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JOSEPH SIA

Date:

Sacred Heart University's Charles Piohn Gallery is proud to be chosen as the site for Joseph Sia's 20-year photographic tribute to Woodstock: "Premiere Performance: The Photography of Joseph Sia... Woodstock & Summer of '69," which will run from Sunday, Dec. 3 through Thursday, Jan. 25, 1990.

Few photographers have made a more indelible imprint in the world of rock music than Sia, a 1970 alumnus of Sacred Heart University. His work is a specific form of photojournalism; most of his subjects are performing.

These photographs capture the essence of a performer's style and reflect the rhythms of his or her music. Recording these moments, particularly before the wide-spread use of motor-driven cameras, requires a certain clarity of perception and focused mental energy. The prints aren't manipulated and are rarely cropped. Sia's eye has already taken these elements into consideration as he shoots.

The photographs selected are predominantly from The Woodstock Music & Art Fair (Aug. 15-17, 1969), Atlantic City Pop Festival (Aug. 1-3, 1969) and the Newport Jazz Festival (July 3-6, 1969), documenting a specific time in rock 'n' roll history. Most of the performers were still underground; their music was receiving little radio air time and concerts were comparatively small gatherings of people. Then Woodstock happened.

A few of Sia's photographs are focused on the crowd, a few are of individual spectators, but the majority are of the performers that a half million people came to hear... Janice Joplin, Joe Cocker, Joan Baez, Jefferson Airplane, et al. Scholastic Book Services published a successful paperback, "Woodstock '69: Summer Pop Festivals," featuring his work.

In subsequent years, Sia's photography has brightened the pages of *Life*, *Newsweek*, *The New York Times*, *Esquire*, *Family Weekly*, *People*, *Rolling Stone* and other leading periodicals; adorned albums for Rod Stewart's "Never a Dull Moment" and Eric Clapton's "Crossroads," and been featured on posters of Hendrix, Bob Marley, John Lennon and Mick Jagger.