



UDC 77 (09)

## GREAT CONTEMPORARY PHOTOGRAPHERS

Student A.O. Shtonda, gr. BDF-16

Research supervisor V.A. Velykozhon

Kyiv National University of Technology and Design

The purpose and objectives. The purpose of research is a comprehensive study of the outstanding photographers of the second half of the XX – XXI century, determination and estimation of their impact on the development of modern photography and other arts.

The principal objectives of the research are:

- analysis of the basic nature of modern photography and its functions;
- to clarify the features of art and modern photography;
- to analyze the work of contemporary masters of portrait photography.

The object and subject of study. The object is outstanding photographers of our time. The subject of study is the creative work of prominent photographers of the second half of the XX – XXI century and their influence on the development of modern photography.

The methods and means of research. General scientific and special historical methods, including historical, systemic and structural, biographical, problem-chronological, analytical, empirical and other methods have been used when writing this research.

Scientific novelty and practical significance of the results. The scientific novelty of the research includes such points:

- the creative heritage of outstanding photographers have been analyzed;
- for the first time an attempt to systematize bibliographic ordering of numerous scientific and publicistic literature which is dedicated to the contemporary photography has been implemented;
- first a number of sources and publicistic works that have not yet been the subject of analysis has been introduced into scientific circulation;
- on the basis of national and foreign printed matters new and already known biographical facts of contemporary photographers have been discovered and updated;
- an attempt to improve scientific approaches to contemporary photography significance for the development of various arts has been carried out.

The practical significance of the study results is the ability to use its statements and factual material in the preparation and conducting classes on course "Ukrainian and foreign culture", "Study of Art", "History of Art and Material Culture", "Composition of photos and images", "Directing photography and montage" and when writing term papers and diploma theses on professional disciplines.

Research results. Photography – a universally recognized kind of art. Professionals achieve worldwide fame. What can really make a master legendary? The real recognition comes thanks to unique photographs.

The famous photographer of our time is David La Chapelle, American photographer and director-clipmaker. He created his own style and developed his photography art into a special and very personal combination of photography and surrealism. His style is easily recognizable and unique. "Reporting surrealism", as critics define David La Chapelle's brand manner, has captivated the whole world. La Chapelle's style – the most recognizable surreal kitsch in the world. Lately his style has been characterized as aggressive eroticism. It really professes the cult of the body and does not accept new trends in fashion, in particular "computer photo". He is considered to be "Fellini of photographs in XXI century".



Frederick Potter`s works are interesting and significant for photo researchers. He is Canadian artist, poet, philosopher and photographer who have reputation as a standard stereotypes destroyer of traditional photography. Potter is a member of several international photography associations, his works are published in numerous art magazines and publishing houses.

Another prominent figure in the field of photography is Boris Valledzho – Peruvian and American photographer, artist, illustrator. He mastered different styles that helped him to create and develop his own style. Currently Valledzho has been considered as a fine art classic in the fantasy genre. One of the most significant aspects of Boris Valledzho creativity – a realism of his works. Looking at his finished paintings, which are the living personification of dreams or nightmares, everybody feel temptation to enter this fantastic world. In the genre of fairy heroic fantasy Valledzho has been attracted by such figures: the mythological gods, heroes and mythical creatures. Human figures of photographer resemble those who are keen on bodybuilding. He seldom depicts people from life. Usually Valledzho deals with photos.

Kevin Carter is photographer from South Africa and he created a series of paintings about the famine in Sudan.

Irving Penn is also well-known master in the field of photography. He cared not only about the appearance of the man that shot, but also paid great attention to the background. Yusuf Karsh is a famous master among portrait photographers. He preferred black and white photos. Well-known fashion photographer of the XX century who first take the model out and showed the world that fashion is not only a studio or podium was Richard Avedon. His non-standard approach to fashion contributed to the formation of a group of informal photographers.

Among a cohort of male photographers, there are brilliant female figures. One of them is Helen Levitt. The woman is one of the most important characters in contemporary photography. Her poetic images, made on the city streets more than 60 years ago, inspired many collectors, students, photographers and amateurs of art. All her career Helen devoted to showing humor and poetic mood in her works and with their help she was able to show more frankly lives of men, women and children, living in New York.

Contemporary Photography is called a photo taken after the 1970s. It is being created in the today`s context, responds to this context or comments it (reflects).

Conclusions. Analysis of creative pathways of famous photographers allows us to say that we are living in an exceptional time for a photograph in which the art world perceives a picture like never before, and photographers find books and art galleries as a natural place for their works. Throughout the history of photography, there were people who contribute to its development as a form of art and a source of ideas, along with painting and sculpture, but they have never been so many before and they have not been so active. Now two trends of photography art are being developed. Firstly, transition to the digital technology has made photography as a mass art. The second trend is the widespread involvement of women in the photography.

The actual issue in today's photo is development prospects. Photo will be developed in two directions in the future. The first, it will become more and more reporting and living, but staged pictures will be applied less. The second, photo will be more psychological in future, it will more delicately reflect feelings, intentions, dreams of people, some intangible things. It is easy to take a photo of an item, because it is material, illuminated and has the form, but soul is nonmaterial and usually mysterious, therefore it is so difficult to take photo of a soul. Only highly gifted and genius photographers can touch and show people`s inner life through the camera.

**Keywords:** contemporary photography, art, photographer, reporting photo, portrait photography.