

Third Floor Gallery
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Press Release
Address: 3rd Floor, 102 Bute Street, CF10 5AD, Cardiff
Open: Wed-Sun from 12 to 6pm

John Bulmer – The North

7 May - 12 June 2011 , The Opening Party: Friday, 6 May 2011, 7pm

John Bulmer travelled the North of England documenting the changing everyday life of working class during the 60's and the 70's. At this time the region was undergoing a vast transformation, from being the industrial heart of Britain built on coal mines and cotton mills to a more diverse society in both culture and economy. In his travels Bulmer captured the distinct beauty and charm of the local people and their industrial settings, breaking with the stereotypical image of the North being a deprived and rundown area. He approached his subjects without preoccupations and illustrated the mysterious North in an innovative way. As opposed to most photography of this period, The North features the extensive use of colour photography bringing us in unique detail a time and place long gone.

John Bulmer was a pioneer of colour photography in the early 60's working for the Sunday Times Magazine from the very first issue till the 70's. He was brought up in Herefordshire and after studies at Cambridge moved to London to work as a photographer for Daily Express, at the time the foremost paper in Britain for photography, and Town Magazine, where he did many groundbreaking stories including; The Black Country, Nelson, The North, as well as numerous overseas stories. The Sunday Times featured The North in their first ever colour supplement and he soon became one of their most prolific contributors of colour reportage. Bulmer's work was several times singled out for awards by the Design and Art Directors Club and he has had pictures shown at the Gallery of Modern Art in New York, the Photographers' Gallery in London, and the National Museum of Photography in Bradford. He left newspapers for documentary making in the mid-70's. He directed many films on travel and untouched tribes, many of them shown on BBC, National Geographic and Discovery Channel.



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Thank you to Hereford Photography Festival
and Otley Brewing Company for supporting the exhibition.

