

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): $7 \frac{9}{16} \times 9 \frac{5}{8}$ in. (19.2 $\times$ 24.4cm) Sheet (height x width): $8 \frac{15}{16} \times 11$ in. (22.7 $\times$ 27.9cm)