



Photochrome

Florida Sunset on the Ocklawaha

Date
published 1899

Primary Maker
William Henry Jackson

Medium

Description

William Henry Jackson’s eye for color emerged at the beginning of his career, when he worked as a colorist and retoucher for photographic studios on the East Coast. Intrigued by westward expansion, he traveled to Nebraska, set up a studio in Omaha, and began shooting along the Union Pacific Railroad. He was subsequently hired to accompany various expeditions of the United States Geological and Geographical Survey with the aim of documenting the country’s new territories. His photographs, along with those of Carleton Watkins and Eadweard Muybridge, among others, helped to create the aura of the American West. In the 1880s and 1890s, Jackson was hired by the fledgling railroads of Florida—and possibly its new luxury hotels as well—to document the state’s then-exotic wilderness in an effort to increase tourism and development and lend to Florida the mystique he had brought to the West. Several aspects of this photograph have led to its attribution to Jackson: its location and subject; the inclusion of certain compositional devices, such as the small boat containing three men; and the fact that it was published by the Detroit Photographic Company, of which Jackson was a partner. At the time the photograph was printed, Photochrom was considered the only successful means of producing color photographs; prior to its invention in the 1880s, black-and-white photographs had been colored by hand. The Detroit Photographic Company was the first publisher in the United States to use the technique, which was actually a hybrid of photographic and lithographic printing techniques. (SOURCE: Alcauskas, INNOVATIVE APPROACHES, HONORED TRADITIONS, 2017) Panoramic view of two men in a boat hunting birds.

Dimensions

Image: 8 × 20 1/16 in. (20.3 × 51 cm) Sheet: 8 × 20 1/16 in. (20.3 × 51 cm)