

# Alexey Brodovitch

## Quotes

*Photography, Thinking, Quality, Art, Feelings, Expression, Photographer,  
Knows, Age, Eight, Mean, Sake, Results, Everyday Things, Agency, Surprise,  
Imitation, Two, Way, Artist*

The creative life of the commercial photographer is like the life of a butterfly. Very seldom do we see a photographer who is really productive for more than eight or ten years.

~Alexey Brodovitch

It is the end result that counts.

~Alexey Brodovitch

The best way to achieve surprise quality is by avoiding cliches.

~Alexey Brodovitch

If you see something you have seen before, don't click the shutter.

~Alexey Brodovitch

It is every photographer's responsibility to discover new images and a new personal way of looking at things. If he can do this his pictures will command attention and have surprise quality.

~Alexey Brodovitch

If you know yourself, you are doomed.

~Alexey Brodovitch

When I say that a good picture has surprise quality or shock appeal, I do not mean that it is a loud or vulgar picture but, instead, that it stimulates my thinking and intrigues me.

~Alexey Brodovitch

Imitation is the greatest danger of the young [artist].

~Alexey Brodovitch

The photograph is not only a pictorial report; it is also a psychological report. It represents the feelings and point of view of the intelligence behind the camera.

~Alexey Brodovitch

What is of value is that a particular photographer sees the subject differently than I do. A good picture must be a completely individual expression which intrigues the viewer and forces him to think.

~Alexey Brodovitch

What is good today may be a cliché tomorrow.

~Alexey Brodovitch

It is the photographer's decision at the two levels of seeing the picture - when it is shot and when it is chosen and printed that determines his personal style.

~Alexey Brodovitch

It is the unexpected and the surprise quality of a personal vision, rather than the emotion, which make people respond to a photograph.

~Alexey Brodovitch

Astonish me! (Instruction to photographers)

~Alexey Brodovitch

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