

October, 2003

Dear Friend:

Photographer Allan Tannenbaum knew he had “one of the best jobs in New York City” when he worked as the photo editor for *SoHo News* from 1973-82, documenting every facet of New York City’s social, political, and artistic revolution. No place was as hip and as hot as New York City in the 70s. And while two more decades have since passed, many consider the 70s to be a unique turning point in New York City’s history.

With his camera, Tannenbaum was an omnipresent eyewitness to the rise and fall of the various public figures and institutions of the time. His role gave him access to the parties, celebrities, and events that characterized the era. He photographed some of the most celebrated icons of the 70s, including his own personal idols Andy Warhol and John Lennon. While photographing Yoko Ono for the cover of the *SoHo News*, Tannenbaum developed a friendship with her, which led to an exclusive photo op with Lennon and Ono during the filming of their ‘Starting Over’ video. Tannenbaum’s photographs were taken just two weeks before Lennon’s assassination, and he was developing some of the prints to take to the couple that very evening when he got the terrible news. “The depth of my despair brought tears without end,” he recalls.

From Studio 54 to City Hall, from the Rolling Stones on 5th Ave to O.J. Simpson as a “Conehead” on *Saturday Night Live*, from Mayors Beame and Koch to the first Gay Pride Parade, Tannenbaum’s provocative images from these years have been collected in a new book, **NEW YORK IN THE 70s** (Feierabend Verlag OHG; November 30, 2003; \$39.95). The compendium features a reminiscence by Yoko Ono and a foreword by P.J. O’Rourke. Over 50 of the images included in the book were exhibited in 1997 at Visa pour l’Image, the international photojournalism festival in Perpignan, France.

When *SoHo News* folded in 1982, Tannenbaum joined Sygma photo agency, covering international news events and is considered one of the top photojournalists in the field. Tannenbaum has seen it all—from civil unrest in South Africa to the Israeli-Palestinian conflict to the Gulf War. He covered the first World Trade Center bombing in 1993, landing the cover of *Time* with his exclusive photo of the wreckage in the parking garage, and he was there again on September 11. Most recently, Allan Tannenbaum’s photo of the New York skyline during the 2003 blackout earned him the cover of *Newsweek*. The interesting twist is that it wasn’t the first time he took this photograph. During the 1977 blackout, Tannenbaum photographed the skyline from that exact spot. You can see that eerie photo on pages 52-53 of **NEW YORK IN THE 70s**.

Please enjoy the enclosed copy of **NEW YORK IN THE 70s**, which will be published on November 30, 2003. We hope you will consider one of the following:

- * Recommending the book as a holiday gift
- * Reviewing **NEW YORK IN THE 70s**
- * Speaking with Allan Tannenbaum about the Seventies, New York City “then and now,” and his life as a photographer of cultural icons and events

We look forward to speaking with you about this project.

Best,

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