



## **Giorgio Armani (Guggenheim Museum Publications)**

*By Germano Celant, Harold Koda*

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A Guggenheim Museum Publication

Elegant and unprecedented, this lavish volume accompanies a major exhibition at the Solomon R. Guggenheim Museum, New York, exploring the life and work of the highly influential fashion designer Giorgio Armani.

Armani has been universally credited with both radically changing the rules of contemporary fashion and, by removing excess ornament and translating traditional sportswear looks into business and evening wear, creating a timeless version of modern dress. A wealth of illustrations, including editorial and advertising shots and new, specially commissioned photographs, chart the evolution of Armani's designs from the earliest sketches to their carefully orchestrated presentation as finished work.

Celebrated authors from the worlds of fashion, film, art, and design analyze the scope of Armani's achievement and his cultural and sociological impact on the ways both women and men dress today. In addition, personal photographs of Armani's houses and travels offer an intimate look at the man behind the fashion legend.

GERMANO CELANT is senior curator of Contemporary Art at the Solomon R. Guggenheim Museum, New York.

HAROLD KODA, formerly a curator at the Metropolitan Museum of Art and director of the Museum at the Fashion Institute of Technology, both in New York, is now an independent costume curator.

PAOLA ANTONELLI is a curator at the Museum of Modern Art, New York. NATALIA ASPESI is an Italian fashion journalist. MARSHALL BLONSKY is a cultural critic and an adjunct professor at the Tisch School of the Arts, New York University. JAY COCKS is a screenwriter and former journalist. Patrick McCarthy is chairman and editorial director of Women's Wear Daily. SUZY MENKES is fashion editor of the International Herald Tribune. CAROLINE RENNOLDS MILBANK is a fashion historian and author. MARTIN

SCORSESE is an award-winning film director. INGRID SISCHY is editor-in-chief of Interview magazine.

350 illustrations, 250 in full color, 10 x 12"

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### Editorial Review

#### Amazon.com Review

A long, long time ago in a galaxy far, far away, the future began. The future of fashion, that is. Of course, it wasn't quite so long ago (it was the 1970s), and it wasn't quite so far away (it was Milan, Italy). Right there and then, the world witnessed the birth of the sports coat. This one jacket spawned the beginnings of casual dress and semi-androgynous fashion. This may not seem so radical now, but think about what came before. Look back to the *Vogue* magazines of the mid-20th century: the clothes were spectacular and elegant with very fitted waists, skirts with crinolines, crisp lines in men's suits. It was a severe and dramatic look; the body was very contained, almost sculpted by the clothes. But the times were changing, and comfort was coming into its own, explicit in the hippie wares of the 1960s.

Along came Italian designer Giorgio Armani. He fused the softness of jeans and ponchos with more convention, and built a fashion empire from the deconstruction of the shape-shifting suits of the 1940s and '50s. Fashion publisher Patrick McCarthy explains, "His mission, a rather democratic mission at that, has been to return elegance to clothing without abandoning the ease and comfort that crept in during the 1960s." *Armani*, the catalog accompanying the exhibit at New York's Guggenheim Museum, showcases the designs of this now very famous fashion insider. From sportswear to glamour, the book traces the history and styles of Armani's last three decades. Chapters range from ideas about gender, world culture, and architecture to a most interesting essay on Armani's relationship with cinema (his rise to fame was very tied to the release of the film *American Gigolo*). The photographs range from magazine advertising and billboards to family and celebrity pictures to lineups of Armani-clothed mannequins. -- *J.P. Cohen*

#### From Library Journal

Italian designer Giorgio Armani's label has retained its status for 25 years, and it is still revered by celebrities and celebrity watchers alike. Now Armani has received the ultimate kudos, a retrospective at the Guggenheim Museum in New York and this luxurious exhibition catalog. Readers will recall Richard Gere in Armani clothes in *American Gigolo* (1980), but Armani's importance to men's and women's fashions goes beyond film. His genius of unstructured yet refined luxury in formal wear and sportswear is well documented here in 350 illustrations, mostly by the best fashion photographers, and through insightful essays by over a dozen curators, editors, and fashion historians. Included is a lengthy interview with the designer and even family photos. The variety of layouts allows this thick book to avoid monotony, but tiny 1" thumbnail photos of celebrities wearing Armani are downright annoying. One can't see any details! Though there is no index, the extensive notes and bibliography enable further research. Recommended for all fashion collections.

Therese Duzinkiewcz Baker, Western Kentucky Univ. Libs., Bowling Green

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