

OBJECT RESEARCH



**Alfred Stieglitz (American, 1864–1946)**

## The Flatiron

1903

Photogravure

Alfred Stieglitz Collection

**AIC accession number:** 1949.838

**Stieglitz Estate number:** 130B

**Inscriptions:** Inscribed recto, on second mount, upper center, upside-down, in graphite: "# 3"; recto, on image, lower left, in graphite: "AS"; unmarked verso

**Dimensions:** 32.7 x 16.7 cm (image); 40.3 x 21.5 cm (paper); 46.7 x 31.7 cm (first mount); 51.1 x 37.2 cm (second mount)

**Print thickness:** N/A

**Mount:** Original

## CONTEXT

In 1903 a great winter storm left New York City covered with a layer of fresh snow. Alfred Stieglitz seized his hand camera and brought it to Madison Square Park—located blocks from the Camera Club of New York, a frequent haunt of the photographer—where the newly erected Flatiron Building could be seen looming behind the trees. As he later recalled, “I suddenly saw the Flat-Iron Building as I had never seen it before. It looked, from where I stood, as if it were moving toward me like the bow of a monster ocean steamer, a picture of the new America which was in the making.”<sup>1</sup> Later, when his father asked him why he had photographed “that hideous building,” he told him, “That is the new America. It is to America what the Parthenon is to Greece.”<sup>2</sup>

Stieglitz shot several negatives of the scene over the next few days, and he selected this one to be enlarged as a photogravure and included in *Camera Work*. Many years later, he used a similar negative to make a gelatin silver print, also now in the Alfred Stieglitz Collection at the Art Institute (1949.707). The gelatin silver print is a contact print—uncropped and printed at the exact size of the negative—with a cooler tonality and higher contrast. This differs from the photogravure, which was cropped to emphasize its vertical shape and has a warmer tone and matte surface to provide a softer effect, in keeping with Pictorialist aesthetics.

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<sup>1</sup> Alfred Stieglitz, “I Photograph the Flat-Iron Building,” *Twice a Year* 14/15 (Fall/Winter 1946/47), reprinted in Richard Whelan, ed., *Stieglitz on Photography: His Selected Essays and Notes* (Aperture, 2000), p. 113.

<sup>2</sup> *Ibid.*, p. 114.