



# LIFE 70 Years of Extraordinary Photography: The Platinum Anniversary Collection

By Editors of Life

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## **LIFE 70 Years of Extraordinary Photography: The Platinum Anniversary Collection** By Editors of Life

For seven decades, "Life" has been thrilling the world with its unrivalled presentation of the very best photography to be found. Here, the editors have assembled the creme de la creme from the magazine's vast collection of images. Because "Life" has always dealt with matters of every sort, the entire spectrum of society is represented in these pages. One after another, there are unforgettable photos from Hollywood's greatest stars, from the wonders of small-town America, from the terrible wars, as well as from the zestful years of childhood. "Life" has always represented the apex in photojournalism and its roster of great photographers is unequalled.

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### Editorial Review

#### From Publishers Weekly

The brainchild of Henry Luce, owner of Time and Fortune, Life magazine was formed in 1936 and quickly became one of the most influential publications of the 20th century. Its original mandate, in the words of Luce, was "to see life; to see the world; to eyewitness great events," and as such it brought extraordinary images from around the world into American households. This collection, a 70-year retrospective, presents a history in photos, highlighting the most famous, moving and beautiful pictures from the magazine, including classics by Alfred Eisenstaedt, Dorothea Lange, Margaret Bourke-White, and Irving Penn. Divided into sections covering the presidency, Hollywood, war, science and nature, culture, sport and "fun," this volume packs in a huge assortment of subjects and emotions. Of particular interest is the chapter of "Photo Essays," a pioneering Life feature that revolutionized the field of photojournalism, capturing stories through image sequences and small blurbs; included are provocative stories such as the plight of German refugees in 1945, Heroin use in the '60s and Larry Burrows' intimate portrait of the Vietnam war, which has been called "the greatest photo essay ever made." In honor of its legacy, the Platinum Anniversary Collection closes with a short annex of every magazine cover from the magazine's long, illustrious life.

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#### From [Booklist](#)

Photojournalism probably wouldn't have exploded into public consciousness as it did had Henry Luce not given *Time and Fortune* a sibling, the pictorial weekly *Life*. The November 23, 1936, first issue contained a sterling example (well sampled herein) by Margaret Bourke-White of what would become a *Life* staple, the photo-essay. The magazine really caught on when World War II began. At its 1940s-early 1960s acme, *Life* may have been read by one-third of all American households; the distinction of its photos ensured that many more would see its wares reproduced in books, exhibitions, and other media. This survey cherry-picks *Life*'s seven decades for chapters on the presidency, the photo-essay, Hollywood, war, science and nature, sports, "Our Culture, Our World," and people having fun. If many of the photographers' names are famous, several of the pictures are so well known that they have become icons of their times and events, such as "The Picture" (sailor kisses girl in Times Square on V-J Day). No matter how many times they are repackaged--indispensable images. *Ray Olson*

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#### Review

"Life captures in words and vibrant pictures the customs of Christmas everywhere, from Sinterklass in Holland to the observance of the winter solstice at England's Stonehenge to the origins of this great day in the Holy Land. On Christmas, the world rejoices and reflects. Here, LIFE does too, in this special commemorative edition."

### Users Review

#### From reader reviews:

##### Arthur Elsberry:

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