

Titled *Joel Meyerowitz. Europa 1966–1967*, the exhibition surveys that journey nearly sixty years on through more than two hundred black-and-white and color photographs. It is a sort of meta-journey in which viewers join Meyerowitz in exploring his images and witness how he shaped an idea of the continent by probing his own identity. The succession of narrative layers, like a logbook or travel diary, introduces us to his corpus of photographs, to an experimental space, a particular artistic geography of an entire continent.

Guided by the photographs of the young Meyerowitz, visitors are transported to a magical place where he recounted, searched, separated, fragmented, and pieced together again a personal and necessary story and a particular manifesto on the meaning of his photography from this continent – a space full of artistic significance in which Málaga emerges as the epicenter.



Joel Meyerowitz. *Escalona family and Friends*. Málaga, Spain, 1967

For further information about the exhibition, guided tours, hours, cultural and educational programme please visit our website [www.museopicassomalaga.org](http://www.museopicassomalaga.org)



© Of the images: ©Joel Meyerowitz

Palacio de Buenavista  
C/ San Agustín, 8.  
29015 Málaga  
(34) 952 12 76 00  
[info@mpicassom.org](mailto:info@mpicassom.org)  
[www.museopicassomalaga.org](http://www.museopicassomalaga.org)

#JoelMeyerowitzMPM

museo **PICASSO** Málaga



museo **PICASSO** Málaga

Joel Meyerowitz. *Europa 1966-1967*

15.06.2024–15.12.2024





Joel Meyerowitz. Málaga, Spain, 1967

Joel Meyerowitz (Bronx, New York, 1938) is a prominent name in the history of photography. After graduating in art from Ohio in the late 1950s, he worked as a graphic designer at a New York agency. One day he had a revelation while supervising Robert Frank in action during a photo assignment. Frank moved around while shooting and Meyerowitz, fascinated by his *performative* gestures reminiscent of an abstract painter's, decided that that was what he wanted to do: he quit his job, borrowed a camera from his boss, who also gave him Frank's iconic book *The Americans*, loaded the camera – instinctively with a color film, because real life was in color – and took to the streets. The rest is history. Meyerowitz became one of the last pioneers of photography by advocating color as an artistic basis and establishing a new kind of image: a form of portraiture in which reality is fragmented, always with the photographer in the center of the picture.

During the early years Meyerowitz captured the streets of Manhattan working in a group alongside figures who played a key role in the emergence of street photography, such as Tony Ray-Jones, Garry Winogrand, and Tod Papageorge. In 1966 he decided to travel around Europe for a year, embarking on a stage that changed the course of his life and career. This period marked his coming of age as an artist and as a man.



Joel Meyerowitz. Ireland, 1966



Joel Meyerowitz. Málaga, Spain, 1967



Joel Meyerowitz. Paris, France, 1967



Joel Meyerowitz. Corfu, Greece, 1967

From August 1966 to August 1967 he traveled more than 30,000 kilometers by car. During this grand tour of the continent he took thousands of photographs from inside the vehicle in motion – the subject of his first show at the MoMA – and while roaming the streets. From the United Kingdom to Greece, Meyerowitz drew a conceptual map of a place he became part of, as a backdrop to his own story. And during this European sojourn Spain – and specifically Málaga, where we are now – took on an unexpectedly prominent role, as he spent half of his one-year trip in this city due to that magical quality called *duende*, as this exhibition reveals.