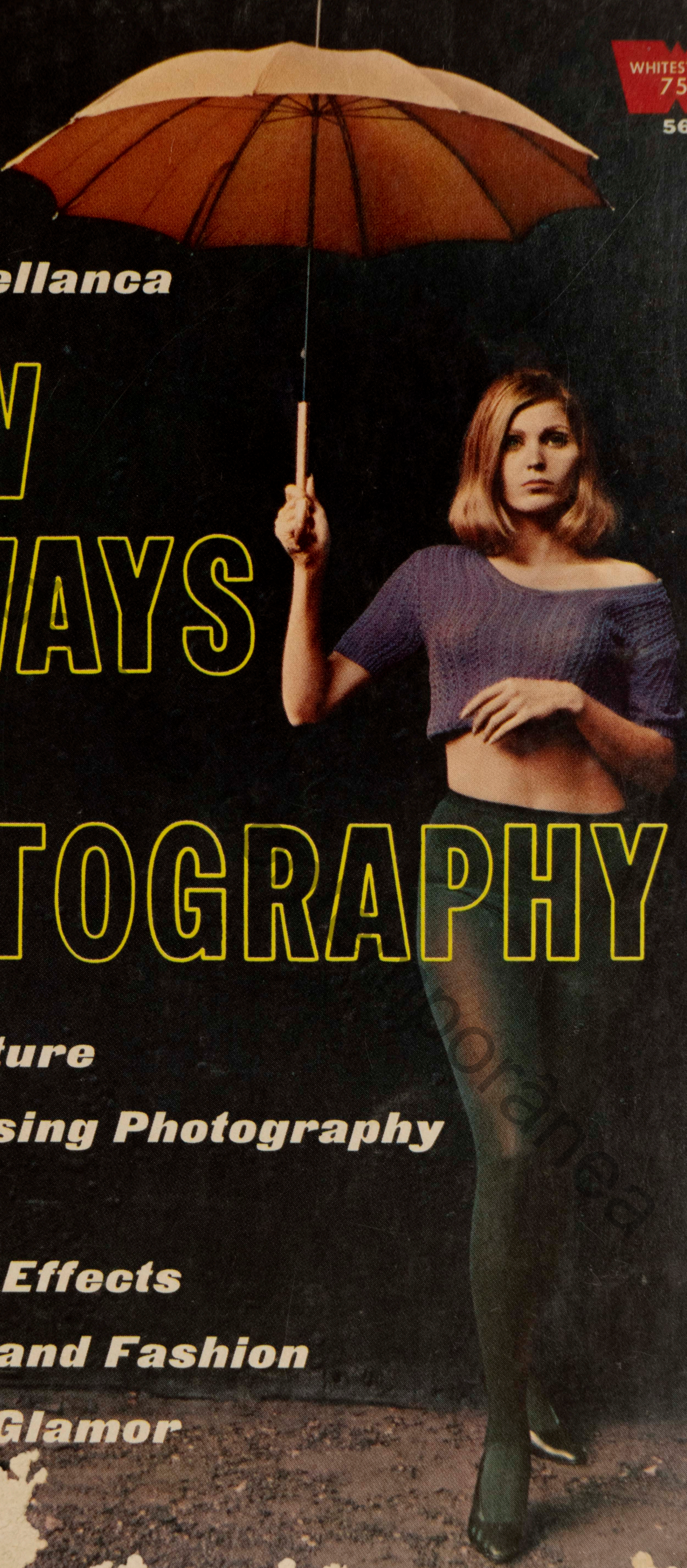


By Joe Bellanca

**NEW
WAYS
IN
PHOTOGRAPHY**



- ★ *Portraiture*
- ★ *Advertising Photography*
- ★ *Nudes*
- ★ *Special Effects*
- ★ *Beauty and Fashion*
- ★ *Candid Glamor*
- ★ *Humor*

NEW WAYS IN PHOTOGRAPHY

by Joe Bellanca

A Whitestone Book

Number 56

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Introduction

It should suffice for me as an introduction to just state that my photographs, opinions, thoughts and concepts in this volume are the crystallization of a comparatively good number of working years in the photography world. And as an author who is attempting to review this so-called photographic scene, I should also list some of my qualifications for so doing, in terms, possibly, of some chronological events:

Editorially, my photographs have appeared in most of the major publications with an introduction of my photographs to the public by Vogue magazine.

The Museum of Modern Art has exhibited my work in at least five of their shows, including an exhibition, "Color Photography," whereby I was represented with more work than any other photographer. (Eleven to be exact.)

In commercial work I have photographed for large national advertising accounts ranging from watches to champagne.

At present I am working on two other volumes, one of which is an expansion and further development of the photographs within the New York chapter of this book. And the second project is a basic discipline on the photographic aesthetic, glimpses of which are given within the following pages.