



Harper's Bazaar Cover, July 1956.

**A**lexey Brodovitch is given credit for being the father of art direction. Having been the art director for *Harper's Bazaar* for over two decades had allowed Alexey to develop a strong presence in design, photography and fashion. In 1934, the editor of *Bazaar* discovered Alexey at a show he curated and was immediately astonished by the images he produced. Brodovitch was offered the job of art director almost on the spot. Alexey was known for his, less is more approach to design and his striking use of white space and obsessive cropping he brought to magazine layouts.



Harper's Bazaar, March 1936.  
Photograph by George Hoyningen-Huene.

Brodovitch played a crucial role in introducing 'modern' graphic design to the United States. He would use type to compliment the design. Repetition, cropping and juxtaposition were often used in Alexey's designs in order to highlight concepts and ideas. Brodovitch would crop his photographs and design off-center, and would bring them to the edges of compositions through a double-page spread. This created a new dynamism in the world of fashion magazines.



Harper's Bazaar, April 1941.  
Photograph by Herbert Matter.



Alexey Brodovitch reviewing page layouts for *Observations*, 1959.  
Photograph by Richard Avedon.

“A good picture must be a completely individual expression which intrigues the viewer and forces him to think.”



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DESIGNER  
DIRECTOR  
ARTIST

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Cover of *Portfolio* #1 winter 1950.

One of Brodovitch's most personal creations was his own magazine, *Portfolio*. Which was unlike any other magazine on out there at the time. *Portfolio* was a flashy and innovative magazine aimed at the design profession. He was very active in creating the unique designs within the magazine; with die-cuts, transparent pages, and multi-page folds and other elaborate graphic designs. The magazine only had three issues, due to his no expense spared view and rejection of advertising.

The spread below reflects Brodovitch's belief that fashion magazines should identify clothes with atmosphere and feeling rather than specific details. Throughout the years Alexey formed close bonds with the photographers. He shared a special mutually respectful relationship, which was unique and fostered greatness.



*Harper's Bazaar*, April 1950 Photographed by Ben Rose.

“WE LEARN by MAKING MISTAKES. WE MUST BE CRITICAL OF OURSELVES AND HAVE THE COURAGE TO START ALL OVER AGAIN AFTER EACH FAILURE. ONLY THEN DO WE REALLY ABSORB, REALLY START TO KNOW.”



*Harper's Bazaar*, March 1935. Photograph by Man Ray.

Brodovitch worked closely with Man Ray to tailor his images for high fashion. The outcomes were stunning and were innovative. Brodovitch would mirror Man Ray's images creating a spread unlike anything which had been seen before.

“THE BEST WAY TO ACHIEVE SURPRISE QUALITY is by AVOIDING CLICHES.”