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**FOR IMMEDIATE RELEASE:**

**Annenberg Space For Photography**  
**info@annenbergspaceforphotography.org**  
**T: (213) 403-3000**

## **Hip Hop Lens Don't Stop**

### **A Photographic Music Revolution**

**Los Angeles, California – July 26, 2019 –** The Annenberg Foundation presents **Contact High: A Visual History of Hip Hop**. Please join us through **Sunday, August 18, 2019** at the Annenberg Space For Photography at 2000 Avenue of the Stars in Los Angeles. The photographic exhibit will feature over 120 works from over 60 photographers. The exhibit will feature an inside look at the work of hip hop photographers as told through the lens.

*"I hope the audience gets a deeper understanding of what the history of these images means – to understand how these touchstone moments were being created, who was making the decisions and how the artists wanted to be portrayed," said Vikki Tobak. "These days we talk a lot about self-authorship with imagery and who controls the narrative so now is the time to look deeper at the past 40 years of this visual culture."*

The exhibit is based on Vikki Tobak's bestselling same-named book. Images of Janette Beckman's photos of Salt-N-Pepa to Barron Claiborne's photos of Jay-Z, Notorious B.I.G. and Kendrick Lamar, and more. Music, rare footage, memorabilia, and an extraordinary documentary short film, features photographers in action. The short film is produced by the Annenberg Foundation and Radical Media.

*"When I set out to do this project, I wanted to celebrate hip-hop's visual legacy. Hip-hop is now a global force and I wanted to trace the visual identity back to the roots," said Tobak. "To look back on certain photographers and iconography and see this vast archive of imagery tells an important, powerful story."*

Fans of hip hop and photography lovers alike can enjoy a look into how it all started through unedited contact sheets. The exhibit will allow visitors to view through the

photographer's lens while observing photographs taken during photo shoots of legendary hip hop artists. All can enjoy a look into how this music revolution began.

*"I'm most proud of bringing together this collective of photographers who documented a culture...and continue to document it," said Tobak. "Seeing the collective joy and love the book and exhibit has received has been amazing."*

Please visit the Annenberg Space for Photography through **Sunday, August 18, 2019** for a photographic event unlike any other.

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The Annenberg Space for Photography is a cultural destination dedicated to exhibiting both digital and print photography in an intimate environment. The space features state-of-the-art, 4K digital technology as well as traditional prints by some of the world's most renowned photographers and a selection of emerging photographic talents as well. The venue, an initiative of the Annenberg Foundation and its trustees, is the first solely photographic cultural destination in the Los Angeles area, and it creates a new paradigm in the world of photography.

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Vikki Tobak is a journalist whose writing has appeared in The FADER, Complex, Mass Appeal, The Undeclared, Paper Magazine, i-D Magazine, The Detroit News, Vibe, and many others. Vikki is the author of "Contact High: A Visual History of Hip-Hop." She is a former producer and columnist for CBS Marketwatch, CNN, Bloomberg News, TechTV and other leading media organizations. Vikki is also the founding curator of FotoDC's film program, and served as the art commissioner/curator for the Palo Alto Public Art Commission in Silicon Valley. She has lectured about music photography at American University, VOLTA New York, Photoville, Chicago Cultural Center and the Museum of Contemporary Art Detroit.

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