



NATIONAL PORTRAIT GALLERY

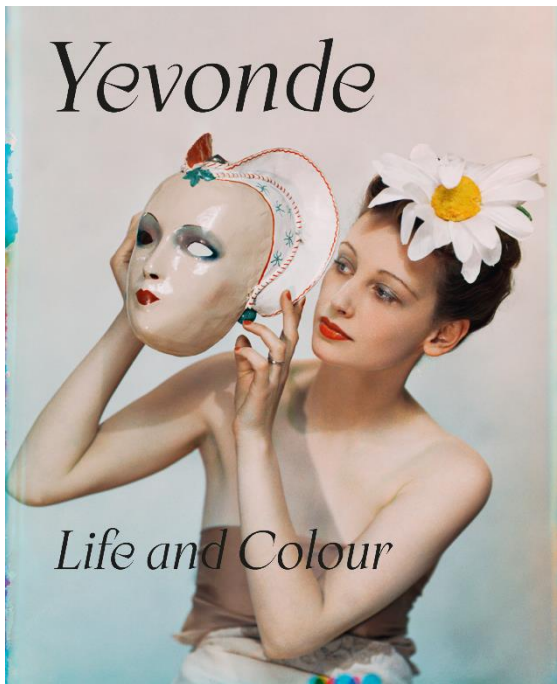
News release

Thursday 4 May 2023

National Portrait Gallery's new exhibition publication finds discovery in final stages of production

The National Portrait Gallery's publication, *Yevonde: Life and Colour*, will support the first major exhibition of the pioneering photographer.

The publication will see newly discovered photographs by the 20th century British photographer, Yevonde, published for the first time ahead of the Gallery's first major exhibition, supported by the CHANEL Culture Fund.



Yevonde: Life and Colour

15 June 2023 | £40 | 978-1-85514-563-4 |
300 x 240 mm | Approx. 200 Illustrations |
240 Pages | Hardback



Yevonde was a pioneer of colour photography in the 1930s, after being introduced to photography as a career through her involvement with the suffragette cause. The exhibition and catalogue will pay homage to her sixty year career and her use of what she calls “a riot of colour”.

This beautiful publication, which has 200 illustrations, includes newly discovered works and tells the story of a woman who gained freedom through photography, experimenting and blazing a new trail for colour photography.

An exciting new discovery, revealed during the final stages of producing the exhibition publication, is the portrait of *Dorothy Gisborne (Pratt) as Psyche* (1935) by Yevonde. The previously unseen portrait, which forms part of Yevonde’s landmark series of women dressed as ancient goddesses, was added to the catalogue in its final production stages. Researcher Lizzie Broadbent reveals that the women behind these mythologies are equally thrilling and varied.

The discovered works by the photographer follow the Gallery’s acquisition of Yevonde’s tri-colour separation negative archive in 2021. Extensive research, cataloguing and digitisation uncovered these stunning new discoveries.



Dorothy Gisborne (Pratt) as Psyche by Yevonde (1935), purchased with support from the Portrait Fund, 2021 © National Portrait Gallery, London.

“The yield of her rich life in photography both describes and transcends the time through which she lived.”

Clare Freestone

The publication is interspersed with essays from curators and research experts, including the National Portrait Gallery’s photographs curator, Clare Freestone and Global Head of Arts and Culture at CHANEL, Yana Peel. They provide in-depth context to Yevonde’s images, as she was a true pioneer of her field, and re-evaluate women’s formerly overlooked part as key players in the history of art.

A maverick who unapologetically forged her own path, she championed the same freedom of creation that has driven the House of CHANEL: ‘Be original or die’, she famously said.

Yana Peel

Photo historian and former curator of the Royal Photographic Society, Pamela Glasson Roberts contributes to the publication with an essay on Yevonde’s 1930’s tri-colour Vivex process. To this end one of the first photographs detailed within the publication is a previously unseen self-portrait in Vivex tri-colour from 1937.



“Yevonde appreciated a process that was capable of translating her imagination directly onto paper.”

Pamela Glasson Robertson



Self-Portrait with Vivex One-Shot Camera by Yevonde (1937), purchased with support from the Portrait Fund 2021 © National Portrait Gallery, London.

Historian and writer Lucinda Gosling contributes an essay concerning the dissemination of Yevonde’s photographs through the illustrated press. After establishing her studio before the outbreak of the First World War, Yevonde quickly had her work published in fashion magazines such as *Tatler* and *British Vogue*.

Yevonde went on to capture the growing independence of women through her photography, including portraits of some of the most well-known and successful women of the mid 1900s, such as Vivien Leigh and Joan Maude, both of which are included within the publication alongside an essay by curator, Susanna Brown, providing insight into Yevonde’s photography and legacy.



Vivien Leigh by Yevonde (1936), purchased with support from the Portrait Fund, 2021 © National Portrait Gallery, London; *Joan Maude* by Yevonde (1932), given by photographer, 1971 © National Portrait Gallery, London.

Yevonde: Life and Colour will be the photographers’ first solo first exhibition since 1998 and will explore the story of her life and career.

Ahead of exhibition at the National Portrait Gallery, *Yevonde: Life and Colour* will publish on 15 June 2023.



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For further press information, images and interview requests, please contact:
Zoe Bott, Commercial Sales and Marketing Assistant
zbott@npg.org.uk

Notes to editors

Yevonde: Life and Colour is published on 15 June 2023, ahead of the National Portrait Gallery's re-opening in June, and is available to pre-order from the Gallery's online shop: <https://npgshop.org.uk/collections/books/products/yevonde-life-colour-hardcover-catalogue>

National Portrait Gallery

Founded in 1856, the National Portrait Gallery tells the story of Britain through portraits, using art to bring history to life and explore living today. From global icons, to unsung heroes, our Collection is filled with the stories that have shaped, and continue to shape a nation. We celebrate the power of portraiture and offer encounters with some of the world's greatest and most exciting new artists, promoting engagement with portraiture in all media to a wide-ranging public by conserving, growing and sharing the world's largest collection of portraits.

The Gallery in St Martin's Place, London is currently closed until 22 June 2023, while essential building works take place on the Inspiring People redevelopment project, which will transform the Gallery, including a complete refurbishment of the building and a new learning centre. During the closure period, we have continued to share our Collection digitally, as well as through a series of nationwide partnerships and collaborations.

www.npg.org.uk

CHANEL Culture Fund

The CHANEL Culture Fund partners locally for global impact, promoting the singular approach of the House of CHANEL across the arts. Extending a century of philanthropic cultural commitment, its goals are to spotlight women artists, advance the new and the next, and to activate history to define the future. CHANEL is also committing to a series of long-term partnerships with leading cultural institutions around the world to create new programmes that will support innovation in creative and cultural thinking. Partnerships include the National Portrait Gallery [London], The Centre Pompidou [Paris] and Power Station of Art [Shanghai].