



RECAPTURIST

MINNEAPOLIS



MINNESOTA

Recapturist is Bill Rose. Bill Rose photographs Vintage America. “I document structures that are in danger of being lost forever as “progress” continues to win the war against preservation. This growing rebuild-instead-of-repair mentality is creating a significant cultural and historical gap between the golden age of design and the present day. My subjects typically fall into one of the following categories: Signs, Storefronts & Buildings. And although the guidelines for determining which specific structures I shoot can be fluid, here’s how I would define the general criteria I use: 1. Something built post-war through the 1970s (sometimes earlier; the 50s & 60s are the sweet spot) 2. Something with a distinct character and design reflective of the era in which it was built 3. Something that evoked an emotion when I first saw it. Collectively, I refer to this as Vintage America. The goal is for the finished product to evoke the same emotion in the audience that I felt upon first encountering it.”

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