

ISSUE 2 NOVEMBER '09

#### THE ILLUSIONIST

IN A TIME WHEN UNCERTAINTY REIGNS AND THE SYSTEMS THAT WE HAVE COME TO DEPEND ON ARE NOT ONLY COMING INTO QUESTION BUT VIOLENTLY OVERTHROWN REI KAWAKUBO IMAGINES A COLLECTION THAT SUBTLY TUGS AT OUR NOTIONS OF WHAT IS REAL. A SINGLE PIECE OF FABRIC IS TRANSFORMED INTO THREE DIMENSIONS WHAT SEEMS TO BE THREE-DIMENSIONAL IS SIMPLY TROMP L'OIEL. HER TRICKERY IS NOT A HARSH COMMENT BUT RATHER A ROMANTIC NOTION DELIVERED IN LIGHT LAYERS OF TULLE. AS FASHION CINCHES ITS BELT IT TENDS TO CONSTRICT INNOVATION AND NEW IDEAS. WE CELEBRATE KAWAKUBO FOR RESISTING THIS CURRENT OF SAMENESS WHILE CONTINUING TO DELIVER IDEAS THAT ARE FRESH AND UNMISTAKABLY HER. EVEN IN THESE TIMES SHE MAINTAINS AN INFECTIOUS OPTIMISM SUGGESTING THAT OUT OF CHAOS COMES NEW BEGINNINGS. INCREDIBLE OPPORTUNITY AND MOST IMPORTANTLY THE POWER OF REINVENTION. THIS IS HER WONDERLAND.







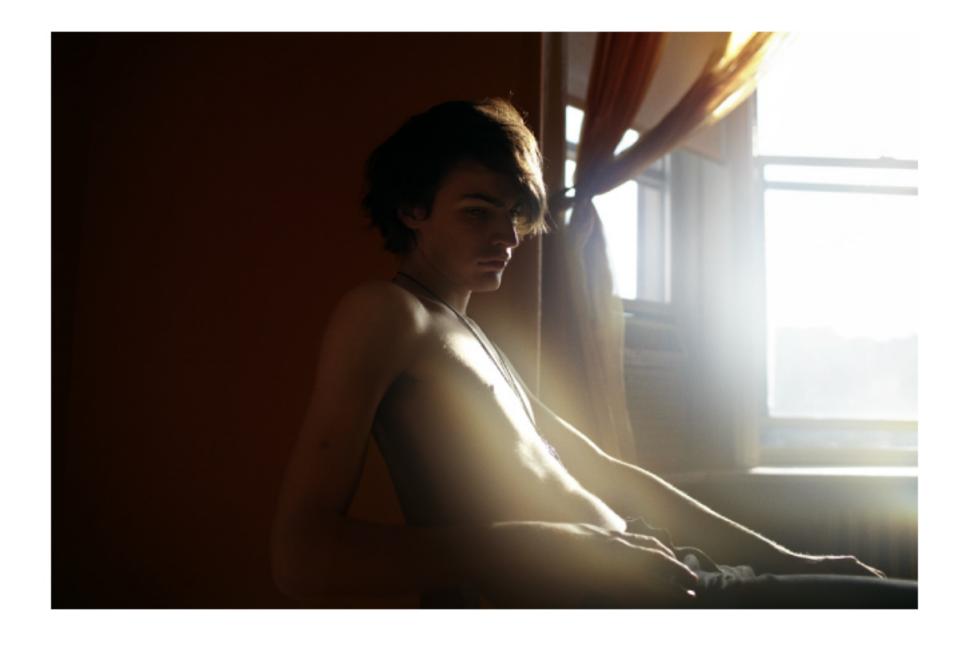






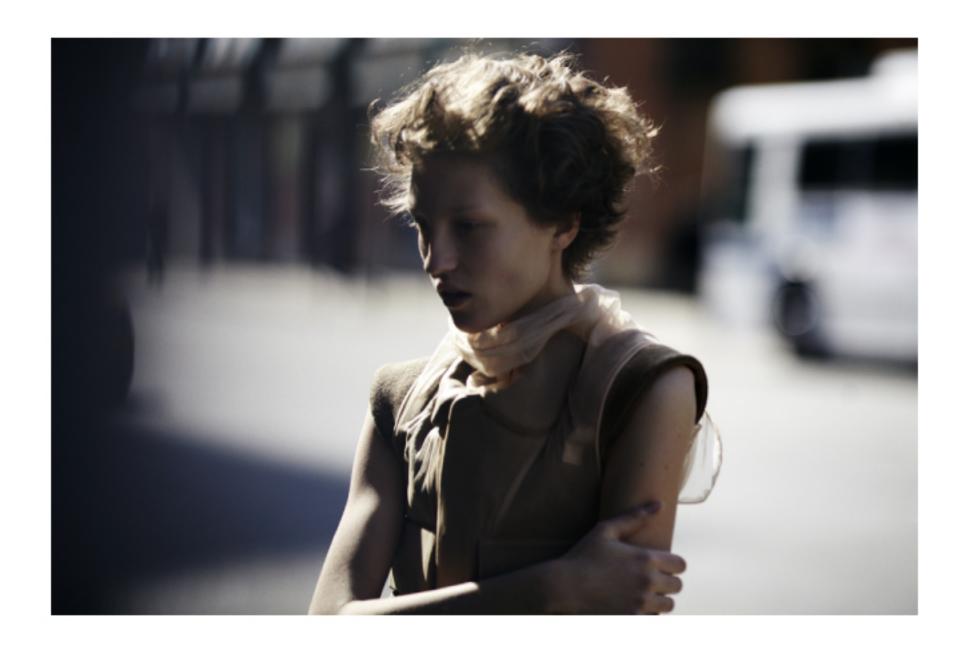












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RETOUCHING LA BOUTIQUE
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### BEST OF FALL '09



post we take a look back at Fall not defined by French chic gave a slight at the glitz of the shows but as a nod to the forties in sober suits and culmination of themes that will guide dresses with elegant details used editorials, influence street fashion sparingly a gathered shoulder, a ruffle and translate into the clothes that at the hem or an asymmetrical sleeve. hang on the racks. First and foremost, On the opposite end of the most directional collections but as an anti-establishment girl outfitted in inspiration in itself, Balenciaga took Balmain, Alexander Wang, and cues in a new interpretation of French Givenchy. Strong shoulders, tough dressing, distinctly Parisian in its edgy suits and body conscious dresses sophistication. Ghesquière takes us on accessorized with tough heeled boots. Miu was looking in the same direction presented a sexed up version of the with the cheeky question, "What is bourgeoisie now?" Her interpretation came in fur pelts, open backs, and exposed lingerie she described as.

For our November issue and first blog femme fatale. Lanvin a storied house

Paris led the way with not only the spectrum was the rock chica maverick

a journey where he draws influence We also saw a resurgence of from femininity rather than rigid the 80's. A nostalgic look at the glam futurism. The result? Strong shoulders life and the NYC club scene's neon and expertly executed draping hues, big shoulders and crimped hair. in the most tactile rich satins and Marc Jacobs drew from nights spent sumptuous velvet. Miuccia for Miu at Area and Palladium while Giannini

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WRITTEN BY BROOKE VAN CLEVE

## HIGH FIDELITY

1 PHOTOGRAPHER STEVE COHEN 2 FASHION EDITOR LISA MOSKO 3 SET DESIGN AND ART DIRECTION LISA GWILLIAM

4 SHOT ON LOCATION AT BRIGHT GREEN STUDIOS COURTESY OF DANIEL GREEN

5 PARTS MODEL ISOBELLA JADE 6 FASHION ASSISTANT ERICA SANCHEZ





# SLEEPLESS

1 SILVER SNAKESKIN CLUTCH BY BARBARA BUI 2 SILVER JEWELRY BY PAMELA LOVE

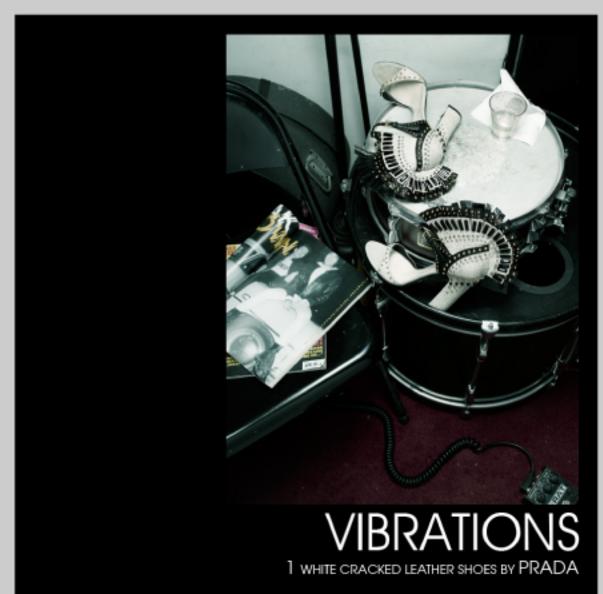


YOU LEFT ME

I MULTI CHAIN NECKLACE BY BURBERRY PRORSUN

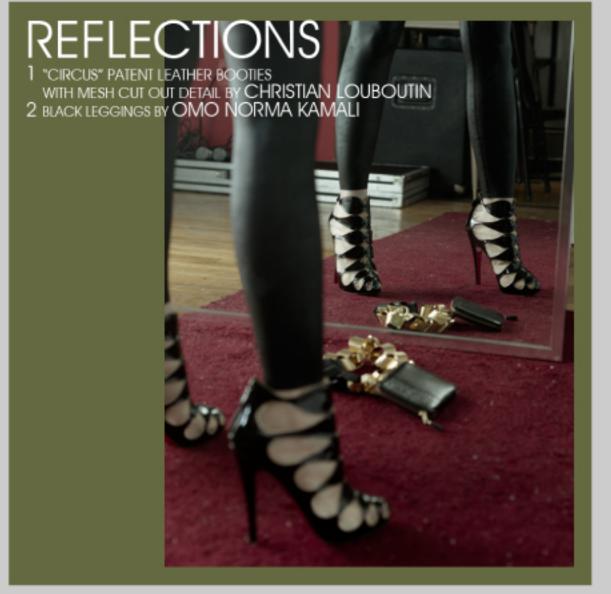












## ISHOW ME MORE

1 RED FUR COAT BY DOLCE & GABBANA 2 BLACK AND WHITE CHECKED BAG BY DOLCE & GABBANA 3 COLOR BLOCK SUEDE SHOES BY DOLCE & GABBANA



#### HIGH FIDELITY

1 PHOTOGRAPHER STEVE COHEN 2 FASHION EDITOR LISA MOSKO

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5 PARTS MODEL ISOBELLA JADE

6 FASHION ASSISTANT ERICA SANCHEZ

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1 FUR JACKET BY DOLCE & GABBANA PRICE UPON REQUEST, AVAILABLE AT SELECT DG BOUTIQUES

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4 BLACK SHEER HOSIERY BY WOLFORD
TIGHTS BY WOLFORD, \$30.00
LUXE 9, BLACK 90% NYLONE, 8% ELASTANE, 2% COTTON
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6 BEIGE PATENT LEATHER ANKLE BOOTS BY NICHOLAS KIRKWOOD AVAILABLE FROM: SEVEN, NEW YORK PRICE: AVAILABLE UPON REQUEST WWW.NICHOLASKIRKWOOD.COM

#### YOU LEFT ME

1 MULTI CHAIN NECKLACE BY BURBERRY PRORSUM, \$1,195 BURBERRY.COM FOR STORE LOCATIONS

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2 SILVER JEWELRY BY PAMELA LOVE
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CRYSTAL CROSS PENDANT IN RESIN
SMALL CROW SKULL IN STERLING SILVER
EAGLE CLAW LARGE NECKLACE IN GUNMETAL
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2 GOLD ZPPER WALLET BY COMME DES GARCONS GOLD LEATHER SMALL POUCH, \$120 COMME DES GARCONS, NEW YORK TEL: 212.604.9200 PETER HERMANN, NEW YORK TEL: 212.966.9050 FRED SEGAL TREND, LOS ANGELES TEL: 323.655.3734

3 CROPPED ZIP JACKET IN WASHED LEATHER BY OHINE TITEL, \$1,800 AVAILABLE AT IKRAM (CHICAGO), CARROTS (S.F.), MARYAM NASSIR ZADEH (NYC)

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1 "CIRCUS" PATENT LEATHER BOOTIES WITH MESH CUT OUT DETAIL BY CHRISTIAN LOUBOUTIN, \$1295 AVAILABLE AT BERGDORF GOODMAN (1.800.558.1855), NEMAN MARCUS (1.888.888.4757), SAKS FIFTH AVENUE (1.877.551.SAKS), CL BOUTIQUE – HORATIO (212.255.1910), CL BOUTIQUE – MADISON (212.396.1884). WWW.CHRISTIANLOUBOUTIN.COM
2 BLACK LEGGINGS BY OMO NORMA KAMALI (STYLISTS OWN)

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1 TRASH BAG SHOE BY ALEXANDER MCQUEEN, \$1,075 AVAILABLE IN NY, LA, LV

2 ZEBRA PRINT PONYSKIN BAG BY JEROME DREYFUSS, PRICE UPON REQUEST, HTTP://WWW.JEROME-DREYFUSS.COM/

3 CROPPED ZIP JACKET IN WASHED LEATHER BY OHNE TITEL, \$1,800 AVAILABLE AT IKRAM (CHICAGO), CITARROTS (S.F.), MARYAM NASSIR ZADEH (NYC)

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2 BLACK SHEER HOSIERY BY WOLFORD, TIGHTS BY WOLFORD, \$30,00 LUXE 9, BLACK, 90% NYLONE, 8% ELASTANE, 2% COTTON, 1,800,WOLFORD FOR A BOUTIQUE NEAR YOU OR WWW.WOLFORD.COM

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1 WHITE CRACKED LEATHER SHOES WITH FRINGE DETAIL BY PRADA, \$1900 AT SELECT PRADA BOUTIQUES (888) 977-1900

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BLACK AND WHITE GROSGRAIN BAG \$2595
COLOR BLOCK SUEDE SHOES, \$1495
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## MOSTLY TRANSLUCENT

Josh Eustis of the Chicago-based electronic group Telefon Tel Aviv talks about the latest album, major labels, and losing Charlie Cooper.

It's autumn in Brooklyn, and September has faithfully delivered yet another day of ceaseless rain. Not a storm, like the one that furiously assailed the rooftops of our metropolis with a million aqueous bombs the night before. Rather, a silent gray blanket encapsulating the city and its inhabitants, with almost imperceptible droplets like occupiers in our streets. On such a day, the sun can only try in vain to escape this oppressive cloak.

At midday, however, Mathew and I have managed to escape our respective dwellings, and are standing outside the Roebling Tea Room in the Williamsburg neighborhood. We've just inspected our preferred location for this interview, but much to our dismay, the noise of Saturday diners and their accompanying soundtrack has rendered the place unfit for our conversation. The hourglass overturned, we are slowly soaked and pondering our next move. After much deliberation, we climb into the backseat of an approaching cab. A few moments later, we are greeting Josh Eustis of Telefon Tel Aviv as he joins us for the next lea of our journey. After hopelessly examining one last coffee shop, we arrive at the fact that any public place will be too loud, abandon the car, and head for my apartment. Slowly, we traverse a deserted street,



quiet save for the sounds of tires rolling along the wet asphalt. Between puffs of cigarette smoke, Josh tells us about his native New Orleans, the coal-black chicory coffee that hails from the Big Easy, and the Chemex he can't live without while on the road. Rattling off a dizzying list of cities and states that lie ahead on the tour, the figure beneath the black hoodie betrays just a hint of road-weariness. He no doubt shares our relief as we conclude the unplanned excursion in my second-floor studio, where after taking our seats, we finally get down to business.

Mathew: So, tell us a little bit about Telefon Tel Aviv as a name. How did the name come about, and does it represent anything with the music or personally? Josh: It literally represents nothing and it's just a play on words. I think it was like...Charlie and I were working super late and we went out and got wasted and came back and it was like five in the morning. He's like, "Oh, I got some

ideas for this song! I wanna work on it." And I'm over on my bed, sleeping. This is my bedroom in my parents' house, we're like 21 years old. The telephone that I had was just an old school blower, you know what I mean, with the bell in it and everything, just an old school telephone. We just woke up and looked at it and I just wrote the name down without thinking about it. We came back to it later and it stuck. Just nothing to it.

Cory: You made a move from your previous U.S.-based label, Hefty Records, over to BPitch Control, which is based in Germany. What was the reasoning behind the move?

Josh: No real reasoning. John Hughes (III) was scaling back Hefty and wasn't sure whether he was going to continue to release records on it or whether it was going to become a vanity project or whatever. John was in a phase in his life I think where he was concentrating more on his family and needed to concentrate more on his family and working on his own music. The label was really taking away a lot of time from that, and I understand that. I think he made the right decision in the end anyway to concentrate more on his family and his personal life, because he had no life running a label. It was 24/7, always on call. So that, and then meeting Ellen Allien, who runs BPitch Control, she was like "Oh, well you should do your record on BPitch." And we're like "Well OK, we'll make one and if you like it, you know maybe you can

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WRITTEN BY MATHEW SHERMAN AND CORY GADDIS



Photographer Jeffrey Jones



















## BOON

Boo Ritson. Poppy Sebire Gallery. London October 2009 Boo Ritson is an instinctive painter, utilising the entire body as a canvas. Working with a household paint palette of vivid plastic colour, her paintings depict fictional characters whose narrative is drawn from an American TV and Film culture. The results are at once expressionistic, yet highly controlled and choreographed in their conception and creation. Presently exhibiting across two Galleries in London, we met at Poppy Sebire Gallery where the 2nd part of BACK-ROADS JOURNEY, GAS STATION is showing. PR: It seems like an obvious question but what makes you choose the American character, a cultural stereotype as a source for your work? Boo: English literature, gothic fiction,

writing by female writers speaking about the woman inside the home and books like the 'Mysteries of Udolpho'. They made me feel very claustrophobic, small rooms, dark lighting all these sublime and beautiful notions, at the same time I was reading Scott Fitzaerald and Walt Whitman with their beautiful sense of freedom and open spaces. It was the idea that the women sitting in these small dark spaces reading books about far-away places too, that possibly their brothers and fathers had brought back from the Grand Tour after seeing wonderful places in Italy and such and imagining themselves in castles abroad. The notion that in America women were able to be outdoors also and experiencing adventure rather than imagine the adventure. No limitations. PR: In our initial discussions you mentioned watching Westerns, as a child was this also linked? Boo: On Saturdays we would be at my grandparents and they would leave us in the TV room. There would be western after western on television, all in black and white. We would watch Technicolor films as well, so you'd be taking in Dorothy on the yellow brick road and it was a contradiction to the arevness but wonderful strange space of horses and men chewing straw. Brilliant. When I started my fine art degree I was aware of how fascinated I was with American imagery. It was the notion of freedom again; to use a received stereotype. "COWGIRL" image) insert PR: I have to ask, have you travelled much within America? Boo: I don't travel to the States very frequently unless I do a show there, I don't want to. There is this readymade imagery, an imaginary place that has

colour, heat and light. It's a country that had the glamour of the movies, the development of the New World, somewhere where writing was more relaxed. Writing that had structure still, as in the obvious differences between Raymond Chandler and Edgar Allen Poe for instance. But it's also a country that spawned Kurt Vonnegut writing of his travels: I think the open road just made sense to me. PR: How do you think your work is perceived in the US as opposed to other Countries you have shown in? Boo: I think it has something to do with universality of the images and the global nature of stereotype; people's reactions are similar. American culture is so pervasive around the world I think it is only in Cambodia that they don't have coca cola cans. I've hoped that the American collectors who have

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INTERVIEW BY POLLY RESIN

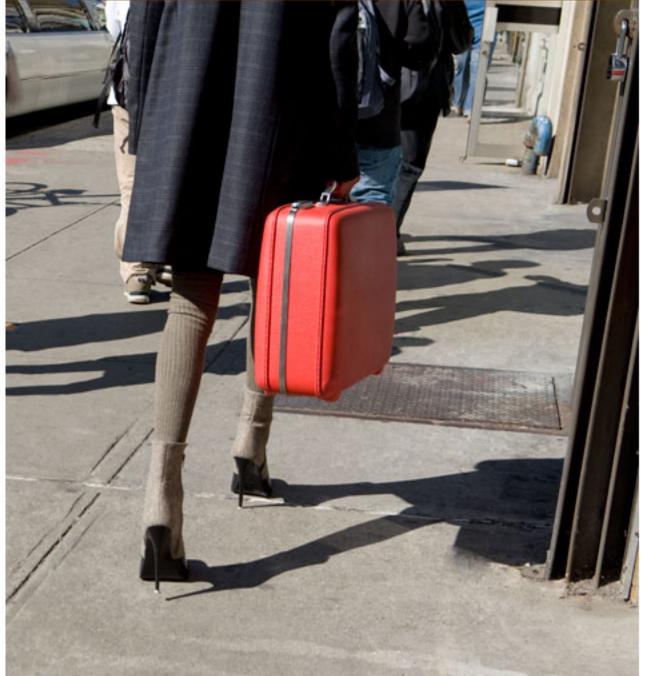


BY THE ROADSIDE, TRIPTYCH, 2009, EDITION 3, 2 APS, 152.4 X 340.46 CM UNFRAMED, ARCHIVAL DIGITAL PRINTS ON SOMERSET PAPER





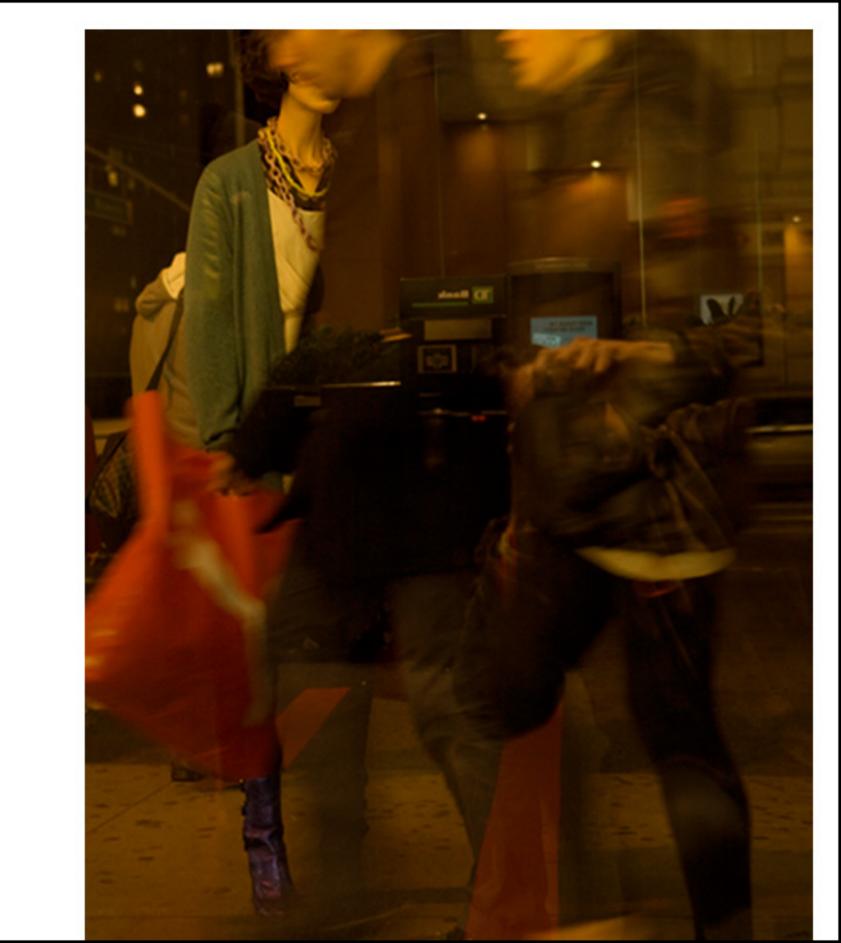




- 1 & 2 JACKET BY LOUIS VUITTON, SWEATER WORN AS DRESS BY HELMUT LANG, BOOTS BY GUCCI, GARTER BY AGENT PROVOCATEUR, SHEAR STOCKING BY WOLFORD
- 3 & 4 TANK TOP BY OHNE TITEL, SKIRT BY BURBERRY PORSUM, SHEAR ORGANZA STRIP ATTACHED TO SKIRT CUSTOMIZED, BOOTS BY BARBRA BUI
  - 5 THIGH HIGH BOOTS BY GUCCI
  - 6 BLACK SATIN PANTS BY ZERO + MARIA CORNEJO, SHOES BY LOUIS VUITTON, CUSTOMIZED SATIN SUSPENDERS BY STYLIST
- 7 & 8 DRESS BY ZERO + MARIA CORNEJO, CORSET BELT WITH SATIN BOWTIE BY MAGGIE NORRIS COUTURE.
- 9 & 10 COCOON COAT BY BARBARA BUI, TULLE SKIRT BY ISSEY MIYAKE, STOCKINGS BY WOLFORD, GARTER BELT BY VICTORIA SECRET
- 11 & 12 DRESS BY HELMUT LANG, VEST BY BARBARA BUI
  - 13 SKIRT BY LOUIS VUITTON, UNDER SKIRT BY ISSEY MIYAKE, BOOTS BY BARBARA BUI, CUSTOMIZED HEAD PIECE BY DAVID CRUZ.
  - 14 DRESS BY ALEXANDER WANG, CUSTOMIZED HEAD PIECE BY DAVID CRUZ.









- 1 & 2 MARIGOLD DRESS BY VINCENT VILLARIN, \$ 2850 AVAILABLE AT WWW.GREGMILLSLTD.COM, 212-391-0050, GREY TWEEDCOAT BY KAREN WALKER, \$ 588 WWW.KARENWALKER.COM FELT BOOTS BY A.F. VANDEVORST, VINTAGE BROOCH. STOCKINGS BY FALKE
- 3 & 4 KAKI WOOL PONCHODRESS AND KAKI TURTLENECK BY A.F. VANDEVORST RED SILK POLYESTER PANTS BY ISSEY MIYAKE, \$ 930, SHOES BY LOUIS VUITTON, \$ 1270 WWW.LOUISVUITTON.COM, BAG BY LONGCHAMP, \$ 310
- 5 & 6 BLUE WOOL COAT WITH RABBIT FUR COLLAR AND CROPPED SILK CAMISOL BY DIESEL, COAT \$100 (CAMISOL IS SHOWPIECE), BLACK WOOL PENCIL SKIRT WITH ZIPPER BY LOUIS VUITTON, \$ 1123 WWW.LOUISVUITTON.COM SOCKS BY WUNDERKIND, FELT PLATFORM BOOTS BY A.F. VANDEVORST
- 7 & 8 QUILTED COAT AND CHECKERED CREPE DE CHINE DRESS BY WUNDERKIND, COAT € 2160, DRESS € 2010 WWW.FORWARDFORWARD.COM (LA) SOCKS BY WUNDERKIND, FELT BOOTS BY A.F. VANDEVORST
- 9 & 10 PAILLETTES DRESS WITH VELVET BIB BY SONIA RYKIEL AND LUREX STOCKINGS BY SONIA RYKIEL
- 11 & 12 CREAM SILK AND MESH TOP BY BCBG MAX AZRIA, NAVY CHIFFON POLKADOT DRESS BY CANDELA, NYC, \$ 380, SHOPBOP, NYC, GREEN CASHMERE MEN'S CARDIGAN BY TROVATA, \$ 430 AT ODIN, METALLIC BLUE LEATHER BOOTS BY LAURENCE DACADE, \$ 995, WWW.GREGMILLSLTD.COM, VINTAGE BAKELITE NECKLACE
- 13 & 14 CHECKERED COTTON BUTTON DOWN SHIRT AND LAMBSKIN JACKET BY MARNI RESORT, SHIRT \$702 AND JACKET \$1800, BLACK WOOL PENCIL SKIRT WITH WHITE STRIPES BY WUNDERKIND, € 620, BORDEAUX STOCKINGS BY CAPEZIO, FELT ANKLE BOOTS BY A.F. VANDEVORST

FASHION EDITOR ANNETT MONHEIM
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ASSISTED BY MARIKO
MODEL CHRISTINA CAREY AT ELITE

## WHO SHOT ROCK & ROLL A PHOTOGRAPHIC HISTORY

Who Shot Rock and Roll: A Photographic History, 1955 to the Present October 30, 2009 – January 31, 2010 Brooklyn Museum www.brooklynmuseum.org

For a generation reared by MTV (when there were actual music videos shown on television) and now for an even younger generation nurtured by the likes of YouTube, MySpace and Facebook, it is difficult for them to distinguish an artist from their trademark videos. If you listen to the grunge anthem "Smells Like Teen Spirit" on your iPod, you cannot help but think of cheerleaders drudgingly waving their pom-poms as Cobain's angst-ridden voice floods a school gymnasium. It is quite the sharp contrast when you hear a video-less song that conjures up memories of a specific taste, summer vacation or a particular ex-lover. In its relatively short life span, music video has grown into a respectable art form but unfortunately has stolen a large portion of the spontaneity and intimacy photos have given the viewer. It begs the question; did video kill the radio star or did it annihilate the photographer?

At the Brooklyn Museum, curator Gail Buckland turned the curatorial lens onto the world of music photography by assembling Who Shot Rock and Roll: A Photographic History, 1955 to the Present, one of the first major museum exhibitions to delve into the imagery that paralleled the rock and roll revolution. While Buckland's background is in

photography, she is self-admittedly not a music expert. This lack of intimacy aided her in being impartial by judging the work not by the colorful characters being represented but on its own merit. Who Shot consequently examines both the iconic and seldom seen images as a legitimate art form.

Ironically, many of the photos shown, whether large-scale black and white prints or Polaroid self-portraits, were not initially taken with artistic or even photographic excellence in mind. For example, there is an Amy Arbus photograph in the show depicting Madonna standing on St. Mark's Place in 1983. Clearly, this was long before the "Material Girl" would become the indomitable queen of reinvention. Rather, the shotwas originally taken as part of the photographer's "On The Street" photo column that ran in the Village Voice. However, to Arbus looking through the lens, she was just another flamboyant personality that roamed the Lower East Side.

And then you had the group of photographers who were attracted to the nascent punk and new wave milieu almost a decade earlier. One such photographer, Godlis, documented that time shooting future Rock and Roll Hall of Famers. This included then recent art school grads Talking Heads awkwardly performing on stage at the now defunct CBGBs and an early incarnation of the more radio-friendly group Blondie practicing during soundcheck. At the time, his work was not highly regarded within the art world's caste system. Nor could he have predicted that this band of misfits he was shooting would go on to change the way we hear music. Godlis hopes this current showing will do the same thing for this genre of still images. "There's always a right time for reassessing things, and rock photography has never been really taken quite as seriously as other types of portrait photography even though there are some really serious people doing the work" he was quoted as saying. While critics and fans have accepted other genres such as fashion photography universally, many feel the time has come for these photos.

Along with the candid shots displayed in the museum, there is also a fair amount of commissioned studio work, which has indeed been recognized during its time as beautiful portraiture – Richard Avedon's striking



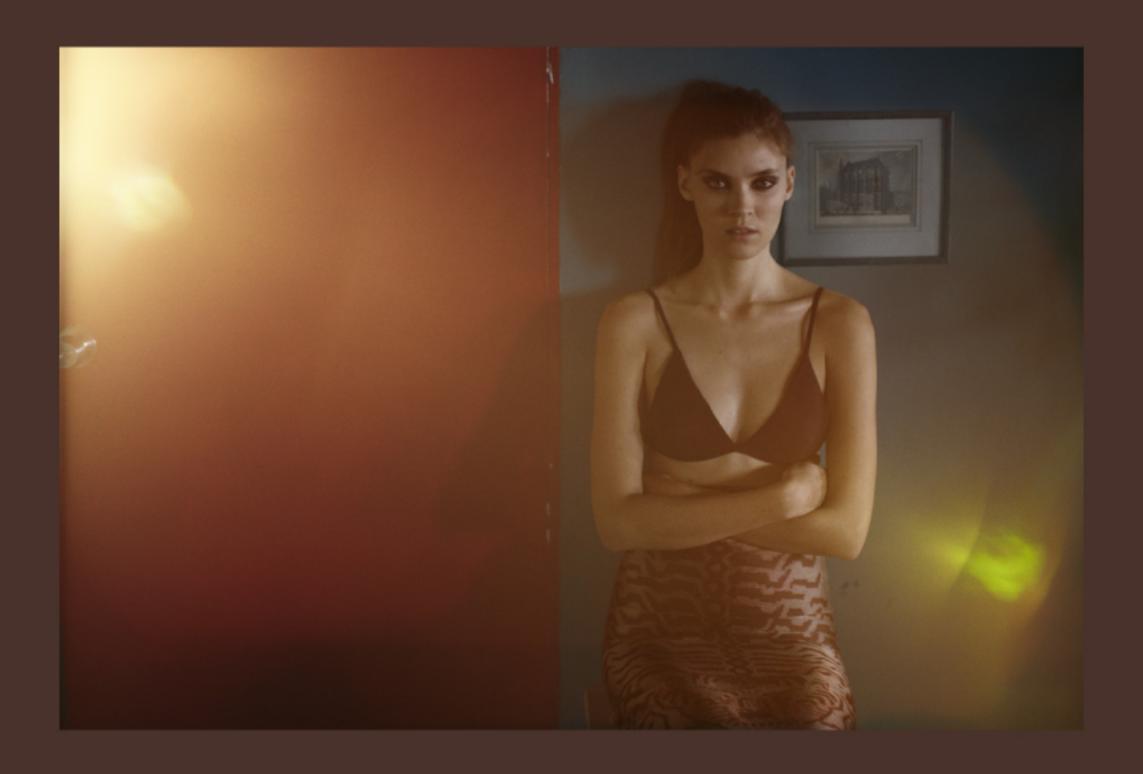


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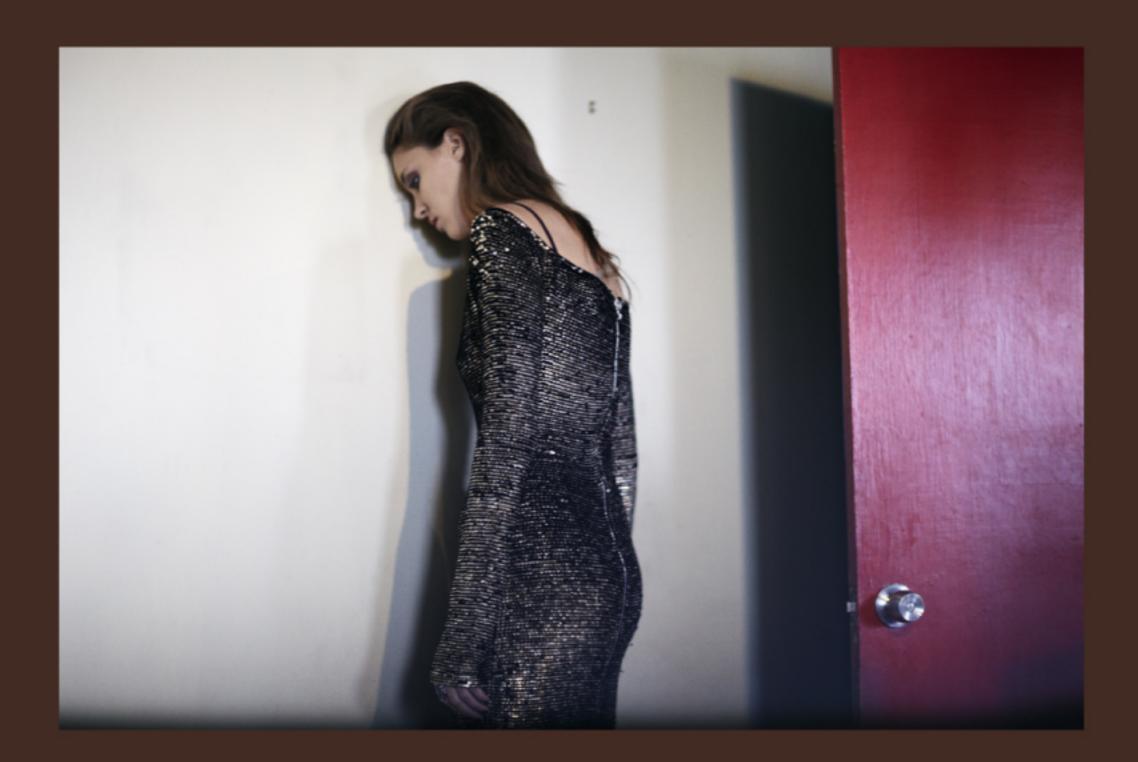
WRITTEN BY DANIEL ALONSO
PHOTOGRAPHER ERIC WEISS

## the intangibles

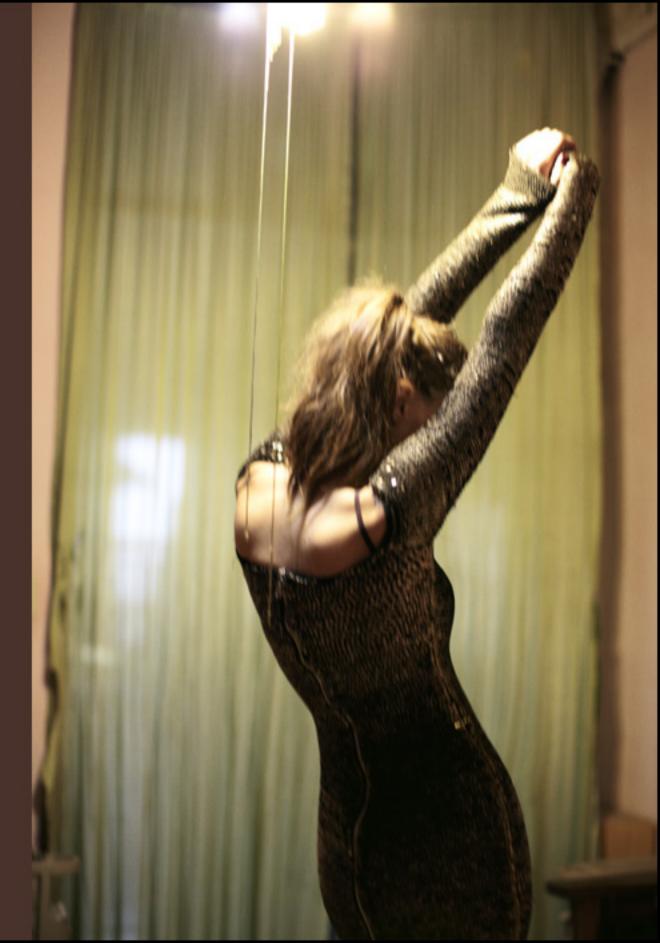
PHOTOGRAPHER ANNELISE PHILLIPS















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HAIR DAVID CRUZ USING REDKEN/CUTLER NYC
ASSISTANT LANCE CHESHIRE, RICHARD MAJCHRZAK
DIGITAL TECHNICIAN GREG HAERLING
ALLISON NIX @ WOMEN MANAGEMENT
RETOUCHING LA BOUTIQUE
PRODUCTION BRIDGET HARRIS @ AFG MANAGEMENT
PAULINE BEAUDEMONT @ AP STUDIO

- 1 & 2 BRA AND SKIRT BY MIU MIU
- 3 & 4 BLACK SKIRT WITH WHITE CRINELLIN BY MAGGIE NORRIS COUTURE MADE TO ORDER, SHOES BY LOUIS VUITTON
- 5 & 6 WHITE SHIRT BY WUNDERKIND, BRA AND BURGUNDY TIGHTS BY MIU MIU
- 7 & 8 BLACK LEATHER SHRUG BY ZERO + MARIA
  CORNEJO, WHITE CRINOLINE BY MAGGIE NORRIS
  COUTURE, LEGGINGS BY MIU MIU
  - 9 BLACK AND PURPLE WRAP DRESS BY GUCCI
  - 10 GOLD METALLIC OFF THE SHOULDER DRESS BY ALEXANDER WANG
- 11 & 12 GOLD METALLIC OFF THE SHOULDER DRESS BY ALEXANDER WANG

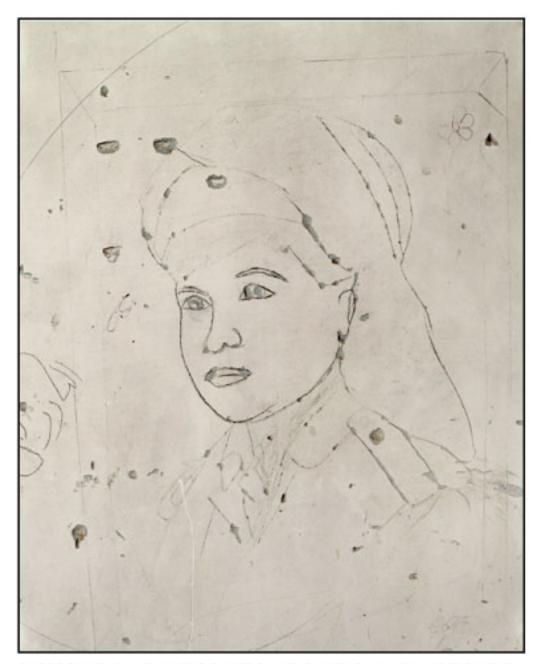
ALL MAKEUP KAT VON D SEPHORA
TRUE ROMANCE EYESHADOW PALETTE "BEETHOVEN"
RAD PURPLE
LUCIFER
TEQUILA

AUTOGRAPH EYELINER "TURBO LOVER" "PURO AMOR"

FACE TATTOO CONCEALER MEDIUM

PAINTED LOVE LIPSTICK "LOLITA"

APPLY USING SEPHORA DOUBLED-ENDED COLOR DIPPED



PHOTOGRAPH BY ADAM BROOMBERG AND OUVER CHANARIN, #2 FROM THE EXHIBITION THE RED HOUSE

The color red throughout history has

the color red in similar ways. In India the color red is often used in celebrating weddings. In China it is divine energy, Kurdish prisoners made on cell walls painting front doors red for luck within Saddam Hussein's Ba'athist and happiness. Mercuric Sulfide, party headquarters that also acted as Cinnabar, has become to be known as "Chinese Red" used as a pigment in oil paint. Major and minor directions throughout the world represent the changes in the path of one's life.

Adam Broomberg and Oliver many meanings from everyday signs Chanarin is a pair of photographers to cultural and religious symbols, from South Africa that have The most basic meaning is that developed a unique and distinct red denotes directions and major documentary style. As a team Adam and minor intersections, and I am and Oliver bring separate ideas to not only talking about STOP signs. their projects that creates a dialogue To westerners red lipstick brings that contributes significantly to the to mind passion and romance, every type of work they create and the heart that we see is red, every kiss strategies in which they approach one blows is red. Christ and his wine their subject. You may have seen their indicat life and a re-birth of the, work in galleries, museums to various cleansing one's soul of their sins. magazines like Color, Aperture and W. Other cultures around the world view They have received numerous awards

Titled The Red House, a set of 27 prints that featured drawings by

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WRITTEN BY PETER MATRA

# MUING ONE STEP AT A TIME

In 2005, Tanya Pinto took a three-month sabbatical from her job in advertising. She went to India, to Calcutta, to work with Mother Theresa's orphanage, to help children. She came back from that trip with a plan to start a non-profit that would raise funds for street children and orphans of India and has since raised more than \$200,000, money that has gone straight into the hands of carefully chosen local organizations for necessities including clothing, food, toilets, water filters and education. She has touched the lives, she estimates, of at least 3.000 children. If there is one lesson to be learned from this. from Ms. Pinto's story, it is the simple reversal of a commonly held belief: actually, one person can make a difference.

"Sometimes, when we look at the horrible statistics, it immobilizes us," Ms. Pinto said in a recent phone interview, explaining the paralysis of others in the face of huge hurdles,



explaining herself, maybe, before -she determined, new underwear. creating her organization, Baal Dan. "But we can't be scared off by statistics. If there is something you want to do something about, do it."

Taking a page from the Nike branding model - by day she is in brand management, after all, for Dallas-based The Richards Group--Ms. Pinto stared some very scary statistics in the face and just did it. In India, she discovered, there are more than 18 million street children, more than 25 million orphans and over 40% of children are malnourished. What could she do about this? As it turns out, she along with friends, family and coworkers, could, did and are doing a lot.

Even a little money can do a lot for the poor children of India. Such a simple truth was brought to light when Ms. that had been her dream after years of hearing about her grandfather's time spent in an orphanage in India. Her grandfather had passed away before she was born, but the story had been told often, with great impact. Of Indian descent, Ms. Pinto had lived all over the world, in Dubai, in Australia and in the U.S., but never in India. Finally making the trek, she said, was life-changing, not just for her; it turns out, but for many others as well.

A mere \$50 started it all. That is the sum a friend gave to Ms. Pinto when she left Dallas for Calcutta along with instructions to buy the children in the orphanage some candy. That money, though, converted into a whopping 2,000 rupees, far too much for just candy, even for 300 kids. And they needed so much, she realized, they needed everything. They had only hand-me-down clothing, right down to their underwear. They needed,

Compassion in her voice, Ms. Pinto "talked about laundry duties at the " orphanage where she worked, handwashing the hand-me-down diapers and underwear for hundreds of kids.

"We have so much in the U.S., such an over-abundance of stuff, and yet these kids didn't even have -underwear to call their own," she said. -

It was amazing what \$50 bought. -With it, all the kids had, among other things, new underwear and with that, she acknowledged -proudly, renewed dianity. a

Upon returning home to Dallas, telling her friend the story of how far his money had gone, he had been blown away. "He said, 'If I'd known I could help so many kids with just \$50, I would -have given you more money..." Ms. -Pinto first went to Calcutta, a journey -Pinto said. A light bulb went off in her head: despite such incredible, staggering statistics of children in need in India, there is so little awareness and maybe, maybe more people would be willing to help if they knew?

> Takina her skills in advertisina and brand management, Ms. Pinto created a brand name, Baal Dan, combining the word for child, Baal, and the word for donation, Dan. She developed a logo and a website and created a 501 (c)(3) complete with a board of directors. Then, she began to fundraise, primarily hitting up friends and coworkers

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WRITTEN BY STEPHANIE THOMPSON

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PUBLIC RELATIONS TALL POPPY MEDIA



ANNELISE PHILLIPS LIVES AND WORKS IN NEW YORK.ANNELISE PHILLIPS STUDIED AT THE ROYAL COLLEGE OF ART WHERE SHE DEVELOPED HER FORMATIVE WORK BEHIND THE LENS. SHE FORMED THE PHOTOGRAPHIC COLLECTIVE BLINKK ALONG WITH FELLOW ROYAL COLLEGE OF ART STUDENTS. THE GROUP QUICKLY ROSE TO SUCCESS AS THEY WON A MULTITUDE OF GLOBAL ADVERTISING CAMPAIGNS, ANNIE LEFT BLINKK IN 2008 TO FULFILL HER DESIRE FOR A SOLO CAREER AND TO CONTINUE HER OBSESSION WITH LIGHT, ATMOSPHERE AND THE SUBTLETIES OF HER SUBJECTS, SHE IS ALREADY CONTRIBUTING TO SEVERAL PUBLICATIONS AS A SOLO ARTIST AS WELL AS CONTINUING HER STRONG HOLD IN THE ADVERTISING MARKETPLACE.



STEVE COHEN STEVE COHEN IS AN AWARD WINNING NYC BASED STILL-LIFE PHOTOGRAPHER, HE IS DRAWN TO WHAT NATURE TEACHES ABOUT WHAT, AND HOW TO CREATE. HE FIRMLY BELIEVES IN THE BEAUTY OF MOST EVERYTHING WITH THE EXCEPTION OF FOODS CONTAINING GOAT CHEESE. WHEN NOT PHOTOGRAPHING FOR ADVERTISERS. RETAILERS AND EDITORIAL PUBLICATIONS STEVE CAN BE FOUND WORKING ON PERSONAL PROJECTS INVOLVING FREECYCLING AND FACIAL HAIR. HE IS REPRESENTED BY MARTHA NORTH AT TRUE MANAGEMENT.



JEFFERY JONES PHOTOGRAPHER JEFFERY JONES WAS BORN IN SOUTHERN CAUFORNIA SPENDING MOST OF HIS CHILDHOOD IN AND AROUND THE BEACH, AT THE AGE OF 9 HE BEGAN SURFING. SINCE THEN HIS LOVE FOR THE OCEAN HAS NEVER LEFT HIS SIDE AND HAS BEEN A MAJOR INFLUENCE FOR HIS APPROACH TO HIS WORK. CURRENTLY JEFFERY IS WORKING ON HIS PERSONAL SURF BOOK AND IS

CONTINULEY CONTRIBUTING TO NUMEROUS FASHION PUBLICATIONS SUCH AS I-D, PAPER, DEUTSCH & NOW AWANTED MAGAZINE. JEFFERY HAS BEEN LIVING IN NEW YORK FOR 9 YEARS NOW AND TRAVELS A LOT FOR VARIOUS SHOOTS AND EXTENSIVE SURFING TRIPS WITH FRIENDS.



KEVIN DAVIES BORN IN LONDON AND RAISED IN CORNWALL KEVIN STARTED HIS PROFESSIONAL CAREER AS AN EXTRA IN THE CULT TV SERIES POLDARK AND ENDED HIS FORMAL EDUCATION WITH A FINE ART DEGREE FROM WINCHESTER SCHOOL OF ART, SINCE THEN HE HAS BEEN EVOLVING AS A PHOTOGRAPHER AND DEVELOPING AS A PARENT, HE HAS PHOTOGRAPHED PERSONALITIES INCLUDING U2, LUCIEN FREUD, DAPHNE GUINNESS RON ARAD AND CARLA BRUNI. KEVIN ALSO SHOOTS FASHION AND BEAUTY STORIES FOR A NUMBER OF LEADING TITLES



LISA MOSKO BORN IN ROME AND SCHOOLED IN NEW YORK CITY, HAS ESTABLISHED FOR HERSELF A STRONG FOOTHOLD IN THE INDUSTRY. WITH OVER 10 YEARS IN FASHION, LISA COLLABORATES WITH TOP INDUSTRY HEAVYWEIGHTS SUCH AS STEVEN KLEIN, MATTHIAS VRIENS, JENNY GAGE & TOM BETTERTON, DUSAN RELJIN, MARK ABRAHAMS, JAMES WHITE, MARC BAPTISTE, AND GUY AROCH AND HAS STYLED CELEBRITIES AS DIVERSE AS BRAD PITT, CHLOE SEVIGNY, SCARLETT JOHANSSEN, MATTHEW FOX, JULIA STILES, L.L. COOL J. AND ROSARIO DAWSON. SHE WORKED AT SURFACE MAGAZINE AS FASHION EDITOR IN 2003 AND 2004, WHERE SHE ORGANIZED AND FOUNDED A PREVIOUSLY UN-ESTABLISHED FASHION DEPARTMENT. SINCE HER LEAVING POST AT SURFACE, LISA HAS GONE ON TO WORK AS A FREE-LANCE FASHION CONSULTANT AND STYLIST SPECIALIZING IN HIGH END EDITORIAL, ADVERTISING AND CELEBRITY. CLIENTS INCLUDE VOGUE, VANITY FAIR, INSTYLE, BERGDORF GOODMAN, TIMEX, ISSEY MIYAKE, ABSOLUT VODKA, BILL BLASS, THEORY AND TOURNEAU



DANIEL ALONSO BORN IN ARGENTINA, A NEW YORK CITY-BASED WRITER WHOSE WORK HAS APPEARED IN VARIOUS MAGAZINES AND BLOGS INCLUDING JUXTAPOZ, BROOKLYN VEGAN AND THE MUSIC PUBLICATION ORIGIVATION, LOCATED IN PHILADELPHIA.

DANIEL EARNED HIS BACHELOR OF FINE ARTS AND A MINOR IN ENGLISH FROM THE RHODE ISLAND SCHOOL OF DESIGN. HE HAS WORKED AT V MAGAZINE, VMAN AND INSTYLE. IN HIS SPARE TIME HE CAN BE FOUND VOLUNTEERING AT ANIMAL SHELTERS AND ELEMENTARY SCHOOLS, SCOURING FOR VINTAGE VINYL AND LEARNING NEW SKILLS LIKE SILK-SCREENING.



STEPH THOMPSON

A BROOKLYN-BASED WRITER, CURRENTLY, SHE IS FOCUSED ON A BLOG PROJECT THAT FOLLOWS HER JOURNEY GIVING OUT PUFFY GOLD STARS TO PEOPLE, JUST FOR TRYING (WWW.GOLDSTAR4TRYING.BLOGSPOT) AND ON COMPLETING HER FIRST NOVEL PREVIOUSLY, MS. THOMPSON COVERED PACKAGE GOODS MARKETING FOR TRADE PUBLICATIONS INCLUDING BRANDWEEK AND ADVERTISING AGE, INTERVIEWING SUCH STALWARTS AS SKATEBOARDER TONY HAWK FOR REPPING A VARIETY OF FRITO-LAY SNACKS AND ROMANCE NOVEL COVER BOY FABIO FOR HIS RECURRING ROLE IN I CAN'T BELIEVE IT'S NOT BUTTER ADS. SHE LIVES IN PARK SLOPE WITH HER HUSBAND AND TWO SONS.



POLLY RESIN POLLY RESIN LIVES IN LONDON. AFTER A SPELL WORKING IN DOCUMENTARY AND FEATURE FILM SHE NOW WRITES FOR A PASSION, ON PEOPLE, ART AND SMALL FICTIONS. "THE WORLD IS A BOOK WAITING TO BE WRITTEN, ITS PEOPLE THE CHARACTERS FORMED LIKE CUBIST PORTRAITS FROM THE FACES OF AGING BABIES, "PR USING HER BLOG POXYMAGAZINE AS A NOTE BOOK FOR SKETCHING OUT NEW IDEAS, POLLY IS CURRENTLY CREATING A SHORT THRILLER SET IN A CARDBOARD CITY OF MUSIC , MAGICIANS, MOGULS AND JEWELS.



JOHNNY GEMBITSKY RESIDES BETWEEN NEW YORK AND EUROPE, HE HAS WORKED FOR VARIOUS PUBLICATIONS. INCLUDING: PURPLE, TEEN VOGUE, THE INDEPENDENT MAGAZINE .THE NY TIMES



ANNETT MONHEIM BORN AND RAISED IN AACHEN, GERMANY, EARLY INTEREST IN PHOTOGRAPHY (FATHER WAS AN AMATEUR PHOTOGRAPHER, SO LOTS OF COLLECTORS PHOTOBOOKS AT HOME , MOTHER SUBSCRIBED TO VOGUE) AFTER SCHOOL PUNKED AROUND FOR A WHILE. THEN PROFFESSIONAL MAKE UP TRAINING IN MUNICH AND COLOGNE, ACCIDENTAL LAUNCH AS A MODEL FOR ELITE, LIVED IN PARIS, LONDON, MILAN, MEANWHILE DOING STYLING AND MAKE UP FOR TESTS FOR OTHER MODELS WITH PHOTOGRAPHER FRIEND, STARTED STYLING AFTER 5 YEARS OF MODELING, MOSTLY PARIS AND LONDON. JOINED STREETERS IN 1994 IN LONDON. WORKING FOR ID MAGAZINE, THE FACE, GERMAN COSMOPOLITAN, WIENER AND TEMPO MAGAZINE (GERMAN ) AMONG OTHERS . MOVE TO NEW YORK IN 1996. FASHION EDITOR FOR ITALIAN GLAMOUR AND ITALIAN MARIE CLAIRE, CURRENTLY CONTRIBUTING FASHION EDITOR FOR PAPER MAGAZINE.

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