



ARTIST

David Broda

TITLE

Untitled

DATE

1985

DIMENSIONS

18" H x 20" W

MEDIUM

Chromogenic Color Prints

IMAGE NOTES

Jamesville Balloon Festival, 1985

CATALOGUE NUMBER

2018.051

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

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