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Oliviero Toscani



Synopsis

Oliviero Toscani is one of world's most high profile image-makers. Best known for his shocking advertising campaigns; particularly those for the United Colors of Benetton from 1982 to 2000. Featuring Toscani's most famous campaigns and exploring his drive to make provocative images that focus on controversial themes, ranging from religion and sex to politics and body-image. Contributions from key people in the fashion, photography and advertising industries including Anna Wintour, David Bowie, Bill Cunningham, Valentino and David Bailey. Ties in with an exhibition in October 2014 in Milan. This book is made up of over 20 articles on various themes and campaigns key to Oliviero Toscani's extraordinary career spanning over fifty years particularly his work with Benetton from 1982 to 2000, which was some of the most shocking advertising ever seen - in some cases provoking lawsuits and the removal of Benetton clothing from stores. However, he worked wonders for the company, making it into one of the world's most recognized clothing brands - despite no items of clothing appearing in the campaigns between 1990 and 2000. Laid out in a magazine format, it covers his work from being the creative force behind brands and advertising campaigns, to his work on numerous social design projects. The book also looks in detail at Toscani himself, with contributions from some of the leading people he has worked with over the years, such as Anna Wintour, David Bowie, Bill Cunningham, Valentino and Naomi Campbell. Toscani's photography often depicts what no one has ever dared to explore before in advertising, such as homosexuality, racism and anorexia. This controversial approach to photography as a medium for sending provocative messages is what he is most renowned for and is looked at in detail in this book. Contents: Foreword; Introduction; over 20 themed articles including Andy Warhol's Factory; New York, New York (Vogue shoot); Jeans and Jesus; Black and White - The Benetton Years; The Balkans; No Anorexia; Made in Italy - The New Italian Landscape; Out in Africa.

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Customer Reviews

Oliviero Toscani is one of world's most high profile image-makers. He is best known for his shocking advertising campaigns; particularly those for the United Colors of Benetton from 1982 to 2000. He has worked with many of the world's most successful brands including Esprit and Chanel, and as a fashion photographer for leading international magazines.

Oliviero Toscani is a revolutionary in photography. He is a great teacher pushing the photographers to go beyond the standard, to be creative, to find out beauty in imperfection. he is always challenging the common sense, the accepted rules, the establishment.

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