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THE ANNENBERG SPACE FOR PHOTOGRAPHY PRESENTS
THE DOCUMENTARY FILM
BEAUTY **CULTURE** TO ACCOMPANY ITS UPCOMING
PHOTOGRAPHY EXHIBITION

FILM DIRECTED BY LAUREN GREENFIELD

Los Angeles, CA (May 10, 2011)—The Annenberg Space for Photography's upcoming exhibition **BEAUTY CULTURE** will feature an eponymous documentary directed by Lauren Greenfield. The film accompanies the venue's sweeping, unprecedented photographic exploration of how feminine beauty is defined, challenged and revered in modern society. The film's debut on May 21, 2011 coincides with the exhibition opening.

The 30-minute documentary features interviews with selected photographers and subjects included in the exhibition. Through hundreds of images, **BEAUTY CULTURE** celebrates photography while examining the issues the pictures provoke — such as the representation of beauty in popular culture, the narrowing definition of beauty in contemporary society, and the influence of technology on the female body image.

The film's subjects hail from the highest echelons of beauty and fashion in Los Angeles, New York and Paris, including: photographers such as Albert Watson, Melvin Sokolsky and Tyen; fashion models Crystal Renn, Carmen Dell'Orefice and Emme; and agents Eileen Ford and Bethann Hardison. **BEAUTY CULTURE** also weaves in stories of aspiring models, a child pageant star, a female body builder, teenagers and Cindy Margolis (the *Guinness Book of World Records*' "Most Downloaded Woman in America"), along with commentary by former *New York Times* writer Alex Kuczynski (*Beauty Junkies*), Harvard professor Nancy Etcoff (*Survival of the Prettiest*) and actor Jamie Lee Curtis. Together, they create a riveting exploration of the beauty culture we inhabit.

In addition to conducting numerous and extensive interviews, Greenfield built a two-way makeup mirror through which she filmed and photographed the subjects, documenting the grooming process as they prepared for their moment on the film set.



“More and more, we've become a culture that revels in the fleeting, the superficial, the skin-deep. The obsession with beauty affects us all in many ways. The BEAUTY **CULTURE** film, digital gallery and print show together add up to a thought-provoking experience which compels visitors to reexamine their own notions of beauty and how it impacts their lives. I am deeply proud of the extraordinary range of artists and commentators whose work we've been able to include in this exhibit and film,” says Wallis Annenberg, Chairman of the Board, President and CEO of the Annenberg Foundation.

Award-winning filmmaker and photographer Lauren Greenfield, whose credits include *THIN, kids + money, Girl Culture* and *Fast Forward: Growing up in the Shadow of Hollywood*, has made a career of examining the role that both appearance and consumerism have played in popular culture. *THIN*, which screened at Sundance, also captured the John Grierson Award for Best Documentary at the London Film Festival. Greenfield also serves on the Sundance Alumni Advisory Board.

BEAUTY **CULTURE** opens to the public in Los Angeles on May 21, 2011 and runs through November 27, 2011.

Annenberg Space for Photography

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Wednesday through Sunday: 11 am – 6 pm, closed Monday and Tuesday.

Admission is free.

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About the Annenberg Space for Photography

The Annenberg Space for Photography is a cultural destination dedicated to exhibiting compelling photography. The Space conveys a range of human experiences and serves as an expression of the philanthropic work of the Annenberg Foundation and its Directors. The intimate environment features state-of-the-art, high-definition digital technology as well as traditional prints by some of the world's most renowned and emerging photographers. The exhibits change three times a year. It is the first solely photographic cultural destination in the Los Angeles area.

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THE ANNENBERG
SPACE FOR PHOTOGRAPHY



About the Annenberg Foundation

The Annenberg Foundation is a private family foundation that provides funding and support to nonprofit organizations in the United States and globally. Since 1989, it has generously funded programs in education and youth development; arts, culture and humanities; civic and community life; health and human services; and animal services and the environment. In addition, the Foundation and its Board of Directors are directly involved in the community with several projects that expand and complement its grant support to nonprofits. Among them are innovative nonprofit capacity building initiatives, the Annenberg Space for Photography, Explore and the Metabolic Studio. The Annenberg Foundation exists to advance the public well-being through improved communication. As the principal means of achieving this goal, the Foundation encourages the development of more effective ways to share ideas and knowledge.

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