



הקרן לירושלים  
THE JERUSALEM FOUNDATION  
مؤسسة صندوق القدس

Famous Faces of the 1970s

Photography exhibition of portraits by Bern Schwartz comes to Jerusalem with the support of the Jerusalem Foundation

June 6, 2012 – Jerusalem, Israel: Portraits of world-famous personalities from the twentieth century, photographed by Bern Schwartz, will be exhibited in Jerusalem at the Naggar School of Photography, Music and New Media and at the Mishkenot Sha'ananim.

The 55 iconic portraits of politicians, world leaders, writers, artists, actors, dancers and philanthropists, taking us back 30 years, will be donated to the Naggar School for use and study by its students after the exhibition.

In the 1970s, Bern Schwartz photographed some of Israel's most well-known figures: Shimon Peres, current President, Golda Meir, former Prime Minister, General Moshe Dayan, Teddy Kollek, Mayor of Jerusalem after the reunification and founder of the Jerusalem Foundation, Abba Eban and many others.

Bern Schwartz, a successful businessman, developed a passion for photography at the age of 14 but did not pursue it until 1974, when he was in his 60s. He embarked upon a second and highly successful career learning portraiture, lighting and angle techniques from Antony di Gésù and eminent photographer, Phillippe Halsman. Within just five years he succeeded in capturing a host of international luminaries that included Prince Charles, Margaret Thatcher, Henry Kissinger and David Hockney. His portraits were featured on magazine covers, official photographs and record-album covers.

Schwartz had an ability to connect with his subjects. Selecting a suitable environment, he aimed to put his sitters at ease, engaging them in an on-going conversation in order to find the shot that captured their personality. With his technique, he was successful in eliciting natural and spontaneous responses, resulting in portraits that are both authentic and beautiful.

Bern Schwartz left the world a legacy of magical and timeless portraits that continue to interest us, and the world of photography, even today. He once said, "my goal is to create pictures that are true to the personality of each subject and will stand the test of time." Indeed, with one click, he accomplished just that.

Schwartz's portraits that are connected to Jerusalem will be exhibited at the Mishkenot Sha'ananim's Dwek Gallery from June 8, 2012 (special preview on June 7, at 19:00 pm). Schwartz's portraits of other international figures will be exhibited at the Naggar School's newly renovated gallery from June 7, 2012 (special preview on June 6, at 16:00 pm) on Rechov Ha'ayin Chet Street.

For more information, contact Liat Rosner, [LiatR@jfjlm.org](mailto:LiatR@jfjlm.org), 052-898-0191