

NEW RELEASE 2025

Frank Horvat *La naissance d'un regard*

Edited by Karine Lisbonne with the support of the Frank Horvat Studio

Texts by Frank Horvat, Ranjit Hoskote, Peter Pfrunder

Designed by Kehrer Design (Benjamin Wolbergs)

Half-cloth hardcover

24 x 30 cm

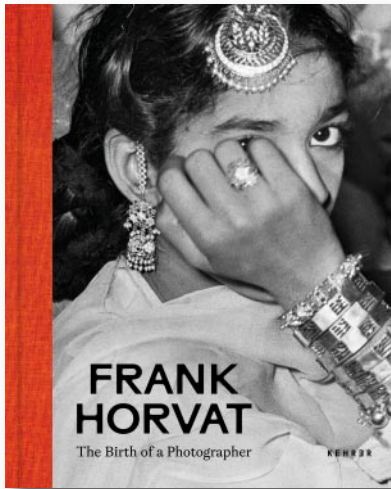
176 pages

8 color and 95 b/w illustrations

French Edition: ISBN 978-3-96900-221-6

English Edition: ISBN 978-3-96900-202-5

Euro 48,00 / US\$ 60.00



The beginning of a groundbreaking career: photographic journeys through India and Pakistan, 1952–1962

Famous fashion photographer Frank Horvat (1928 – 2020) first travelled to India and Pakistan in 1952, after having encountered Indian soldiers during WWII as a young Hungarian Jewish refugee. He stayed there for two years while his first photographs were published in Europe and the USA. By his return he had already reached prominent status even before starting his pioneering fashion photography career. His photograph of the wedding bride taken in Pakistan in 1952 was notably exhibited by Edward Steichen at the New York MoMA in 1955 as part of *The Family of Man*.

In 1962, Horvat made another trip to India. This book shows for the first time approximately one hundred black-and-white photographs of these two sojourns in India and Pakistan encountering the great themes of humankind at the birth of his extraordinary career.

»I had been dreaming of India since I was sixteen, when I made friends with a group of Sikhs, enrolled by the British, captured in Italy by the Germans, escaped to Switzerland and interned in a camp near our village. I imagined India as the place where one could attain wisdom and eternal life, and I wasn't ready to settle for less. In 1947, after the fall of the British Empire, Pakistan and India separated. All the Hindus fled to India, some of the Muslims to Pakistan. Many on both sides were killed. In 1952 I was twenty-five.

I travelled to Pakistan first, because their PR people promised some facilities. On a cargo ship, which was the cheapest way. And with a second-hand Leica, whose lens was a little scratched and

not quite as sharp as a Zeiss lens should be. I stayed in Pakistan and India for two years and had my films processed locally, which is why some are overdeveloped and grainy. My photos were published in Europe and the United States, and when I returned to Europe I was almost famous.

My second trip was in 1962, on a journey around the world for a German magazine called Revue. I stayed in India for a couple of weeks, mainly in Calcutta. I had more photographic experience, a good 35 mm camera and my films were correctly developed in Tokyo. You will notice the difference.« — 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.

Please note:

These photographs have been cleared for worldwide print and electronic reproduction exclusively in the context of reviews of the book. Print media: A maximum of 3 images plus the cover may be used in total. Images may not be cropped or used on the cover. Online media: Up to 14 images may be used in a gallery.

For further details, press images, permissions and review copies, please contact the publisher's press office:

press@kehrerverlag.com or pr.assistance@kehrerverlag.com
 Kehrer Verlag, Mannheimer Str. 175, 69123 Heidelberg, Germany
 Phone +49 (0) 6221 - 649 20-18
 www.kehrerverlag.com

Press Images



01_ Frank Horvat, Bazaar, Lahore, Pakistan, 1952 © Frank Horvat Studio



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



04_ Frank Horvat, Red-light district of Hira Mandi, Lahore, Pakistan, 1952 © Frank Horvat Studio



05_ Frank Horvat, Karachi, Pakistan, 1952 © Frank Horvat Studio



06_ Frank Horvat, Women listening to Vinoba Bhave speech, Bihar, India, 1953 © Frank Horvat Studio



07_ Frank Horvat, Women at a village well, Punjab, India, 1952 © Frank Horvat Studio



08_ Frank Horvat, Jantar Mantar, New Delhi, India, 1952 © Frank Horvat Studio



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



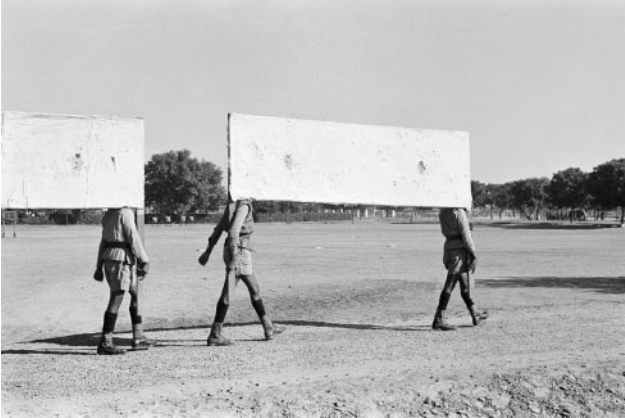
10_ Frank Horvat, Khedda, near Mysore, India, 1953 © Frank Horvat Studio



11_ Frank Horvat, Howra Bridge, Calcutta, India, 1953 © Frank Horvat Studio



12_ Frank Horvat, Beggar assembly, Calcutta, India, 1962 © Frank Horvat Studio



13_Frank Horvat, Soldiers, New Delhi, India, 1962 © Frank Horvat Studio



14_Frank Horvat, Calcutta, India, 1962 © Frank Horvat Studio