



Naum Granovsky

REGIONAL PUBLISHING AND EDUCATIONAL
PROJECT BY THE STILL ART CULTURAL
FOUNDATION AND THE LUMIERE GALLERY

**POPULARIZATION OF PHOTOGRAPHIC ART IN
RUSSIAN CITIES AND REGIONS**



**LUMIERE
GALLERY**

Naum Granovsky

The new anniversary exhibition of Naum Granovsky (1910–1984) is a major retrospective project featuring the artist's famous photographs of the old Moscow of the 1920s and the Stalin era, as well as the lesser known works he created in the Modernist period.

Granovsky's contemporaries referred to him as "the Moscow chronicler" and "the most prominent architectural photographer of the USSR." Moscow served as the main character of his photographs for more than fifty years. Granovsky looked at the city as a living human being, recording all of the changes that it went through. He visited the same streets and squares in order to consistently capture the shifting image of 20th century Moscow.



Naum Granovsky
Comecon Building. 1968

EXHIBITION PROJECT / NAUM GRANOVSKY

Granovsky started his artistic career at the age of 16, when he moved to Moscow from his native town of Oleksandriia and began to work as a laboratory assistant at the TASS Press Cliche. He became a correspondent for TASS News Photography in 1927, and in 1934 he started work as a photographer for the Visual Arts (IZOGIZ) publishing house. During this period, Granovsky began to methodically capture the changing image of Moscow over the years. In 1941 he worked as a military photojournalist for the "Trevoga" newspaper. He took many photographs on the frontline and depicted the heroic defense of Moscow. In 1946 Granovsky returned to TASS News Photography, where he worked for the rest of his life. The photographs that he took from 1946 to 1984 demonstrate almost all of the stages of the city's post-war reconstruction.



Naum Granovsky
Circus on Vernadsky Prospekt. 1970s

EXHIBITION PROJECT / NAUM GRANOVSKY

Nowadays the name of Naum Granovsky is associated with the construction of high-rises, the emergence of new districts, the flourishing of modernist architecture, and the transformation of squares, waterfronts, and parks.

In the 1960s a few series of postcards titled “Old and New Moscow” were published, where his early photographs were compared to contemporary images. From the late 1970s until 1985, Granovsky’s photographs were printed in the “Vechernyaya Moskva” newspaper in a special section called “Moscow Yesterday and Today.” Here, Granovsky’s shots from the 1930-1940s were compared with his shots from the 1970s taken from the same vantage point.



Naum Granovsky
View of the Moskvoretsky Bridge and Moscow Kremlin. 1939

EXHIBITION PROJECT / NAUM GRANOVSKY

Natalia Grigorieva-Litvinskaya, chief curator of the Center of Photography, notes:

"In over 20 years of working with photographic heritage, I have never seen such volumes of systematized and lovingly arrayed archives as those of the Granovsky family. Today, we are working with 35,000 negatives created by the artist over 60 years. Many of Granovsky's photographs were published over the years, but there are even more that have not been seen. It is for this reason that the anniversary exhibition focuses on the era of Soviet modernist architecture (1950-1980s)—the period of grandiose construction projects in Moscow and the peak of Naum Granovsky's creative career."



Naum Granovsky
Borodino Panorama Museum. 1960s

EXHIBITION PROJECT / NAUM GRANOVSKY

Many subjects captured by Granovsky in the 1950s-1980s no longer exist: the Intourist and Rossiya hotels have been demolished, as well as “Moscow,” the biggest outdoor swimming pool in the USSR, and the beloved observation wheel in Gorky Park. More than 100 photographs displayed at the exhibition will show how the capital changed and Soviet architecture developed over the course of 60 years. They will help visitors remember the forgotten chapters of the city’s history and also recognize and appreciate the heritage that is being lost day by day.



Naum Granovsky
Gorky Park. View of the Pond and Observation Wheel. 1965

ВЫСТАВОЧНЫЙ ПРОЕКТ / НАУМ ГРАНОВСКИЙ

Naum Granovsky's work was highly respected by his contemporaries. He took part in the most prominent Soviet and foreign exhibitions, created several books and albums, and became an honored cultural worker of the RSFSR (1968), a member of the USSR Union of Journalists (1958), and a member of the USSR Union of Architects.



Naum Granovsky
View of the Cosmos Hotel and the Monument to the Conquerors of Space. 1979

EDUCATIONAL PROGRAM / NAUM GRANOVSKY

Survey lecture on the history of architectural photography

Reflections on the history of architectural photography from the mid-19th century until our time. The interconnection of the evolution of photographic methods, language, and theory with the history of architecture. How “architects’ best friends” created the image of “engineers of a better tomorrow” and what we should do in this profession now that technology and the Internet have enabled anyone to be a photographer.

Lecture series: “How engineers created the Big Style. Stalin’s high-rises: legends and truth about their construction”

You already know the structures representing the Big Style of Soviet architecture: Stalin’s high-rises, the first metro stations, and monumental avenues. But do you know about the amazing engineering solutions hidden inside those buildings? Stalin’s high-rises are arguably the most famous 20th century buildings in Moscow. Many legends surround them, but the history of their construction is even more amazing.

Naum Granovsky exhibition: guided tour dedicated to the Big Style, led by an architectural historian

During this guided tour, you will learn how the visual imagery of major Soviet cities was established during the Big Style era in photography and architecture. The era of architectural avant-garde lasted from the first years of the revolution until 1932, when it was taken over by Stalinist Neoclassicism—the so-called Big Style. This dominated until the late 1950s, when the “Khrushchev Thaw” and the new focus on mass affordable housing took hold.

PUBLISHING PROGRAM / NAUM GRANOVSKY

A new full monograph of Naum Granovsky released for the 110th anniversary of his birth. Granovsky became famous as the most prominent architectural photographer of the USSR, with Moscow emerging as his favorite city. Today, his works allow us to see the changes in the appearance of the Soviet capital from the 1920 to the 1980s.

In this album you will find not only the most famous, now classical shots by Granovsky, but also his lesser known works. The book includes rare photographs of buildings that have been demolished or reconstructed beyond recognition. Many readers become nostalgic when comparing the contemporary Moscow with the city captured by Granovsky.



EXHIBITION RENTAL TERMS / EXPOSITION MAKEUP

100 photographs

Produced using archive printing, in black plastic frames, 40x60 cm.

Exhibiting conditions:

- Illumination – 50 lx
- Temperature – 16–22°C (±) 2 degrees
- Relative humidity 45–55% (±) 2.5%
- Transportation of exhibits:
Lumiere Gallery – Museum – Lumiere Gallery
- Insurance of exhibits: Lumiere Gallery – Museum – Lumiere Gallery

The Lumiere Gallery will gladly provide you with the following additional options for your venue:

- Audio guide with information on exhibits
- Design services (oracal, badges, printing work, exposition design)
- Educational program development: guided tours, lectures, workshops
- Reading materials:
 1. Press packs for media publications (Russian /English)
 2. Quotes (Russian /English)
- Publishing information about the exhibition on the Center for Photography official pages:
Instagram: @lumiere_center
Facebook: www.facebook.com/LumiereBrothersCenter
VK: vk.com/lumiere_center

BOOKS FOR SALE AT YOUR VENUE DURING THE EXHIBITION

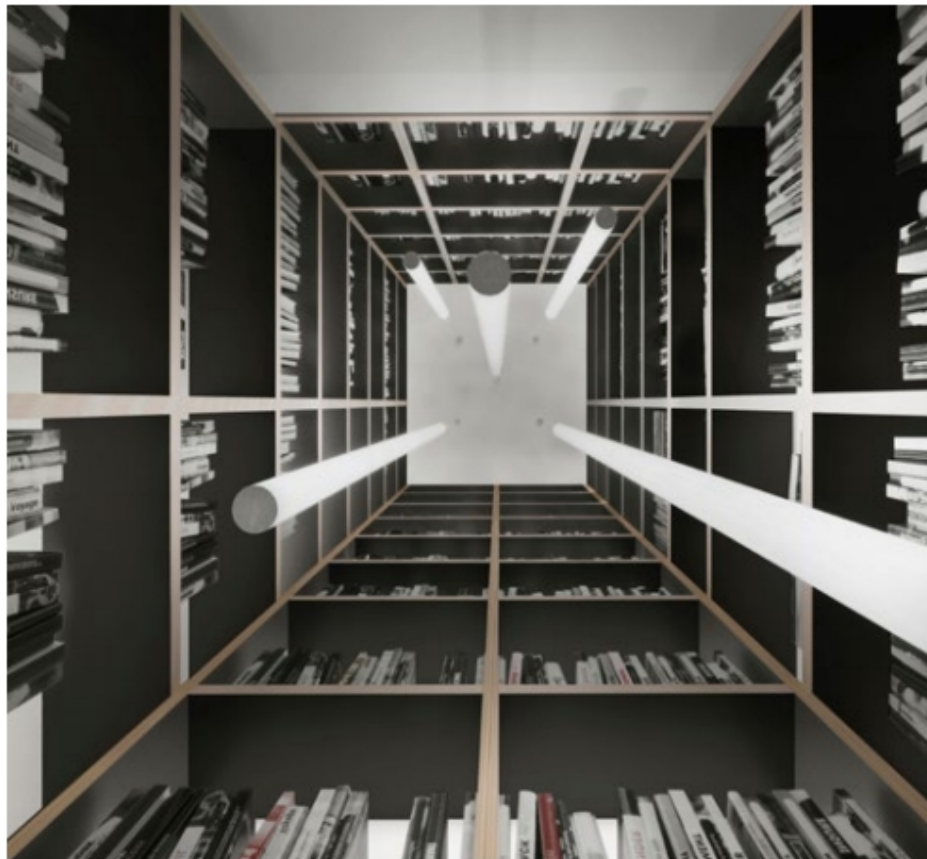


ABOUT THE LUMIERE GALLERY

The Lumiere Gallery, founded in 2001 by Natalia Grigorieva-Litvinskaya, is one of the oldest galleries in Moscow specializing in photographic art. The Gallery presents pieces by renowned Soviet and foreign photographers and collaborates with modern artists. Since the Gallery opened, a collection of Soviet photographs has been created that covers the period between the 1920s and the 1990s and includes 13,300 authors' prints.

The Gallery has held more than 200 exhibitions and published 11 authors' monographs dedicated to Soviet photographic art.

Exhibition projects organized by our curators are offered to museums in Russia and abroad.



CONTACT INFORMATION

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