Artnet Auctions presents the Frank Horvat Sale

Artnet Auctions is pleased to feature the Frank Horvat sale, live for bidding from July 12 to July 19, 2012. The sale includes 17 photographs by Horvat with a total estimated value of US$104,500 to US$131,000.

New York / Berlin / Paris, July 12, 2012—Artnet Auctions presents its second single-artist sale of Frank Horvat artworks. After the great success of the first Horvat sale, which took place last March, this new sale presents a total of 17 lots that contextualize the different periods of Horvat’s work. The sale provides an opportunity to acquire some of the celebrated French photographer’s unique prints, known as “rough prints,” as well as his vintage and digital photographs.

The ensemble of 17 photographs has a total estimated value of US$104,500 to US$131,000. Each of the photographs was selected by Horvat, and focused on some of his favorite subjects, such as sensuality, mystery, suggestion, and form. The first eight lots, all from 2012, are digital prints of shots taken for fashion magazines or during fashion. Two of these digital prints come in large sizes: Stripper at Crazy Horse Saloon, Paris, 1962, 33.07 x 46.77 in. (84 x 118.8 cm.), estimated from US$10,000 to US$12,000, and Bathing Suit, for British Harper’s Bazaar, Djerba, 1965, 46.77 x 33.07 cm.
in. (118.8 x 84 cm.), estimated from US$10,000 to US$12,000. The *Coco Chanel, Paris, 1958*, shows the shade of "Mademoiselle" photographed in a staircase (est. US$4,000–5,000).

Also featured in the sale are nine gelatin silver prints taken between 1952 and 1966. Some of these vintage prints, selected from the photographer's private collection, are unique and new to the public, such as *At the Crazy Horse, Paris, 1962* (est. US$8,000–10,000), *Toledo, Spain, 1965* (est. US$7,000–9,000), *Eiffel Tower, Paris, 1956* (est. US$6,000–8,000), and *Bathing Suit, Tunisia, 1966* (est. US$6,000–8,000). *Jantar Mantar, 1952* (est. US$18,000–22,000) offers two photographs belonging to the first series of images taken by Horvat in India. *Givenchy Hat, Paris, 1958* (est. US$6,500–8,500), is a "before edition" print of the very well-known photo taken at the Longchamp Race course; this test print was used as a matrix before its limited-edition release.

Horvat likes to present himself as "the least-known famous photographer." He made his début as a photojournalist in the 1950s, and went on to collaborate with numerous fashion magazines, including *Elle, Harper's Bazaar, Vogue, and Jardin des Modes*. The eclecticism of genres and techniques in Horvat photographs renders his labelling a difficult task, but there is a clear vision throughout, regardless of category or subject. Horvat has been influenced by icons such as Henri Cartier-Bresson (French, 1908–2004), August Sander (German, 1876–1964), and Irving Penn (American, 1917–2009). However, the importance of literature in Horvat's outlook on Fine Art photography—and the artist's reflections on the image and its context—result in a very personal aesthetic.

Horvat invented a new way of photographing models for his fashion shoots, though he did so almost reluctantly. He would bring models down into the street and photograph them in real life contexts, amongst the *habitués* of a neighbourhood bar, or alongside the residents of a small French village. At the beginning of the 1980s, when an illness that affected his eyesight briefly forced him to put his camera aside, Horvat threw himself into a series of interviews with notable photographers, including Helmut Newton (German, 1920–2004), Sarah Moon (French, b.1941), and Robert Doisneau (French, 1912–1994). These interviews became the basis of his *Entre Vues* series. As early as 1989, Horvat became interested in digital photography. The artist's curiosity about new technologies inspired him to create an iPad application, Horvatland, which includes more than 2,000 of his photographs, paired with his own written notes or audio.

Horvat's work has been exhibited at various prestigious international museums. His photographs are held by notable international art institutions, including the Museum of Modern Art in New York, NY, and the Centre Pompidou in Paris.


For more information, contact artnet Auctions specialists:

**France**
Florence Alexandre
+33 (0)1 42 86 67 16
FAlexandre@artnet.fr

**Germany**
Marie-Kathrin Krimphoff
+49 (0)30 20 91 78 40
MKrimphoff@artnet.de
USA
Christopher Sweet
+1-212-497-9700 ext. 165
CSweet@artnet.com

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Artnet Worldwide Corporation, 233 Broadway, 26th Floor, New York, NY 10279-2600, USA