

STROLL®

Huntington Bay

MEET

JOANNE
MULBERG

PHOTO BY PAM SETCHELL
VIEWPOINT PHOTOGRAPHY

Through the Viewfinder

MEET

JOANNE

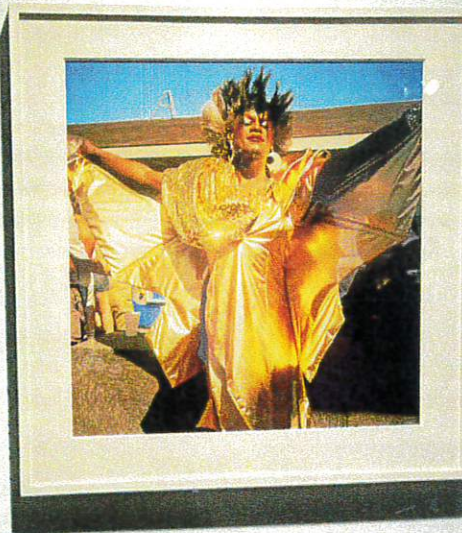
BY JEAN DANIELS, CREATIVE WRITER



Photographing in Northport

JOANNE MULBERG Fire Island: 1979-1986

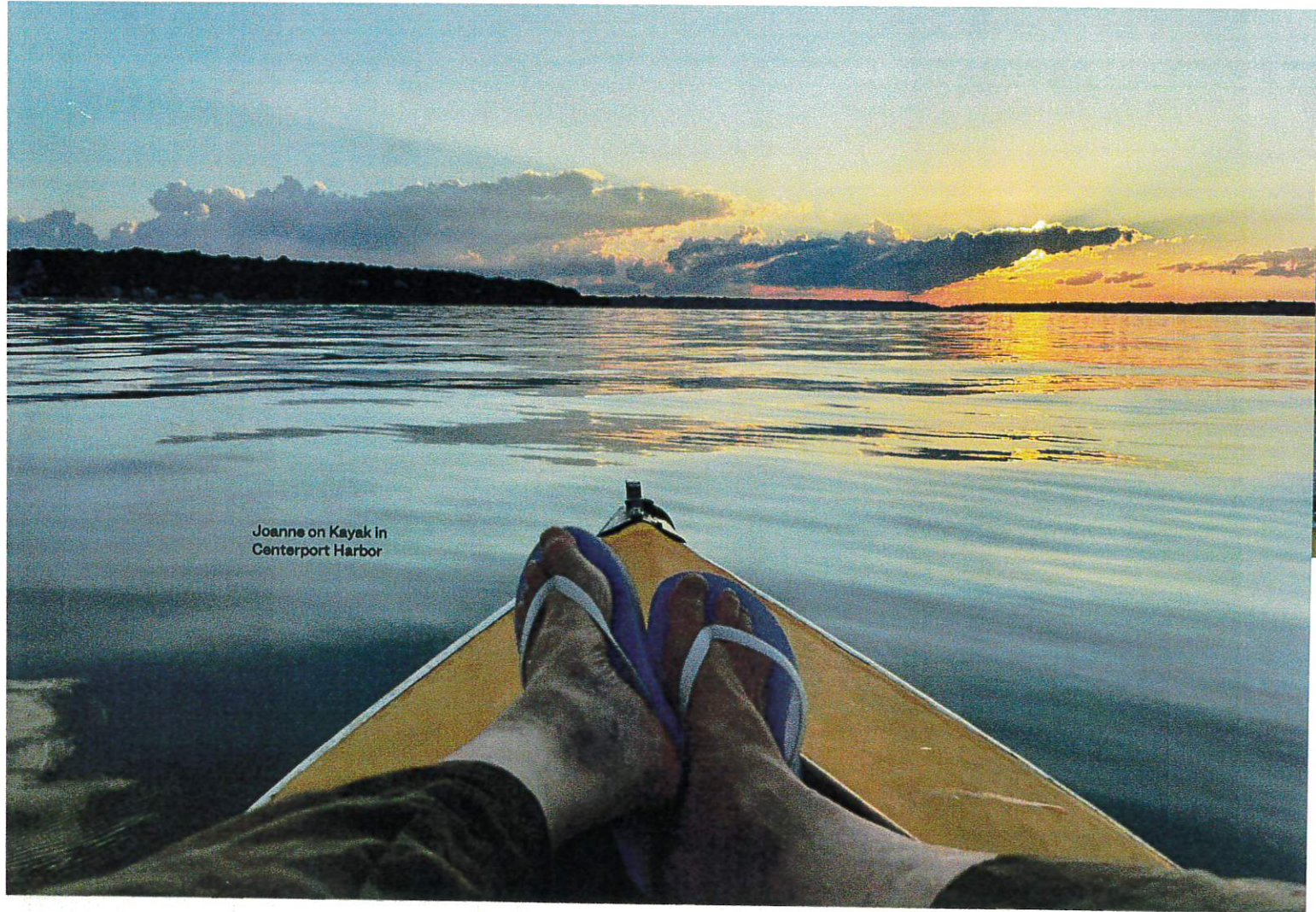
At the 2024 AIPAD Show
at the Armory in NYC.
Represented by the Daniel/
Oliver Gallery, Brooklyn.



Resident Photographer Joanne Mulberg has spent a lifetime capturing Long Island life and cultural impulses over the decades. Composing with technical mastery and artistic vision, she has amassed an impressive body of work expressing her love of light, and a spirit and grace that speaks to the moment's immediacy.

As one of a cadre of notable photographers working in the 1970s, Joanne's vast portfolio comprises places and faces peppered throughout local towns, country clubs, estates, horse shows, and more. "I was a day tripper crisscrossing the Island taking photographs. I liked to capture reflections in bank windows and beauty salons fascinated by the collision of it. I would shoot at low speed and allow my shadow

MULBERG



Joanne on Kayak in
Centerport Harbor

to open up a space behind me revealing what was reflected, like a bus, car, or people. I have a collection of fences, though I never intentionally set out to shoot them. I realized I was drawn to them when I noticed they appeared in many of my photos. I also loved beach clubs and trespassed a lot in those years," she laughs. "As much as I am amazed at what digital can do today, I feel fortunate to have lived before the digital explosion when it was a different way to photograph. It was slow. You walked, you felt, you absorbed."

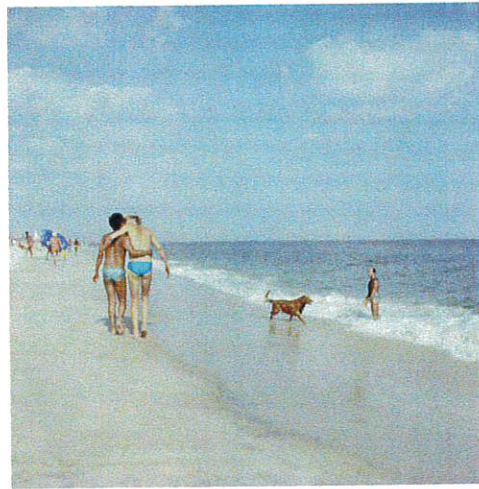
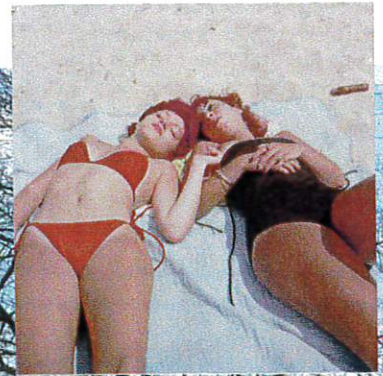
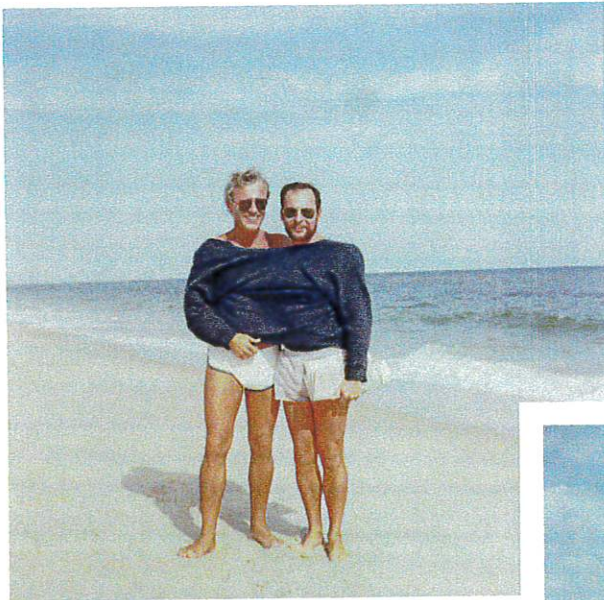
Most recently, her archives of Fire Island's Pines and Cherry Grove during the 70's and 80's have entered the limelight currently showcased as part of a new collective curated at The Heckscher Museum of Art. For the first time in the Museum's exhibition annals, 150 years of LGBTQ+ identities and histories through various mediums are being explored. The exposition runs through September 14 and besides photography, includes paintings, sculptures, and works on paper. Artists who lived and worked on Long Island will anchor the showing

entitled *All of Me with All of You: LGBTQ+ Art Out of the Collection*.

Photographs hold significance as visual records of events, people, places, and ideas, a virtual window of time preserved and used for cultural understanding. The pleasure-seeking decades saw the rise of influential music genres like disco and glam rock, which challenged norms and pushed boundaries in music, fashion, and personal identity. It was also the golden era of Fire Island where Cherry Grove and the Pines became the mecca for everything hedonistic, sun-kissed, and beautiful from models to moguls. Joanne's images depict experiential freedom, communal acceptance, and expressing one's essential self, sidestepping the glaring eye of societal derision. "I heard about the Pines and Cherry Grove. I hopped on the ferry and once there, it was wow, look what's here. I used a Rolleiflex that I bought at a garage sale for \$70. It only had 12 exposures. House parties were huge and so was the Miss Fire Island contest. That work got a lot of buzz."

As with any creative outlet, the photographer's artistic ability and perspective are crucial. Composition, framing, and lighting evoke emotion, tell a story, and highlight specific elements within a scene. Joanne is a master color printer, having learned from Joel Meyerowitz, an artist and pioneer best known for his early embrace of color photography in early 1962. Her images speak to color and light as close to what she saw at the time of each analog click. "I took Joel's course during my fourth year at Cooper Union. He was a mentor and that class was amazing. We were shooting slide film, in particular, Kodachrome. I was snapping pictures of Long Island and got positive feedback. I began to feel I had something people were interested in," says Joanne.

At the time, black and white prints were the standard. So, when Joel received a grant from the Guggenheim Foundation and acquired a Kodak color processor designed to process color prints in a darkroom, making it easier and faster than traditional methods, he needed someone to learn the methodology alongside him. "Following graduation, I had no job. I



mean, what was I qualified for? I could barely support myself," says Joanne. "I got onboard and worked at Joel's apartment learning color with him. In those days, I spent seven or eight hours in the darkroom at a clip. It would take 15 minutes to make one print, then another 15 to improve upon it. Sometimes taking five tries. I would come out of the darkroom into his kitchen and we would stand by the window in the light and talk about feeling the air, the mist, and the color."

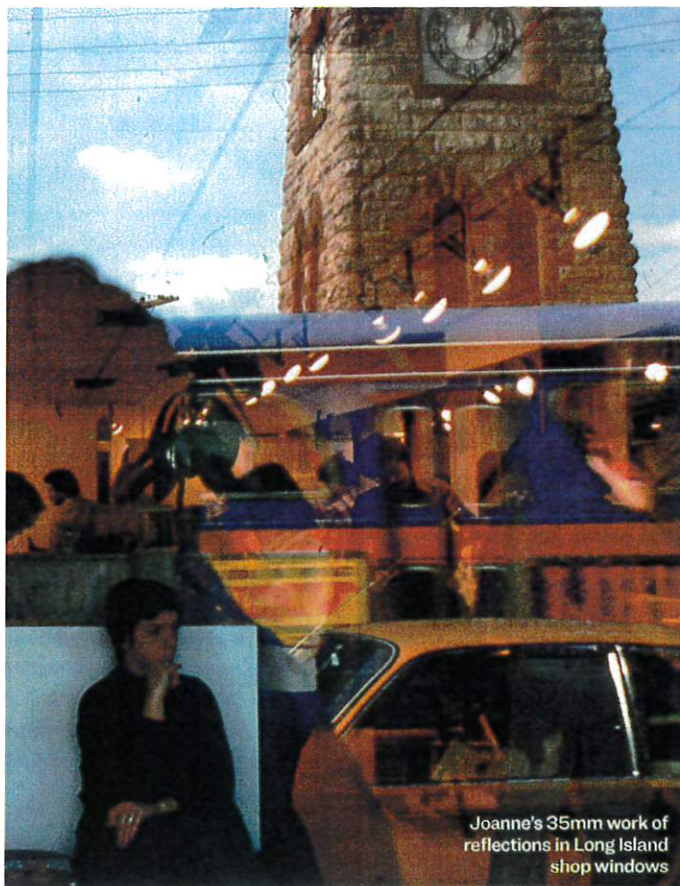
Joanne was instrumental in bringing together Joel's 1978 flagship publication, *Cape Light*, a series of serene and contemplative color photographs taken on Cape Cod, Massachusetts. Joel went on to publish more than 58 books. *Cape Light* remains acclaimed as his most persuasive, popular photobook in the latter part of the 20th century, having broken new



ground for color photography and for the medium's acceptance in the art world. Besides collaboration with Joel, Joanne has accrued her own litany of accolades and credits to proudly stand on featured in dozens of publications and exhibitions

held in museums, galleries, libraries, universities, and traveling exhibitions throughout the East Coast. Discerning art curators have recognized and valued Joanne's work as original, impactful, and holding artistic merit. As such, many of

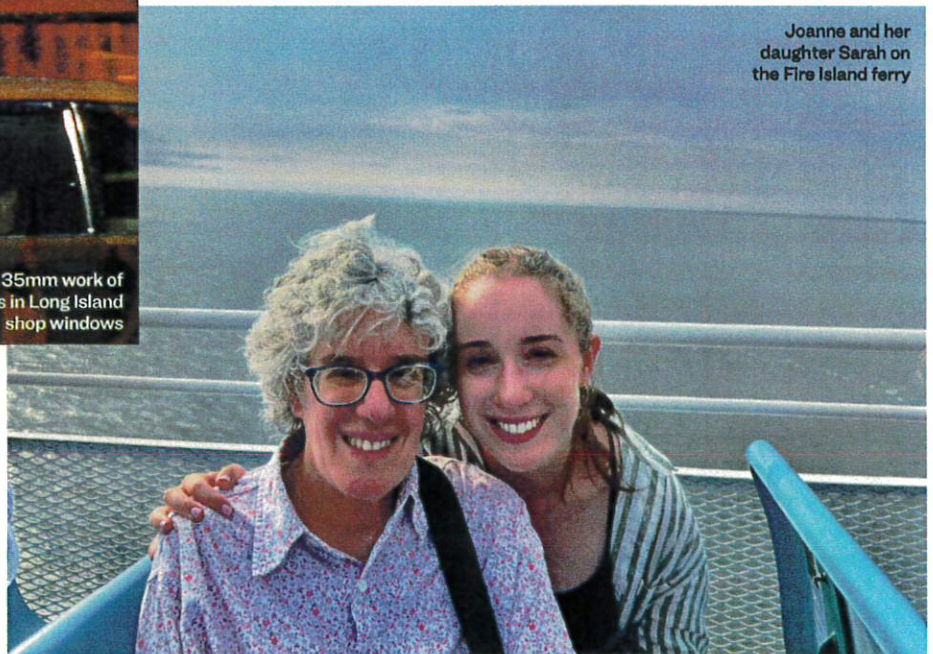
Have a story idea? Want to be featured? Nominate a neighbor? Send us an email at: northshorepubscontent@gmail.com. We are looking forward to hearing from you!



Joanne's 35mm work of reflections in Long Island shop windows



Joanne and her daughter Sarah on the Fire Island ferry



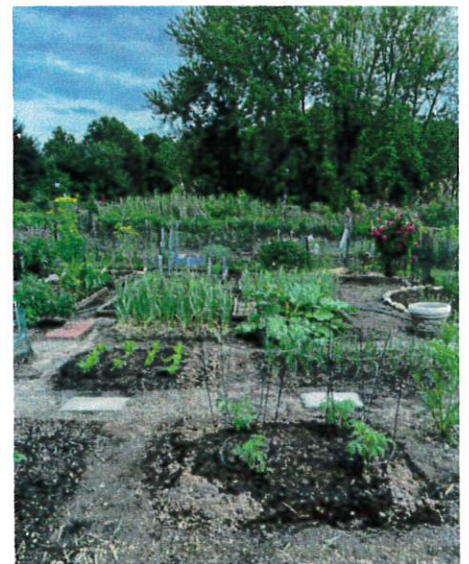
Joanne's photographs are permanently on display in the art world. Aside from Heckscher Museum, she has been showcased by prestigious foundations such as Joseph E. Seagrams, Bankers Trust, First Boston Corp, Coca-Cola Corp, and others.

Joanne grew up in Syosset, went to Syosset High School, and then received her Bachelor of Fine Art from Cooper Union University. "I was a painting major but always enjoyed photography. I got my love of creating slideshows from my father, who liked to haul out the projector at family gatherings. Because of taking basic black and white dark room photography in high school, I had a good understanding of the dark room even before entering college." She has spent years as a substitute teacher in the Syosset and Huntington High School districts and is married with two grown children. Son Aaron is helping her digitally archive her life's work. "I began to think about what is going to happen to my legacy. Aaron was the one who pushed me to have it digitized. He also connected me to the Dan Oliver Gallery in Brooklyn. They recently sold four prints two of which went to the National Gallery of Art in Washington, DC. The Long Island Art

Museum in Stony Brook is another patron of mine. They put eight of my prints on display at last year's summer exhibit."

Joanne can be found tooling around in her lovely gardens when not concentrating on her craft. As for the future, she is hoping to publish a photobook of collections. "I may never get it all done in my lifetime, but right now, I am excited that my work continues to be recognized and thrilled to be in the company of some amazing artists at the Heckscher Museum, *All of Me with All of You: LGBTQ+ Art Out of the Collection* show. I hope people will visit the Museum and enjoy the show."

For more on Joanne's collections, go to www.joannemulberg.com or www.heckscher.org



Huntington Organic Community Garden where Joanne has had a plot for 20 plus years and loves growing vegetables and spending time there.