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"Pressestimmen 'At the pulsating intersection of 60s iconography and iconoclasm stood George Lois, genius adman, who went on to sock it to the nation's eyeballs as Esquire's cover designer. As he publishes his visual memoir, Lois says he has no heirs. He may be right.\$ellebritytoots its horn as loud and proud as the photo of Muhammad Ali that shouts from the cover.'-Vanity Fair 'Packed full of amusing, insightful and always idiosyncratically opinionated anecdotes. Not to be missed.'-Creative Review 'Fascinating and lavishly illustrated... For anyone interested in how celebrity becomes iconography, in how fame sells, or in the huge creative boom in advertising in the Sixties, this book is unmissable.'-OK! 'Inspirational... Lois produced some of the most memorable covers in magazine history.'-Esquire 'Will make you look trendy.'-Tatler 'Irreverent in the extreme with no apparent order... However, the lack of order does lend itself well to the content, which is stunningly original. The images generally have a real 'stand-alone' quality which makes \$ellebrity a real page-turner... Master of the aesthetic sell, he does not need to try hard to convince us of his genius.'-baseline Synopsis Born in the Bronx to Greek immigrant parents, George Lois left art school in his sophomore year and ultimately landed in the advertising department at CBS. He joined Doyle Dane Bernbach as an art director in 1959, immediately establishing himself as the talented 'enfant terrible' of the American adverting industry. He left to start his own agency, Papert Koenig Lois, in 1961, where his seminal ads for such products as Smirnoff vodka and Coty cosmetics established him as a media darling as well as a master of the provocative sell. In October 1962 he began designing covers for 'Esquire' magazine, among them the famed Andy Warhol shot, Muhammad Ali as St Sebastian (1967), and Claudia Cardinale, in a transparent vinyl dress, straddling a motorcycle (1966). Presciently anticipating the personality-driven ad world of today, Lois was one of the first creative directors to use celebrities - brilliantly and often outrageously - to express big ideas in ads, commercials, music videos and magazine covers. This book takes the reader through 140 campaigns and 'Esquire' covers, featuring celebrities like Mick Jagger, Frank Sinatra, Jack Nicholson, Jacqueline Onassis, and Woody Allen; sports greats; famous politicians such as John F. Kennedy and Martin Luther King, Jr; and clients ranging from Cutty Sark whiskey to Olivetti, 'USA Today', American Airlines, Pepsi, Xerox, and the sports network EPSN. Alle Produktbeschreibungen"

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