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ERNST HAAS, PHOTOJOURNALIST AND INNOVATOR, IS DEAD AT 65

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By Andy Grundberg

Ernst Haas, a photographer known both for his photojournalism and for his innovative use of color, died Friday at New York Hospital-Cornell Medical Center after suffering a stroke. He was 65 years old and lived in New York.

Throughout his 40-year career, Mr. Haas straddled two usually discrete arenas, alternating between reportage and self-expressive experimentation. His work was published frequently in *Life*, *The National Geographic* and other mass-circulation magazines, while also appearing in exhibitions at the Museum of Modern Art and the International Center of Photography.

Born in Vienna, Mr. Haas decided to pursue photography while a student. His first widely published pictures depicted the aftermath of World War II in Austria and earned him the admiration of the photographer Robert Capa, who invited him in 1949 to join Magnum, the agency Mr. Capa had helped found.

In 1950, Mr. Haas moved to New York. He began to experiment with color film, taking pictures on the city's streets of reflections in windows and puddles, as well as brightly colored close-ups. These poetic images, which brought photography into the precincts of abstract expressionism, were published in September 1953 in two issues of *Life*.

Mr. Haas's *Life* portfolio helped overcome what at the time was a widespread resistance to color photography as an art form. It helped popularize abstraction as a photographic style. Afterward, Mr. Haas continued to experiment, photographing bullfights and rodeos with slow shutter speeds to create impressionistic blurs of motion and color.

In 1971, a collection of his photographs was published under the title "The Creation," based on his interpretation of the book of Genesis. Consisting largely of abstract and atmospheric landscapes, "The Creation" received widespread critical acclaim. Worked on Films

Mr. Haas continued to accept magazine and advertising assignments, including the original "Marlboro Man" cigarette campaign. He also was the still photographer for such films as "The Misfits" and "Hello, Dolly."

Mr. Haas received the Newhouse Award from Syracuse University in 1958 and the Wilson Hicks Medal from the University of Miami in 1978. He was to receive the 1986 Hasselblad Photographer of the Year award at a ceremony in Sweden next month.

He is survived by a son, Alexander, and a daughter, Victoria, both of New York City, and by a brother, Fritz, of Vienna.

Funeral services will be tomorrow at 11:30 A.M. at the Frank E. Campbell Funeral Chapel, 1076 Madison Avenue at 81st Street.