

# JOHN HINDE COLLECTION

*in conjunction with*



## **'John Hinde Collection' – the book**

John Hinde, a photographer, innovator and entrepreneur, was a key figure in the development of the colour photograph as a postcard. Each photograph is innovative in its use of colour and stage-management. Shot with large format cameras, the production of these photographs was an extraordinary undertaking. Sometimes photographs could take a day and a half to get right. He used vibrant, highly saturated colours to depict a proverbially beautiful image produced to the highest standards. He was making an image for the man on the street not the photography critic.

The images represent and document Britain's post-war leisure boom. John Hinde equated vibrant colours with happiness and thought his pictures should convey a positive, good feeling. He created these images to give tourists the colourful memories he thought they would want from their holidays - fifty years later the images do a similar thing for the generations that grew up in the 1960s and 1970s. The images are part of the fabric of memory. They provide fleeting glimpses of lost time.

John Hinde was born in Somerset in 1916 and had always been interested in photography. During the 1940s he took photographs for many series of books, including 'Britain in Pictures' and 'Garden in Colour' and famously he photographed London during the blitz, which were used to illustrate 'Citizens in war – and after' published in 1945. He was elected a Fellow of the Royal Photographic Society in 1943.

After a short stint in Chipperfield's Circus, and failing to make a success of his own, he started John Hinde Ltd in Ireland in 1956. During the following 16 years, he and his studio of photographers travelled Great Britain, Ireland, many European and African countries taking photographs to produce as postcards. When the company was sold in 1972, it was the world's most successful postcard company with annual sales of over 50 million postcards.

In 2011, John Hinde Collection (Michelle Abadie and Marcus Davies) were entrusted with the task of scanning, and digitally restoring some of the original transparencies, that were used to print the postcards half a century ago. It was through this restoration that the true quality of the original photographs was revealed.

The postcards are known for the innovative post production techniques, which were used to create these images in heightened Technicolor. However, whilst restoring them John Hinde Collection wanted to solely restore the photographs, showing them in all its true reality before edits, additions and exaggerations, not to recreate the postcard.

# JOHN HINDE COLLECTION

The photographs rediscover some of the extraordinary detail that is lost in translation to the comparatively small postcards, for which the extensive planning was meant – it's almost as though John Hinde meant these images to be seen in a large format. Whilst restoring these images at high resolution, small groups of people became visible. The scene depicted on the postcards that originally seemed devoid of humanity come alive, with the reveal of many people queuing for a take away or entrance to the theatre.

These images now provide a valuable document of the leisure industry boom in post war Britain as well as the rise in modernism, hope and positivity. If it wasn't for John Hinde and his photographers, there wouldn't be colour photographic records of many of these cities, monuments, and seaside towns. The images have been used by lawyers and surveyors as the only existing reference, for example, for rebuilding a clock tower or getting planning permission to rebuild a crofter's cottage.

This book of previously unpublished photographs, in some cases, compares John Hinde studio's original photographs to the postcards from which they were printed to see how they differ. In other cases, details were chosen to show the quality of the original photographs. This book shows how these images stand out in their own right as exquisite examples of photography of their time. They demonstrate the consummate skill of these pioneers of colour photography and help cement John Hinde's reputation as an important figure in the history of colour photography.

[www.johnhindecollection.com](http://www.johnhindecollection.com)

Please credit all images as follows: Copyright John Hinde Collection / John Hinde Ltd

Prints available from The Photographers' Gallery Print Sales, London

([www.thephotographersgallery.org.uk](http://www.thephotographersgallery.org.uk))

For the full list of limited-edition prints and restored John Hinde transparencies, visit the website

[www.johnhindecollection.com](http://www.johnhindecollection.com)

instagram [@johnhindecollection](https://www.instagram.com/johnhindecollection)

twitter [@johnhindeprints](https://twitter.com/johnhindeprints)

## **Book details**

John Hinde Collection

Published by John Hinde Collection, 2018

Hardback, 21cm x 21cm

68 pages

53 colour images

£16.00

Publication date: 24<sup>th</sup> August 2018

Available from [www.johnhindecollection.com](http://www.johnhindecollection.com) only