Cruel + Tender, London, UK
TONY FRETTON ARCHITECTS
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An exhibition of 20th century photography in Tate Modern.

Cruel and Tender: The Real in the Twentieth Century Photograph, the first exhibition at the Tate dedicated to photography, brought together a collection of works by the most important photographers of the twentieth century, including Diane Arbus, Bernd and Hilla Becher, Philip-Lorca di Corcia, William Eggleston and Walker Evans, Andreas Gursky and Thomas Ruff.

This was an extremely large show extending across two halves of the fourth floor of Tate Modern. In designing the installation we thought of visitors as tourists in a strange city. In order to orientate them we made the boundaries of the building evident and created one main exhibition space in the centre of each wing.