A LEGACY IN MODERN DESIGN

Alexey Brodovitch (American, born Russia, 1898–1971) was a graphic designer, instructor, illustrator, and photographer who spent important periods of his career in Paris, Philadelphia, and New York. He is best known for being the art director of the US fashion magazine Harper’s Bazaar for nearly a quarter century (1934–58). During this time, he infused the publication with a new modern aesthetic, making photography the cornerstone of its visual identity and using bold design techniques, including innovative cropping, to capture the unique meaning of photographs. He is also known for his mentorship of celebrated documentary and fashion photographers, including Irving Penn, Richard Avedon, Eve Arnold, and Lillian Bassman, and his work with luminaries such as Man Ray, Henri Cartier-Bresson, Brassai, and Martin Munkácsi.

Presented in the Roberts Gallery, this exhibition focuses on the significance of this influential but often overlooked figure and considers his collaborations with major contributors to 20th-century photography.
Special Exhibition Glossary

- **Art director**: A person who oversees the work of designers and artists to communicate a specific vision. Art directors work in film, television, magazines, advertising, and other creative fields.

- **Harper’s Bazaar**: A monthly magazine, founded in New York City in 1850, that focuses on fashion, politics, culture, literature, and the arts.

- **Cropping**: The action of editing a photo by removing unwanted parts.

- **Documentary**: A film, television, or radio recording based on research of factual material.

- **Photography**: The art form of capturing images with a camera.

Field Trips

In 75-minute guided tours, students will be divided into groups to see approximately three galleries in the Barnes collection. Each gallery wall presents artworks in symmetrical wall arrangements called *ensembles*, which feature European and American paintings, African sculptures, Navajo textiles and jewelry, Pueblo pottery, metalwork, furniture, and more. Students will also see two areas in *Alexey Brodovitch: Astonish Me* in the Roberts Gallery. These guided experiences focus on slow looking and art exercises aimed at helping students find relevance in art, validating their opinions, enhancing art vocabulary, and inspiring their creative voice. As such, students will not see all the artworks in the collection or special exhibition in one visit. Tour routes cannot be altered.

Field trips take place Monday to Wednesday at 10 and 11:45 am. Tours are tailored to meet the needs and abilities of each group. Please let us know of any accommodations we can make to help your students and chaperones feel welcome.

Field trips are free (including busing) for public and charter schools in the School Districts of Philadelphia and Camden, NJ. For all other school groups, field trips are $5 per person (Monday–Wednesday).

Due to the limited availability of guided experiences, we encourage students in grades 8 and above to self-guide with their chaperones, using resources like our free gallery guide, Barnes Focus. Self-guiding offers more scheduling flexibility and may take place during Barnes open hours, pending availability. Self-guided visits ($5 per person) are essentially general admission tickets, and groups may need to wait in line with other visitors to enter galleries and special exhibition spaces.
Plan Your Visit

Learn more and complete the request form at barnesfoundation.org/school-programs. A Barnes staff member will respond by email to confirm and schedule your visit. If applicable, full payment, by check or credit card, is required at least two weeks before your visit. Payments are final and non-refundable.

Philadelphia public and charter schools get free transportation through Philly Transportation (contact sharon@phillytrans.us or 215.842.1222) or Yellowbird Bus Company (215.352.3042). Invoices from other bus companies or schools will not be paid. Teachers are responsible for booking and confirming their own buses to and from the Barnes. Reserve as soon as possible; subject to availability.

Plan to arrive 15 minutes prior to your scheduled start time. The designated bus drop-off is located on Pennsylvania Ave., between 20th and 21st Streets; navigate to 2024 Pennsylvania Ave., Philadelphia, PA 19130. Groups cannot stay in the building after their scheduled tour time, eat lunch at the Barnes, or self-tour without prior authorization. Be mindful that educators are scheduled specifically for you and respect their time by properly planning for transportation and chaperones.

Group Size & Chaperones

Guided and self-guided tours are available for groups of 10 to 60 students. School groups over 60 will be asked to schedule more than one visit. Large groups will be asked to split into smaller groups of 15 students or fewer with one or two chaperones.

We require one adult chaperone for every 10 students in pre-K and kindergarten groups, and one adult for every 15 students in first grade and above. We can accommodate a maximum of two adults per ten students for pre-K and kindergarten, and two adults per 15 students for grades 1–12. Chaperones must stay with students at all times!

Teacher Resources

Teachers may self-tour the special exhibition ahead of their field trip. Email education@barnesfoundation.org to arrange for a complimentary visit during open hours. Learn more about the special exhibition at barnesfoundation.org/brodovitch-astonish-me.
Read and share the important information in our visit guide with your students and chaperones and view other resources, including a class presentation, an orientation video, and a link to an informative HBO documentary about the Barnes at barnesfoundation.org/school-programs/teacher-resources.

Please don’t hesitate to reach out to education@barnesfoundation.org or call 215.278.7300 with any questions.