



aperturefoundation

PRESS RELEASE



CAR GIRLS
PHOTOGRAPHS BY JACQUELINE HASSINK
Essay by Tim Dant
Now Available: the “travel-size” edition!

Earlier this year, Aperture published a deluxe edition of **Jacqueline Hassink’s** *Car Girls*, limited to 1,500 copies, which has received critical acclaim around the world. By popular demand, we are pleased to issue this instant classic in a handy, adorable “travel-size.” Initially created at the request of one of the biggest European car show organizers, this mini-edition is now available to the general public.

Car Girls (Aperture, August 2009) is a subversively fun and idiosyncratic look at the car industry from the point of view of the women who, internationally, play an integral role at the elaborately staged, male-dominated trade shows that pervade the auto industry. From 2002–8, Hassink traveled the world taking pictures of major car shows in Detroit, New York, Tokyo, Frankfurt, Geneva, Paris, and Shanghai, where, every year, companies present their latest cars the same way: with the help of beautiful young female models-cum-performers hired to represent particular car brands and the corporate images of their employers in a very distinctive way.

Hassink is particularly interested in how differing cultural values and feminine ideals are exploited in various parts of the world to define corporate identity: what does a Jaguar or Nissan girl look like in Frankfurt, in Japan, in Paris? How are they different, and how do they overlap? In order to explore these ideas, Hassink organizes the car girls into different categories—car brand and color, and car girl hair color and function (sexy girl, sales girl, microphone girl)—with the images presented both individually and in grids. As Francine Prose writes in the accompanying text, “... Hassink’s *Car Girls*



have the power to make us rethink the association between auto and eros as if it had never occurred to us, and to see it newly in all its hare outrageous strangeness.”

Most crucially, when viewing these photographs in the context of today’s weakened economy, *Car Girls* is a document of what may have been the last gasp of extravagance from an industry in crisis.

Both editions of *Car Girls* were designed by the award-winning Irma Boom.

JACQUELINE HASSINK (born in Enschede, the Netherlands, 1966) has published extensively, including *The Table of Power* (1996), *Mindscapes* (2003), *The Power Book* (2007), and *Domains of Influence* (2008). Her work has been shown at various international venues and her photographs are in the collections of the Huis Marseille, Amsterdam, and the Victoria and Albert Museum, London, among other institutions. She is represented by Cohen Amador Gallery, New York.

TIM DANT (essay) is a reader in sociology at the University of Lancaster. He is the author of *Materiality and Culture* (2005), as well as numerous books and articles on the subject. From 2002 to 2005 he was involved in major research on car culture.

5 3/8 x 6 11/16 in. (13.6 x 17 cm)

184 pages; 627 four-color images

Paperback

ISBN 978-1-59711-106-5

\$19.95; £9.95

August 2009

Aperture—located in New York’s Chelsea art district—is a world-renowned non-profit publisher and exhibition space dedicated to promoting photography in all its forms. Aperture was founded in 1952 by photographers Ansel Adams, Dorothea Lange, Barbara Morgan, and Minor White; historian Beaumont Newhall; and writer/curator Nancy Newhall, among others. These visionaries created a new quarterly periodical, *Aperture* magazine, to foster both the development and the appreciation of the photographic medium and its practitioners. In the 1960s, Aperture expanded to include the publication of books (over five hundred to date) that comprise one of the most comprehensive and innovative libraries in the history of photography and art. Aperture’s programs now include artist lectures and panel discussions, limited-edition photographs, and traveling exhibitions that show at major museums and arts institutions in the U.S. and internationally.

Contact: Andrea Smith, Director of Communications, (212) 946-7111, asmith@aperture.org