

PRESS RELEASE

14. Februar 2025

Will McBride - The Berlin Years

Blackbox #15

Exhibition from March 1 to June 1, 2025 at the Bröhan Museum, Berlin

As part of the EMOP Berlin - European Month of Photography

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The American Will McBride (1931-2015) repeatedly caused a stir as a photographic artist. Even if McBride spent creative years in Munich, Frankfurt or Tuscany: Berlin was and remained his city. "Berlin sensitized and changed my perspective," he once confessed in retrospect, "I had the freedom to see as I wanted." Ten years after Will McBride's death, the Bröhan Museum is commemorating the important photographer, whose style-defining work is hardly conceivable without post-war Berlin. The show features around 70 works on loan, all of which come from a private collection.

After studying painting, art history, and illustration, McBride arrived in Germany as a GI in 1953. Following his military service, he stayed in Germany and worked as a photographer in Berlin and Munich starting in 1959. He achieved particular success with his work for TWEN. The magazine, which existed until 1971, was founded in 1959 by Adolf Theobald, Rolf Palm, and Willy Fleckhaus. With Fleckhaus' radically new layout and outstanding photo spreads, it became one of the most important magazines of the 1960s. McBride was the most frequently booked photographer for the magazine and published 30 photo essays there. In 1960, a scandal was sparked by a portrait of his pregnant wife Barbara in profile, wearing a tight-fitting sweater and unbuttoned jeans.

The exhibition "Will McBride – The Berlin Years" continues the series of photo exhibitions at the Bröhan Museum. It is a direct response to the exhibition "Berlin in a Dog's Night. Gundula Schulze Eldoway", which was on view at the Bröhan Museum in 2024. Just like Gundula Schulze Eldoway, Will McBride arrives in Berlin as a young person. Both are fascinated by life in this city – Gundula Schulze Eldoway by the East Berlin milieu of the 1970s in Mitte, and Will McBride by the life in Berlin of the 1950s, which had not yet been divided by the Wall, but was gradually growing apart. Both are observers of their world, with Will McBride, despite his distance, being more a part of the milieu he depicts than Gundula Schulze Eldoway in her photographs. The series of works by both artists are documents of Berlin life and subtle homages to the city.

ACCOMPANYING PROGRAM

Free guided tours every Sunday at 3 PM (plus museum admission)

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PRESS RELEASE

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Opening hours: Tuesday to Sunday from 11 AM to 6 PM, and on all public holidays (closed on Whit Monday)

Admission: €9, reduced €6

Happy Wednesday: Every 1st Wednesday of the month, a entrance fee of just €4 applies for everyone!

Tickets can be purchased online at www.broehan-museum.de/service or on-site.

Inquiries, including for further information and image material, should be directed to Corinna Kleis,

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