

GAGOSIAN GALLERY

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The Bond Market

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Photograph by Taryn Simon/Gagosian Gallery

Ian Fleming took the name “James Bond” from the author of a 1936 book, “Birds of the West Indies,” that he stumbled across in Jamaica. It was the perfect moniker for his suave British agent, Fleming declared later: “brief, unromantic, Anglo-Saxon and yet very masculine.” The guide also provided the title for Taryn Simon’s coming book and exhibition, at the Carnegie International, that focuses on the Bond formula. Simon tracked down actresses who played Bond girls, as well as original weaponry and vehicles used in the films, and photographed them as the ornithologist James Bond might have cataloged birds. The Bond girls — now women — were scattered throughout London, Paris, New York and Rome. The gadgetry was found in private collections, Bond archives, auction houses and museums. “I see them as these interchangeable elements that construct this idealized, powerful Western male figure who is invincible and ageless and seductive,” Simon says.

James Bond books written by Ian Fleming: 14

James Bond films: 24

Women photographed by Taryn Simon who appeared in the Bond films: 65

Weapons photographed: 83

Vehicles photographed: 43