



ARTIST

David Broda

TITLE

Untitled

DATE

1979

DIMENSIONS

4.25" H x 7" W

MEDIUM

Dye Diffusion Transfer Print

CATALOGUE NUMBER

2018.020

CURRENT LOCATION

David Broda Collection

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
Light Work Retrospective Catalogue

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