

For Immediate Release**STEIDL THE PUBLISHED IMAGE**

August 29 – October 11, 2008

Steidl, based in Germany, is a unique publishing house that is independently operated by its founding owner Gerhard Steidl who controls every step of the book manufacturing process — the editing, design, typography, scanning, marketing, distribution, public relations and printing.

What began as a backyard enterprise has evolved into one of the world's most sophisticated and distinguished printing and publishing operations. The quality of Steidl's book production has brought the company to the attention of acclaimed photographers, artists and designers.

He has published some of the most significant books on photography, fine art and fashion working with many renowned museums and galleries like The Whitney Museum of American Art in New York, the Guggenheim Museum in Bilbao, the Architectural Association in London, National Portrait Gallery, London, the Los Angeles Museum of Contemporary Art, and the San Francisco Museum of Modern Art. Steidl also designs and prints for Chanel, Fendi, the Lagerfeld Gallery, Elizabeth Arden, and Yohji Yamamoto. He produces fine photography books for Thames & Hudson, Scalo and Schirmer/Mosel.

The books in this exhibition have been gathered across different genres in an attempt to share the immense possibilities within the photographic image.

Steidville New Delhi owes its presence in India to Dayanita Singh, who continues to make extraordinary books with Steidl.