

NEW RELEASE

American Fair

Pamela Littky



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The nostalgic glamor of the American fairs attracts visitors of all ages, every year in the USA.

The essence of the American Fair has not changed much over the past century. As the social and cultural fabric of the United States has evolved considerably, the fairs continue to draw attendance from across wide swaths of the heartland, providing a place for far-flung citizens of a particular county or state to maintain community and celebrate elements of their culture that recall some of the most nostalgic ideals of America.

Pamela Littky traveled thousands of miles across the country capturing the sights of these important seasonal markers for so many communities. Idyllic portraits of farmers and rope-and-ride spectators accompany portraits and tableaux that evoke undertones of apprehension and uncertainty; elderly faces that have seen many seasons of the fair and the youth who project determination or innocence underneath adolescent postures. The result is a breathtaking collection of photographs where wistful reflections on the past meet the challenging realities of American life in the 21st Century.

Los Angeles based photographer **Pamela Littky** has been producing award-winning, iconic images for over 15 years. In between shoots of world-famous actors and musicians for top commercial and editorial clients, Littky pursues personal projects that show a decidedly less glamorous but completely compelling side of American culture. Her work is held in private collections and has been exhibited in galleries across the world. Her monographs *Vacancy* (2014) and *Villa Bonita* (2016) were published successfully by Kehrer.

I have spent most of my adult life in Los Angeles, a city which has many things going for it: the weather is consistently close to perfect, it is a veritable melting pot of ethnicities and cultures, and one can ski in the morning and surf in the afternoon... or so I've been told.

The one thing that seems lacking in my adopted home, however, is a true sense of "community"—a feeling of connection among its diverse and unique populations. And as our Nation often seems to dwell more on what divides us as of late, the need to embrace our common traditions, and connect on the most basic human level, has become more important than ever.

I drove thousands of miles to experience and document this most "American" of American traditions, visiting fairs all over the country teeming with the people who call the surrounding area home. Begun in the 19th century for primarily agricultural purposes, state and county fairs remain as popular as ever. And as these traditions endure, so do the people who keep them alive.

Notwithstanding the ever-evolving social and cultural fabric of the United States, these fairs continue to draw people from all backgrounds and upbringings. They celebrate the heartland. They celebrate diversity. They celebrate community. And by doing so, they showcase the power and meaning of some of the most unifying and nostalgic ideals of our American culture and society.

— Pamela Littky

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