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MUHAMMAD ALI

The Greatest Of All Time

Muhammad Ali: three times world heavyweight champion of the world, fighter for freedom and equality, and arguably the greatest sportsman to have ever lived, now has another achievement to his name — most ambitious book publishing venture in history.

This year Taschen released *GOAT: Greatest of All Time*. A mighty tome, measuring 50cm by 50cm, weighing 34 kilos and chronicling six decades of Ali's life through nearly

800 pages of pictures and articles from hundreds of the great man's closest observers. Limited to a print run of 10,000, each is bound by the Vatican's official bindery, housed in a silk-covered case, and autographed by Ali himself. It's greatness at a price — \$6000 a piece.

Typical of Ali though, mere greatness isn't enough. So the first 1000 copies are dubbed "The Champ's Edition". With a white silk cover and four autographed silver prints by career-long Ali photographer Howard L Bingham, each one costs \$15,000 and comes mounted on a structure designed by US conceptual artist Jeff Koons. The book's monumental status can be gauged by how it has won over Ali's sporting peers — John McEnroe recently paid US\$28,000 for a copy of the *Champ's Edition* at a charity auction.

Here, from the book, we present a few of the 3000 iconic images and quotes that have punctuated Ali's incredible life. A glimpse at a titanic tribute to a living legend: the greatest of all time.

