



The W W Winter Heritage Trust programme of talks:

**Peter Jordan-Turner**

Associate Lecturer

**“Artist or Artisan - self-promotion in the Victorian studio”**

**Tuesday 18<sup>th</sup> October 2022, 6.30pm for a 7pm start**

**Room T008, University of Derby, Kedleston Road DE22 1GB**

**FREE PARKING**

From the earliest commercialisation of photography, social portrait photographers strove to move beyond the mere mechanical replication and recording of the subjects before the lens. This short talk reveals how Victorian studios adopted the status of ‘artist’, and discusses how far their work was true to this aspiration.

Drawing on the enormous collective body of work that resulted from the Carte de Visite phenomenon, we show the mundane along with the sublime, and wonder how those photographers who carried the marketing message of their printed Cartes into their work have been allowed to fall into obscurity by the Art establishment.

Admission: Members £4.50 / Non-members £6 (includes complimentary drink)

LIMITED SPACES AVAILABLE – please RSVP to [friends@wwwinter.co.uk](mailto:friends@wwwinter.co.uk) or by phone on 01332 345224 by Friday 14<sup>th</sup> October 2022