

PRESS RELEASE

ABC Photography

11 February – 4 June 2017

FREE

ABC Photography is a series of 26 photographs, by 26 photographers, an alphabet of images introducing children to the art of photography using key words and philosophical witticisms featuring established and younger acclaimed photographers including Martin Parr, Wolfgang Tillmans and Nan Goldin. *ABC Photography* opens on 11 February.

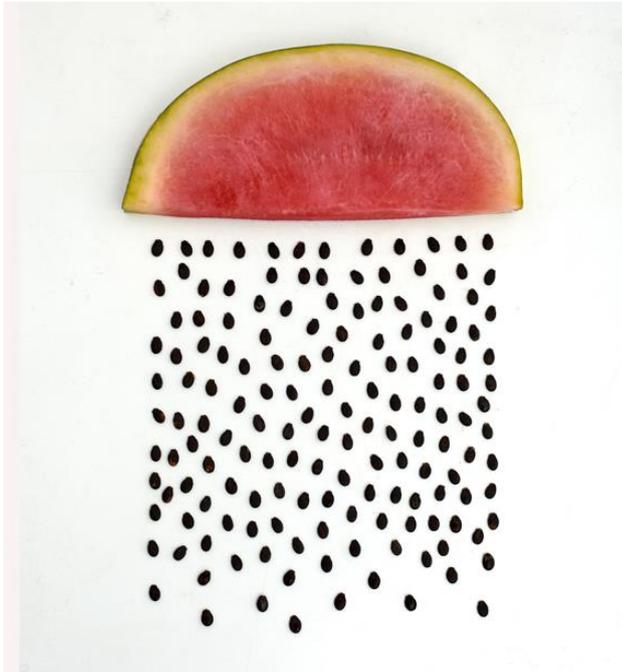
This display is based on a book by photographer and book maker Jan von Holleben, with text by Monte Packham, recently published by Berlin-based publishing house Tarzipan Books. *ABC Photography* links the medium of photography with the rest of the world. Each letter of the alphabet introduces an image alongside a key word from the field of photography (art, exposure, landscape, time and so on...) as well as a simple and playful explanation of the word that inspires and goes beyond the medium.



D is for Deconstruct

Photos are often reliable documents that show things as they truly are. But just as you cut and paste with paper, scissors and glue, so too can you deconstruct and rebuild a photo – snipping, clipping and nipping as you please.

© Achim Lippoth, From the series *"I want to be..."* 2014, *Kid's Wear* magazine, vol. 40



© Sarah Illenberger, *Melancholy*, 2011

M is for Memory

Photos gently tug at our memory, reminding us of past moods and situations. Like a picture of a rainy day. Was it a melancholy day, watching raindrops chase each other down the windowpane? Was it a cuddly day, falling asleep to the pattering rain? Or was it a happy day, splashing and splashing from puddle to puddle in your favourite yellow boots?

The display brings together a collection of international photo heroes and younger acclaimed photographers from various walks of life: Roger Ballen, Bela Borsodi, Christopher Bucklow, Denis Darzacq, Doug DuBois, Thekla Ehling, Jason Evans, Nan Goldin, Sarah Illenberger, Peter Lindbergh, Achim Lippoth, Neetha Madahar, John MacLean, Christoph Niemann, Bene Ochs, Martin Parr, Simon Roberts, Julian Röder, Sebastião Salgado, Walter Schels, Robin Schwartz, Alec Soth, Wolfgang Tillmans, Tim Walker, Sascha Weidner and Sylvie Zijlmans.

V&A Museum of Childhood, Cambridge Heath Road, London E2 9PA

Nearest tube: Bethnal Green

Open daily: 10.00 – 17.45, last admission 17.30

Switchboard: 020 8983 5200 www.vam.ac.uk/moc

Images are available in the Museum of Childhood folder on the V&A press website

<http://pressimages.vam.ac.uk> Press contact: Joanna Bolitho j.bolitho@vam.ac.uk 020 8983 5219

The V&A Museum of Childhood is the UK's National Museum of Childhood. It is the largest institution of its kind in the world. Its mission is to hold in trust the nation's childhood collections and to be an international leader in engaging audiences in the material culture and experiences of childhood.

Notes to Editors

Tarzipan is a new publishing company for kids books recently set up by Jan and Marius von Holleben in Berlin. Tarzipan is all about photography and good stories. And it is about visual literacy: how to look and make sense of things you see.

The ABC Photography book, compiled and edited by Jan von Holleben with text by Monte Peckham, was published with the support of a Kickstarter campaign and all profits will go to the Afghan Institute of Learning www.afghaninstituteoflearning.org