

FINANCIAL TIMES

Life & Arts

FTWeekend

SNAPSHOT

Advertisement for RCA by Gordon Coster (1939)

Keith de Lellis Gallery's exhibition *Cool Medium: The Golden Age of Television* gathers photographs taken throughout the mid-20th century that capture the influence of early television on America's social and political life.

Live broadcasting helped to define the "Golden Age of Television" and the exhibition references key historical events, including Elizabeth II's coronation in 1953, the televised debate between Richard Nixon and John F Kennedy in 1960, and the launch of the Saturn rocket in 1964. It also shows the role of televisions in domestic settings.

This image of two high-society women, taken by Gordon Coster in 1939 to advertise RCA's TT-5 television, underlines the idea of the TV as a desirable household innovation.

Alexandra Brooks

*Keith de Lellis Gallery,
New York, until January 31*

