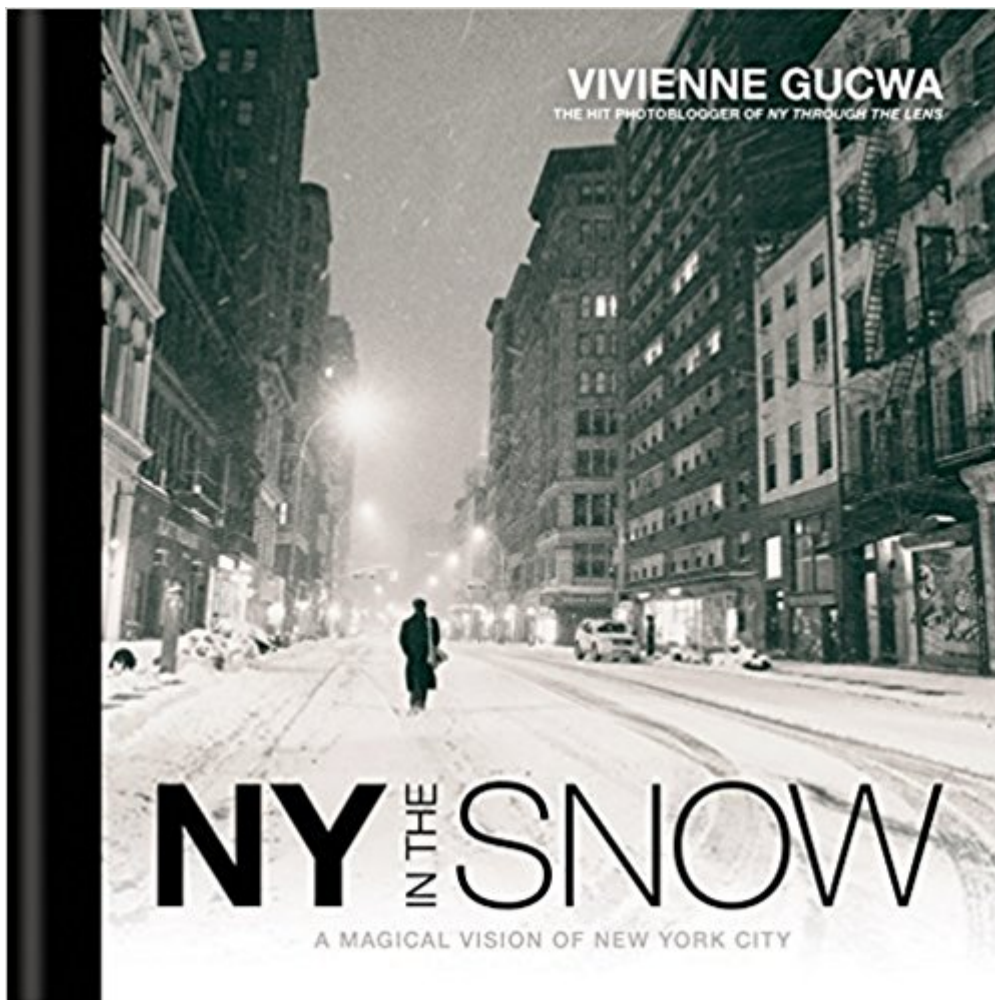


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# New York In The Snow



## Synopsis

The iconic city of New York is a bustling, heady metropolis that, thanks to the power of media, everyone in the world knows intimately, even if they've never been. But every once in a while it changes completely. At first a few flakes will fall, then more, and more. Hardened New Yorkers rush for warmth and, while they're absent, an amazing, glistening almost deserted winter wonderland momentarily appears. It is these moments that phenomenally popular photo-blogger Vivienne Gucwa lives for. She has been documenting them for more than a decade, rushing out to capture the city in snow. Of all the photos that have made her the celebrated, award-winning success that she is, it is these that are most loved, both online and in print. Here they are offered in a sumptuous volume to be enjoyed by anyone who loves New York, whether from afar, as an occasional visitor, or if you've never left the Big Apple.

## Book Information

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## Customer Reviews

Vivienne Gucwa, a native of Queens, began shooting New York City in the early 2000s with no formal training and just a simple point-and-shoot camera. It was not until 2010 that she began publishing the resulting photographs on her blog. Now she shoots assignments around the world, her work is followed by millions and she has won acclaim across the industry and the media alike most recently being named Sony's 9th Artisan of Imagery.

New York in the Snow by Vivienne Gucwa is a beautiful book. It's a lovely coffee table book, but sized smaller than what I have seen before in this type of book. That alone is worth the fifth star. It's

comfortable to hold and page through, wherever you are. The snow scenes in a beautiful city that I will never see are often breathtaking, some poignant, and others just made me smile. I wanted this book very simply to see what this city looks like, and sometimes in color, sometimes in black and white I now have an idea. This has made a hit with everyone I have shown it to, and we will continue to enjoy it for years to come.

New York in the Snow is almost successful in achieving its subtitle *A Magical Vision of New York City*. I say this because, although some of the photographs are almost magically successful at capturing the moment and the mood, others seem almost to be fillers. But, without doubt, they all live up to the title, although technically it should be *New York CITY in the Snow*. The fact that this is a rather small format for a coffee table book probably doesn't help matters. Some photos are no larger than 3.75 x 2.75 inches. There is a mix of color, black and white, and a sepia-like treatment which I found very appealing, especially when dealing with lit buildings at night. This is a very personal book. Not only does it contain the photographer's vision and technical expertise (which is abundant) but also her feelings as portrayed in verse, the metadata of the photos, and technical explanations or descriptions of the moment they were taken. The curatorial decisions of which photos to use and how to group and display them seems somewhat erratic to me, even though the book is technically organized into topics (Silence, Storms, Embrace, and Memory). Again, I suppose that this is personal to the author/photographer. Curiously, I found photos to like under all the categories. Being so personal, it is natural that some images may not speak to another person who did not share the moment or does not share the same aesthetic. As a result, there are some photos that have absolutely no appeal to me, photos that I find almost generic. Then there are others that are almost mystical in their appeal, that capture a mood I've felt or a moment I've lived--maybe not in that place but somewhere. There have been pages which I dismissed and turned rapidly, and pages which grabbed my attention, with which I immediately connected, and that touched me. I think that this will be the case with most readers and that all will find a little bit of themselves in some of the images.

This book not only has super black and white and color photos of New York City in the snow but it also shares the photographer's experience of living in New York and taking the photographs. As a result this is not only a book of photographs but also book about the magical experience of walking the streets of New York in the snow. The book is full of photographs in black and white and color

which have been taken day and night. The photographs range from skyscrapers to Central Park and snowball fights in Times Square to snow fog in the East Village in Lower Manhattan. While each photograph tells a story on its own the author/photographer, Vivienne Gucwa, adds her personal experiences to some of the photos. An example is snowball fights in Times Square, where it is explained that for a brief time people would get together on Reddit to organize the snow ball fights and Vivienne would head down and watch adults forget their troubles and act like children having a fun snowball fight. Vivienne mentions how her father was a pressman for the New York Daily News and he worked a night while the City slept. As a result she developed an appreciation of New York City at night. While her photos are taken day and night I get an even greater appreciation of New York at night which most people don't ever experience, especially in the snow. Every time I look at this book I see something new in a photograph. I also learn something new about Vivienne's experiences in New York. This is an excellent book if you like photography. I think it is even better if you live in New York City, visit the City on occasion or want to visit some day. I live outside the City but have visited many times over the years and I have been introduced to a side of Manhattan that I never knew existed.

I don't live there but New York City has always fascinated me. So I always find myself drawn to a book where Manhattan is featured. This is a lovely book full of photographs of the city that would be a great addition to anyone's coffee table. Vivienne is a wonderful photographer whose specialty is photographing Manhattan during snowfalls. The book features all parts of the city but definitely an emphasis on the lower east side, which is where the author says she resides. Each photograph says where in Manhattan the photo was taken and gives details on what kind of camera is used. She shares some anecdotes on some photos and also shares some poetic words on when it snows in Manhattan. The book is really full of absolutely gorgeous photos. There were some photos that I stared at for quite some time. Winter can be such a rough season and it's easy to forget how absolutely beautiful winter and the snow can be. I would definitely recommend this book to actual New Yorkers and those of us who adore the city from afar.

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