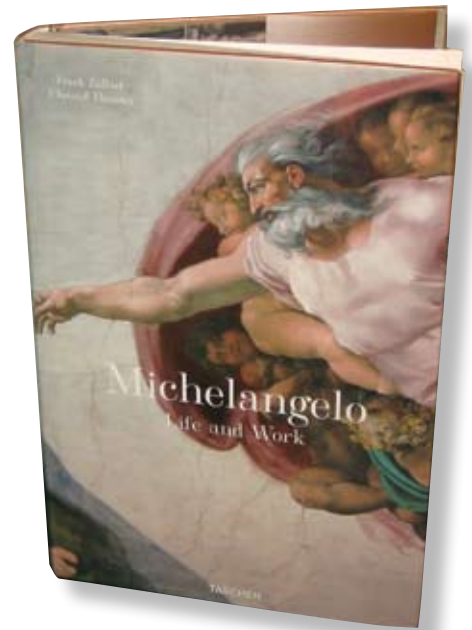


TASCHEN GOLDEN BOOKS SERIES

IN COMMEMORATION OF ITS THIRTIETH BIRTHDAY, TASCHEN BOOKS will re-release several of its most popular titles at celebratory prices as part of its Golden Books series. Snag Michelangelo: Life and Work (\$40, pictured at right, originally released for \$200) to soak up full-page reproductions and close-ups of the artist's most influential work — from the frescoes of the Sistine Chapel to his celebrated sculptures and architectural designs.

The subjects of the Golden Books range from photography to architecture, offering a book for every kind of art lover. Photographer David LaChapelle's Heaven to Hell is a seductive combination of surrealism and pop culture. Norman Mailer's MoonFire: The Epic Journey of Apollo 11 chronicles the 1969 moon landing through photos, maps, hand-written letters and exclusive images from private collections. Each Golden Book is republished in a slightly different version from its original; for example, MoonFire is only a few inches smaller than the original limited-edition book, but at \$40, the price difference is well worth the downgrade in size — the original price tag was \$1,000. Taschen will be releasing a new Golden Book each month. For more information about available titles, visit taschen.com.
(—Lauren Sieben)



ANDY WARHOL: MAKING MONEY

Preface by Berkeley Reinhold
Contributions by Vincent Fremont and Deborah Harry
Rizzoli, \$20

AS A SPECIAL GIFT FOR THE DAUGHTER OF ONE OF his closest friends — diamond dealer and art collector John Reinhold — Andy Warhol created a one-of-a-kind book in 1981. That book, Making Money, is about to be published for the first time, featuring never-before-seen drawings. This whimsical edition captures Warhol's famed attitudes toward art and commerce. The book begins with simple outlines and curves, which evolve from abstract shapes into recognizable renderings of the artist's famed dollar sign. Making Money is an astute expression of how Warhol developed and revelled in the confluence of art and commerce. Over the course of his life, he made many pronouncements on his fascination with the dollar — both the symbol and the currency it represents. So it seems natural that the dollar sign (itself one of the most recognized symbols in the world) should be enshrined in the pantheon of Pop art by his hands. Warhol famously said, "Big-time art is big-time money." This book suggests that the reverse is also true.
(—HN)



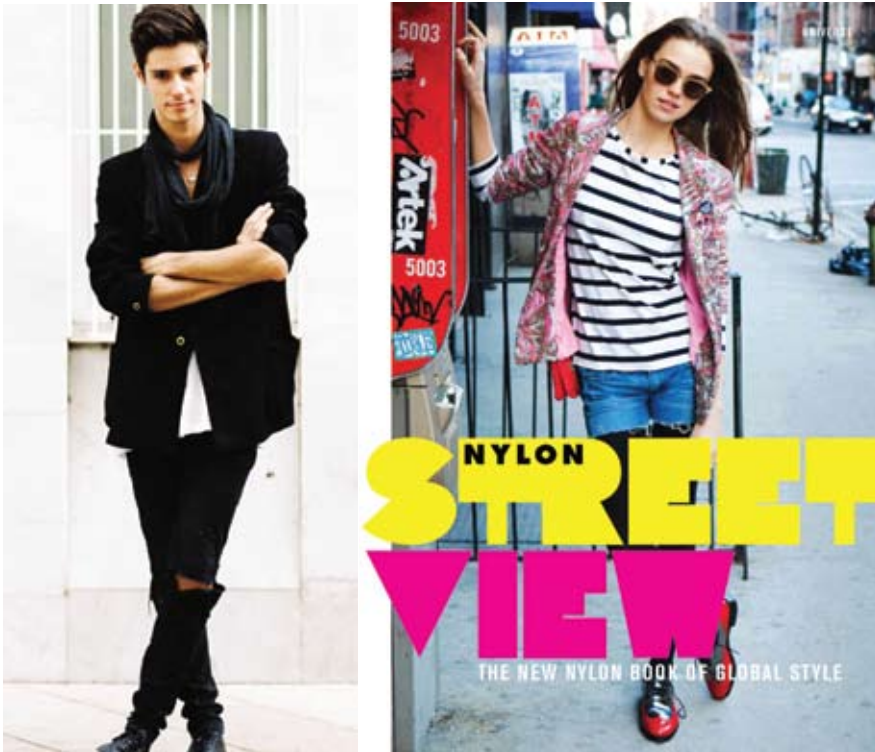
ASSUME VIVID ASTRO FOCUS

Introduction by Natalie Kovacs; Contributions by Cay Sophie Rabinowitz
Rizzoli, \$60

ASSUME VIVID ASTRO FOCUS IS PERHAPS A MISLEADING NAME: It may sound like an über-hybrid of American-made car names, but it's really a quirky collective of visual artists. This retrospective of their work offers 270 pages of their colorful, self-proclaimed "cacophonous" contemporary art.

The collection covers 22 of the collective's international exhibitions, which evoke a style described in the book's preface as "gospel-meets-disco." The relentlessly bold color palette and flamboyant images could conjure a few other comparisons (acid-trip-meets-sex-shop, pop-culture-meets-Candyland-game-board). But despite each exhibition's eccentricity, the book coherently presents the collective's love affair with loud color and images recycled from the likes of magazines, children's stickers and graffiti, among other sources.

AVAF's work has been featured in some of the world's finer art museums and hailed by critics internationally from the Bronx to Brazil. Contemporary art connoisseurs and the art-illiterate alike should be able to appreciate the collective's brazen combination of pop culture iconography, psychedelic shapes and, yes, vivid neon lights.
(—LS)



50 FASHION DESIGNERS YOU SHOULD KNOW

By Simone Werle
Prestel, \$20

FIFTY OF FASHION'S MOST INFLUENTIAL and prolific designers are profiled here in colorful tributes that capture their most memorable creations. Red-carpet regulars Armani, Prada, Calvin Klein and Dolce & Gabbana are included. You'll also recognize classic clothiers Christian Dior, Karl Lagerfeld and Oscar de la Renta. Every designer gets a short biography outlining his or her life, the impact he or she had on the world of fashion and how it has helped pave the way for future designers. Learn how the early 20th-century designs of legends like Coco Chanel made history, and discover who's making it now: Stella McCartney, Marc Jacobs and Tom Ford (to name a few).

It is fascinating to study the different audiences for which each fashion icon has designed and what styles they popularized as a result: The way Yves Saint Laurent's suiting revolutionized the way women dressed; how Diane von Furstenberg's prints and classic wrap dress transformed the closets of millions of women. And who could turn down insight into the processes of famed couturiers such as Helmut Lang, Vivienne Westwood and Jean Paul Gaultier? Accompanied by photographs that clearly illustrate the transformative power of fashion, *50 Fashion Designers You Should Know* is a celebration of diverse ideas and innovation — an essential handbook for a century of fashion. (—HN)



STREET VIEW: THE NEW NYLON BOOK OF GLOBAL STYLE

Universe, \$25

NYLON MAGAZINE'S STREET VIEW: THE NEW NYLON BOOK OF GLOBAL STYLE showcases fashion trends from seven distinct style capitals: New York, London, Tokyo, Stockholm, Barcelona, Los Angeles and Montreal. The book breaks down each city's looks by highlighting multitudes of people on the street with quotes from each subject — fabulous inspiration for fashionistas. But since *Street View* tends to zero in on the urban hipster population, some styles may be too abstract to adapt into real-life wardrobes for the less fashion-forward. For example, 22-year-old musician/librarian Berta from Barcelona describes her fashion in five words or less: "Gray-anti-sexy-soft-violent." But even if the baggy rompers and painted-on pants are not wearable looks for you, *Street View* offers an interesting glimpse of international fashion in each city. From the American Apparel undertone of LA to the Harajuku girls of Tokyo, the book provides intriguing surveys of each city's style motifs accompanied by an expansive collection of eye candy. (—LS)