

News Release

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David Bowie is welcomes 2 million visitors 'Aladdin Sane' photograph by Brian Duffy presented to V&A

A print of a rarely seen original colour transparency image from Brian Duffy's photo session for David Bowie's world-famous 1973 album 'Aladdin Sane', has been gifted to the V&A by the Duffy Archive.



The gift celebrates the V&A's best-selling David Bowie is exhibition welcoming 2 million visitors during the final stop on its global tour, at the Brooklyn Museum in New York closing 15 July 2018.

Since 2013, David Bowie is has travelled to eleven venues in ten countries, becoming the most-visited international touring show in the V&A's 165-year history. The record visitor figure and gift were announced by museum's Chairman Nicholas Coleridge CBE during the V&A's annual Summer Party, organised in partnership with Harrods.

Brian Duffy is widely considered to be one of the UK's most creative photographers. His cutting-photographs from the 1960s-70s provide a fascinating record one of the most creative eras in British history. Duffy's creative partnership with Bowie continued for a number of years, with Duffy subsequently producing imagery for the albums 'Lodger' (1979) and 'Scary Monsters (And Super Creeps)' (1980).

The V&A worked with the Duffy Archive in 2013 to select a previously unpublished David Bowie 'Eyes Open' image from the Aladdin Sane contact sheet as the lead image for the exhibition.

Tristram Hunt, Director, V&A, said: 'It's a remarkable achievement for the V&A - and testament to the enduring influence of one of Britain's greatest creative talents - that David Bowie is, is our most successful touring show in the museum's history. Enjoyed by millions in the UK but around the world, it is a testament to the role arts and culture plays in bringing people together. We're delighted Brian Duffy's iconic portrait of David Bowie will take its place amongst the national collection of Theatre & Performance.'

Chris Duffy, Director of the Duffy Archive, said: '*The Aladdin Sane image, featuring David Bowie painted with a lighting 'flash' is one of the best known and most copied images of the late 20th century. Today, it is instantly recognised around the world. My father greatly enjoyed his unique creative partnership with David. I think he would be delighted that his work is joining the V&A's collection, and that it has contributed to the continued public interest in one of the UK's great creative forces.*'

Matt Hancock, Secretary of State for Digital, Culture, Media and Sport, said: 'Aladdin Sane is one of the most iconic images in pop history. This gift to the V&A celebrates David Bowie's seismic cultural importance and the huge contribution Brian Duffy made to 20th century photography. We want to promote the best of British culture to the world. The unparalleled success of 'David Bowie is' highlights the strength of V&A's collection and the enormous benefits of international collaboration.'

David Bowie is, is the first international retrospective of the extraordinary career of David Bowie – one of the most pioneering and influential performers of modern times. Over 300 objects including handwritten lyrics, original costumes, photography, set designs, album artwork and rare performance material from the past five decades were brought together from the David Bowie Archive for the very first time. It demonstrated how Bowie's work has both influenced and been influenced by wider movements in art, design, theatre and contemporary culture and focussed on his creative processes, shifting style and collaborative work with diverse designers in the fields of fashion, sound, graphics, theatre and film.

Around 312,000 visitors saw *David Bowie is* at the V&A in London, where the museum opened late to cope with demand to view the sell-out show. The exhibition was also the subject of a feature film, *David Bowie is* happening now.

#DavidBowieis



- *David Bowie is* was on show at the V&A from 23 March – 11 August 2013
- The exhibition at the V&A in South Kensington was in partnership with Gucci.
- Sound experience by Sennheiser featured in all international touring venues.
- The exhibition is currently on an international tour:
 - Art Gallery of Ontario, Toronto, Canada, from 25 September to 27 November 2013
 - Museum of Image and Sound, Sao Paulo, Brazil from 31 January to 20 April 2014
 - Martin-Gropius-bau, Berlin, Germany from 20 May – 24 August 2014
 - Museum of Contemporary Art, Chicago, USA from 23 September 2014 – 4 January 2015
 - Philharmonie de Paris/Cite de la Musique, Paris, France from 2 March – 31 May 2015
 - Australian Centre for the Moving Image (ACMI), Melbourne, Australian from 16 July – 1 November 2015
 - Groninger Museum, Groningen, Netherlands from 15 December 15 – 10 April 2016
 - Museo d'Arte Moderna di Bologna (MAMbo) from 14 July - 13 November 2016
 - TERRADA G1, Tokyo, Japan from 8 January - 9 April 2017
 - Museu del Disseny, Barcelona, Spain, from 25 May 2017
 - Brooklyn Museum, New York, USA, from 2 March 2018 – 15 July 2018

About *David Bowie is*

The exhibition explores the broad range of Bowie's collaborations with artists and designers in the fields of fashion, sound, graphics, theater, art, and film. On display are more than 60 stage costumes including Ziggy Stardust bodysuits (1972) designed by Freddie Burretti, Kansai Yamamoto's flamboyant creations for the Aladdin Sane tour (1973), and the Union Jack coat designed by Bowie and Alexander McQueen for the *EARTHLINE* album cover (1997). Also on show is photography by Brian Duffy, Terry O'Neill, and Masayoshi Sukita; album sleeve artwork by Guy Peellaert and Edward Bell; cover proofs by Barnbrook for the album *The Next Day* (2013); visual excerpts from films and live performances including *The Man Who Fell to Earth* (1976) and *Saturday Night Live* (1979); music videos such as *Boys Keep Swinging* (1979) and *Let's Dance* (1983); and set designs created for the

Diamond Dogs tour (1974). Alongside these are more personal items such as never-before-shown storyboards, handwritten set lists and lyrics as well as some of Bowie's own sketches, musical scores, and diary entries, revealing the evolution of his creative ideas. The exhibition's multi-media design introduced Sennheiser's advanced sound technology alongside theatrical scene-setting, original animations and video installations to create an immersive journey through the artistic influences that Bowie has cited as formative.

About Brian Duffy (1933-2010)

Duffy was one of the three photographers who defined the look of London's 'Swinging Sixties'. Together with David Bailey and Terence Donovan they were affectionately named by Norman Parkinson as the 'Black Trinity' and were elevated to celebrity status and known only by their surnames. Duffy attended St. Martins School of Art was enrolled in an art course but quickly realised that his contemporaries were more talented and he switched course to dress design. In 1959 Duffy started his photographic career at Vogue; a relationship that continued into the 1970's however he always claimed that he did his best fashion work with French Elle where his creative and artistic freedom could flourish. When the Sunday Magazines were established, Duffy was a frequent contributor, as well as continuing his work with major British and US glossy magazines. Duffy was one of the few photographers to have shot three Pirelli calendars (the first in 1965 and two more in 1973 for different divisions). In addition to his fashion, portraiture and advertising work; Duffy is perhaps best known for his collaboration with David Bowie. He shot five sessions with Bowie, and three album covers – Aladdin Sane, Lodger and Scary Monsters. The most recognised is the Aladdin Sane album cover nicknamed the 'Mona Lisa of Pop'. In 2013 an image from the contact sheet was chosen as the lead image for the V&A's 'David Bowie is' exhibition. Since the inception of the archive in 2008 Duffy's work has been exhibited in museums and galleries worldwide.