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RARE & UNDISCOVERED



With colors that have softened over the years, these are the original prints—the way your granddad would have seen them—when Bidgood advertised his wares in the first physique magazines of the 1960s.



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If the 1960s can be best described as the most colorful decade of the 20th century—both literally and figuratively—then James Bidgood was at its nucleus, creating a bold and exciting new vision of fantasy in one of counterculture's most visible burghs, New York City.

You likely recognize the Wisconsin-native Bidgood and his dreamy-eyed, hazy twinks from the photographs he shot during that period and the decades thereafter. They employ vibrant color, lavish costumes and even more detailed set pieces in evoking a feeling of playful, campy otherworldliness. Others still might know Bidgood from his 1971 film *Pink Narcissus*, which took an entire seven years to produce and was filmed in the artist's own apartment. A fun fact here—many have (and continue to) erroneously attribute the film to pop art icon Andy Warhol, a fellow New Yorker.



These vintage prints are the same ones the Bidgood advertised for sale in the pages of physique magazines in the 1960s. Interested parties were instructed to write to Les Folies des Hommes—the name that Bidgood had taken to represent his studio. These photographs were produced as dime store prints, and the colors have softened over the years

Peruse these images and you'll detect several themes that repeat themselves, most notably, a focus on theatre as well as performance. Again, Bidgood uses color to create a fantasy world that pops and immediately captivates the viewer's attention. Its inhabitants feel to be a throwback, too, to the same characters who appear in the drawings of illustrator George Quaintance. They're sailors. They're nymphs. They're musicians. And they're always beckoning the viewer with a distant, far-off gaze. It's a world that of sublime play, and always steeped in erotic overtones.

All images courtesy of ClampArt, New York City.









The prints collected in this portfolio show us an artist in process.
Each of these images eventually evolved into the classic
Bidgood style that we know and love...
...images that have charmed and dazzled viewers for decades.

