

**Previously unpublished series about New Orleans' Mardi Gras by the famous Magnum photographer**

»Hey Mister, throw me some beads!« is a phrase that is iconic in New Orleans' Mardi Gras street argot. Strings of beads, doubloons, and other trinkets are passed out or thrown from the floats in the Mardi Gras parades to spectators lining the streets.

In 1974, Bruce Gilden was a young photographer when he first went down to Mardi Gras to shoot his first personal essay away from his home city New York. But when Gilden first stepped foot in New Orleans, he found himself in »a pagan dream where you can be what you want to be.« So Gilden became a regular, making seven trips down to the mayhem of Bourbon Street between 1974 and 1982. The energy, the mentality, social / cultural mores of Mardi Gras were all new for Gilden, but he captured the carnival crowds with the same raw intensity and poignancy that characterize his most iconic New York street photographs.

**From the interview by Sophie Darmillacq in this book:**

*SD: Is this a statement about American society?*

*BG: In one photograph there is a hippie, a man with a Frankenstein mask, a black person and a cop, and in other photos there are other types from country western to leather to transvestites with also the average Mr. and Mrs. Smith. I think it is very much about American society in the late Seventies but not only then. It's also true now: the celebrations of Mardi Gras in New Orleans bring together all types of people who would not normally occupy the same space at the same time.*

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**NEW RELEASE KEHRER VERLAG**

**Bruce Gilden**

**HEY MISTER, THROW ME SOME BEADS!**

With an interview by Sophie Darmillacq with Bruce Gilden

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**Bruce Gilden** was born in 1946 and grew up in Brooklyn, New York. After taking photography classes at the School of Visual Arts, he embarked on his first major project: recording tourists and pleasure-seekers visiting Coney Island. Gilden is probably best known for his work on the streets of New York, focusing on the city's characters and outsiders, but he has also spent many years on projects devoted on projects in Haiti, Japan, and Ireland.

A member of Magnum Photos since 1998, Gilden has taken the genre of street photography and pushed it in new directions, documenting the essence of the people he sees and the social landscape through which they move. His photographs have been widely exhibited in museums and galleries all over the world and are included in many permanent collections, including MoMA and the Brooklyn Museum of Art, New York; the Victoria and Albert Museum, London; the Museum of Fine Arts, Houston; the Chrysler Museum of Art, Norfolk, Virginia; the Tokyo Metropolitan Museum of Photography; La Bibliothèque nationale de France, Paris; the Royal Photographic Society, Bath, England; and the National Gallery of Canada.

*I think the closer you are to the subject, the closer you can get to their soul. (Bruce Gilden)*

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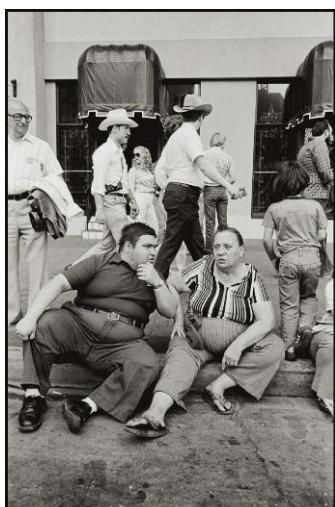
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