

Basic Detail Report



Title Bacardi billboard on building, Hartford

Date 1970-1989

Primary Maker Charles Reich

Medium Photography; platinum on paper

Description Photograph of a large Bacardi and Coke billboard at the side of a three-story commercial building, probably in Hartford. The street in front of the building is largely deserted, with the exception of a single car parked at the entrance. At the back of the building, to the left of the billboard, laundry is visible on a clothesline. Two highway overpasses are on the right.

Dimensions Primary Dimensions (image height x width): 7 9/16 × 9 9/16in. (19.2 × 24.3cm) Sheet (height x width): 8 15/16 × 11in. (22.7 × 27.9cm)