Dieter Blum
Cowboys. The first shooting 1992

June 4th — August 31st 2018
Museum Weston Park (area of Birmingham)

Dieter Blum, born in Esslingen in 1936, was invited to a first test shoot for Marlboro in the USA in 1992. The pictures from this shoot, which have never previously been exhibited, provided the basis for Blum’s subsequent fame as the most internationally famous photographer working in this context. Dieter Blum was a strong influence not only on the Marlboro campaign, but on the product advertising and documentary photography of the era in general. A short while later, his photographs provided the 'material' for the famous cowboy photos by Richard Prince – making his work indirectly relevant to the art context. The Birmingham exhibition shows the complete set of 60 photos from the Cowboys series - that is only featured by the Daimler Art Collection - for the first time in Great Britain.