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Frank Horvat *The Birth of a Photographer*

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the Frank Horvat Studio

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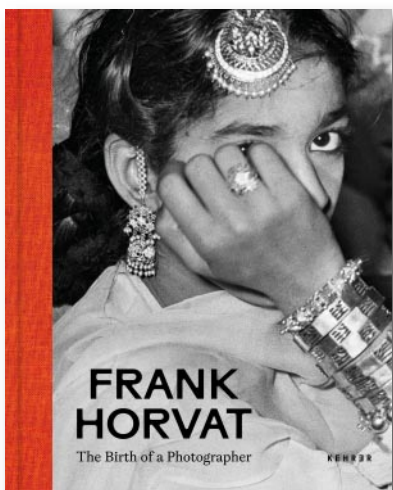
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The beginning of a groundbreaking career: photographic journeys through India and Pakistan

Before becoming one of the most influential fashion photographers of his generation, Frank Horvat (1928–2020) embarked on a journey that would shape his vision for years to come. In 1952, at the age of twenty-five, he travelled to India and Pakistan, following his first encounter with Indian soldiers in Switzerland during the Second World War, where he had arrived as a young Hungarian Jewish refugee.

Horvat spent two years travelling through India and Pakistan, photographing rituals, landscapes, and people with a curiosity and sensitivity that would become hallmarks of his later work. His photographs were soon published in Europe and the United States, and by the time he returned, he had already begun to establish an international reputation—before embarking on his pioneering career in fashion photography.

Among the most celebrated images from this early period is his photograph of a bride taken in Pakistan in 1952, which Edward Steichen selected for the landmark exhibition *The Family of Man* at The Museum of Modern Art in New York in 1955.

Horvat returned to India in 1962. Bringing together, for the first time, around one hundred black-and-white photographs from his journeys to India and Pakistan, this book offers a rare insight into the formative years of an extraordinary career.

It seems to me that these images 'go beyond the subject', and more generally, that this trip was the true starting point of my journey as a photographer.

— Frank Horvat

Frank Horvat was born in Abbazia, Italy (now Opatija, Croatia) in 1928. He first started photographing at age fifteen and moved to Milan to study art in 1947. Horvat was one of the first artists to apply the 35mm film camera and reportage techniques to fashion art photography. Although he is best known for his fashion photography, published between the mid 1950s and the end of the 1980s, his photographic opus includes photojournalism, portraiture, landscape, nature, and sculpture. Horvat briefly was a member of the American picture agency Magnum, before moving to Paris in the 1970s. He continued to photograph, experimenting with new technologies including digital cameras and Photoshop, and also published and exhibited his work up until his death in 2020, aged 92.

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02_ Frank Horvat, Husband discovering the face of his wife in a mirror, Lahore, Pakistan, 1952 © Frank Horvat Studio



03_ Frank Horvat, Night market, Lahore, Pakistan, 1952 © Frank Horvat Studio



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09_ Frank Horvat, Man praying, Bombay, India, 1953 © Frank Horvat Studio



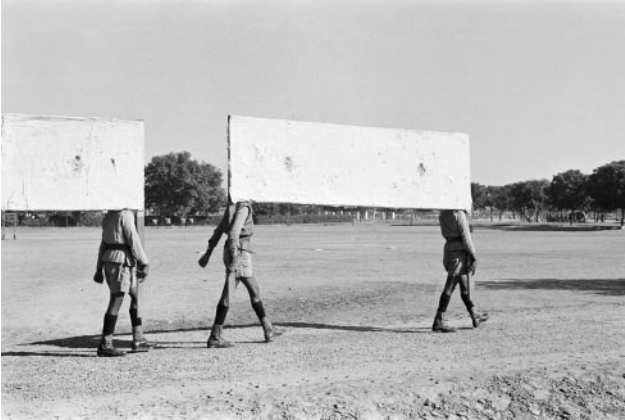
10_ Frank Horvat, Khedda, near Mysore, India, 1953 © Frank Horvat Studio



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