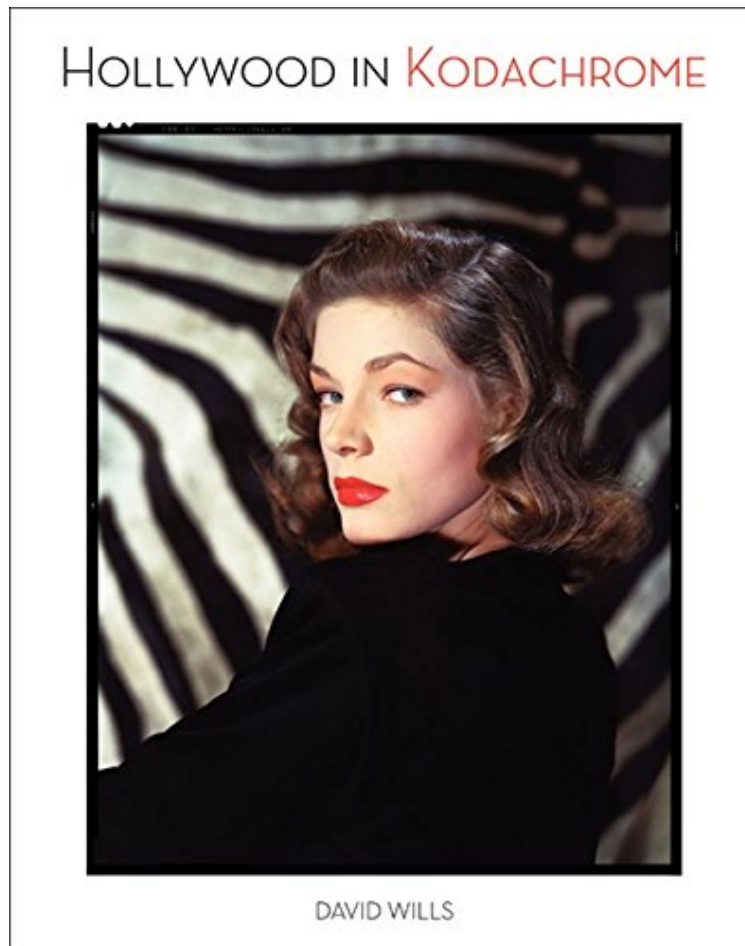


Hollywood in Kodachrome

David Wills, Stephen Schmidt

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David Wills, Stephen Schmidt : Hollywood in Kodachrome before purchasing it in order to gage whether or not it would be worth my time, and all praised Hollywood in Kodachrome:

21 of 22 people found the following review helpful. Magnificent HollywoodBy Lilly FordI own many glamour portrait books, but this one by far is outstanding.The book spans the period from 1940-1949, and it is exquisitely produced.It is loaded with hundreds of magnificent portraits, rare stills and advertisements, all in vibrant color.The stylish photos are large, crisp and very modern given their era. All stars from the 1940s are included even lesser known ones.The text is limited to a foreword and a brief introduction, but the attractive photos speak for themselves.All the portraits have captions with the names of the stars, the dates, and the photographers.For all collectors of fine photography books, this beautiful tome is a must have.8 of 8 people found the following review helpful. SimplyThe Best Collection of Hollywood Portraits Ever Published In ColorBy Michael RyanIf you admire great portraiture from the deans of the Hollywood glamour style, you will love this book. It contains many unique

images, not found elsewhere, because they were never published in color. Along with a wonderful author's introduction, detailing the historical story behind the advent of Kodachrome film, and how it impacted the motion picture and publication industries through the late 1930's and 40's, coinciding with the apotheosis of classic Hollywood filmmaking, you get a three hundred pagebook which is virtually an encyclopedia of glamour photography in color. The book also details the now defunct Carbro process, of interest to those following the development of the history of color photography. Including a forward by Rhonda Flemming, this stunning book features probably the finest single collection of Hollywood color portraiture yet to appear in print from authors who have collected and scoured private collections for the original color transparencies from which the book was produced. The book covers Hollywood color photography between 1940 and 1949, but details the earlier introduction of Kodachrome film, making the amateur home movies and color slides of the 1940's and 50's a practical reality. But the book really focuses on the professional work being done in Hollywood and the creation of the glamour so eagerly lapped up by fan magazines that became one of the main publicity venues to promote feature films and their stars. Several reproductions off of the original film transparencies are compared, side-by-side, with their eventual published form as magazine covers. Focusing largely on the Hollywood celebrities of the World War II Era, *Hollywood In Kodachrome* delivers a fantastic array of the greatest publicity portraiture in color to ever grace the pages of a book. If you love the glamour style of Hollywood's Golden Era, you can't go wrong on this wonderful highly recommended collection of color images. You will definitely get your money's worth. 8 of 8 people found the following review helpful. Outstanding Gift Choice By Sophie Absolutely outstanding gift book for anyone looking to give a gift to someone interested in the movie stars of the 40's and 50's. The photos in this book are beautiful. I am giving this as a Holiday present and I know they will be overjoyed to get this!

Hollywood in Kodachrome is a stunning portfolio of the stars of Hollywood's Golden Age, captured in rich, deeply saturated color photographs reproduced from original Kodachrome negatives and curated by collector David Wills and designer Stephen Schmidt, the creative team behind *Marilyn Monroe: Metamorphosis* and *Audrey: The 60s*. From Elizabeth Taylor, Ava Gardner, and Rita Hayworth to Fred Astaire, Humphrey Bogart, and Gregory Peck and many more of the silver screens elite are all here, in the full blush of youth, captured as if they were taken yesterday. But the true star is the medium itself: late-1940s sheet Kodachrome, a film stock that remains legendary for its rich tonal range, precise color, and detail. Including a foreword by Golden Age star Rhonda Fleming, and featuring more than 200 photos from classic films and publicity shoots, *Hollywood in Kodachrome* is a magnificent tribute to Hollywood's most beloved icons, captured at their glamorous best.

From the Back Cover Kodachrome film saturated the 1940s with an unprecedented explosion of color. Movie audiences, accustomed to seeing photographs of their favorite stars on magazine covers, billboards, and cinema marquees in monochrome or black-and-white, were suddenly enthralled as their idols came to life in vibrant hues as flesh-and-blood human beings. For the first time, the world was treated to the glory of Rita Hayworth's auburn hair, Gary Cooper's blue eyes, Betty Grable's rosy cheeks, and the multicolored fruit bouquets of Carmen Miranda's hats. Curator and photographic preservationist David Wills has amassed one of the world's largest private collections of original Kodachromes and color photographs from the 1940s. Now, in *Hollywood in Kodachrome*, he has gathered spectacular, museum-quality work from many of the great photographers of Hollywood's golden era: George Hurrell, Clarence Sinclair Bull, John Engstead, Paul Hesse, Ernest Bachrach, Bernard of Hollywood, Robert Coburn, Ray Jones, Bud Fraker, Frank Powolny, Eugene Robert Richee, and many others to create this stunning portfolio of images that pays homage to the richest, clearest, most brilliant, and archivally dependable film stock in history. Among the highlights: Rare and classic images digitally restored from their original 4x5, 5x7, and 8x10 Kodachrome sheet transparencies, vintage Carbro and dye transfer prints, and modern Cibachrome prints. Never-before-seen publicity photos, scene stills, and work shots from many of Hollywood's most beloved films of the 1940s. Previously unpublished portraits of Clark Gable, Bette Davis, Cary Grant, Lana Turner, Errol Flynn, Lucille Ball, Frank Sinatra, Elizabeth Taylor, John Wayne, Marilyn Monroe, and many others. Rare "posed candids" and behind-the-scenes photos of stars at play, poolside, relaxing at home, and with family. Unpublished outtakes of stars in famous ad campaigns, including Max Factor, Lux, Lipton Tea, Lucky Strike, and Royal Crown Cola. Never-before-seen WWII patriot photography of stars in service uniform and posing with the American flag. Pairing more than 250 first-generation photographs with vintage magazine covers, advertisements, movie posters, quotes from photographers, and a personal foreword by Hollywood's "Queen of Technicolor," Rhonda Fleming, *Hollywood in Kodachrome* is an unforgettable showcase of a time when movies were truly glamorous and color photography reigned supreme at its most luscious. About the Author Australian-born David Wills is an author, independent curator, photographic preservationist, and editor who has accrued one of the world's largest independent archives of original photographs, negatives, and transparencies. He has contributed material to many publications and museums, including the Museum of Modern Art, the Metropolitan Museum of Art, the Phoenix Art Museum, and the Academy of Motion Picture Arts and Sciences. Wills has produced a series of photography exhibitions based on images from his archive. His shows include

Murder, Models, Madness: Photographs from the Motion Picture Blow-Up; Edie Sedgwick: Unseen Photographs of a Warhol Superstar; Blonde Bombshell; James Bond; Women with Issues: Photographs from the Motion Picture Valley of the Dolls; and Warhology. Wills's books include Ara Gallant; Marilyn Monroe: Metamorphosis; Audrey: The 60s; Hollywood in Kodachrome; and Seventies Glamour. He is also the co-author of Veruschka. His books and exhibitions have received major profiles in the Los Angeles Times, the New York Times, Vanity Fair, American Photo, Vogue, Interview, and Time. He has also written articles on photography and popular culture for publications including the Huffington Post, V Magazine, and Palm Springs Life. A native of the San Francisco Bay Area, Stephen Schmidt is principal of the graphic design company Duplex, which focuses on brand identity, Web and mobile UI design, and book design. Stephen has provided design and editorial contributions to numerous illustrated book projects. His design work includes the books Seventies Glamour, Hollywood in Kodachrome, Audrey: The 60s, Marilyn Monroe: Metamorphosis; Karim Rashid: Evolution; Florida Modern; Rome, the official companion book to the acclaimed HBO series; and Photo by Sammy Davis, Jr., which received a First Place Photography Book award from the New York Book Show.