



**ARTIST**

David Broda

**TITLE**

Untitled

**DATE**

1979

**DIMENSIONS**

4.25" H x 7" W

**MEDIUM**

Dye Diffusion Transfer Print

**CATALOGUE NUMBER**

2018.012

**CURRENT LOCATION**

David Broda Collection

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**DAVID BRODA**

**BORN**

1952

**BIRTHPLACE**

Niagara Falls, NY

**GENDER**

Male

**CITIZENSHIP**

United States

**CULTURAL HERITAGE**

European-American

**LIGHT WORK RELATIONSHIP**

Light Work Gallery, 1973  
Light Work Grant, 1978  
Light Work Retrospective Exhibition, 1985  
Light Work Gallery, 1976  
Light Work Gallery, 1983

**LIGHT WORK PUBLICATIONS**

Contact Sheet 1

Contact Sheet 2  
Contact Sheet 3  
Contact Sheet 5  
Contact Sheet 15  
Contact Sheet 28  
Contact Sheet 38  
Contact Sheet 97  
Exhibition Catalog: Light Work Retrospective

## **ESSAYS**

David Broda grew up in Niagara Falls, NY. That by itself would be enough to give one a curious outlook on life. Then if you consider Walt Broda, Dave's father, inventor of one of the first machines to make wire coat hangers, it becomes easier to see why Dave has developed a fond attraction for the funky and functional icons of American Roadside culture. At a time when color photography is being used extensively in art and industry, Broda's photographs stand out as examples that are well seen and at the same time expertly crafted. In each picture in the exhibition Broda is able to record the beauty of the view, while at the same time accurately describing its place in America's culture. As the icons along the roadside become more homogeneous and travelers more concerned with the final destination than the journey, Broda's pictures show us the decline of independent individual creativity, except perhaps for his own. Jeffrey Hoone (c) 1983