

VISUAL STUDIES RESEARCH INSTITUTE

THE FIGURE OF A PROFESSIONAL PHOTOGRAPHER: MARGARET BOURKE-WHITE AT *FORTUNE* (1930-1937)



GAËLLE MOREL
Ryerson Image Centre

**WEDNESDAY
NOVEMBER 1**

7:00-9:00pm
Amy King Dundon-Berchtold
University Club, Scriptorium
Room

RSVP to vsri@usc.edu

Photo: Margaret Bourke-White, "Trade Routes
Across the Great Lakes," *Fortune*, February
1930, pp.78-79.

Despite the recognition and admiration she first garnered in the 1930s, American photographer Margaret Bourke-White (1904-1971) has met with mixed critical reactions from historians of the medium. From 1930 to 1937, she worked for *Fortune* magazine, and her failures, successes and compromises suggest someone free of the romanticism that generally characterizes the books about her, in which she is presented in turn as a woman compromised by the profit motive, a legendary photojournalist or an artist. The archives reveal someone who has been generally ignored or disdained in the history of photography: the woman professional, thoroughly aware of her choices and decisions, and capable of adapting to changing circumstances and seizing opportunities as they arose.



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