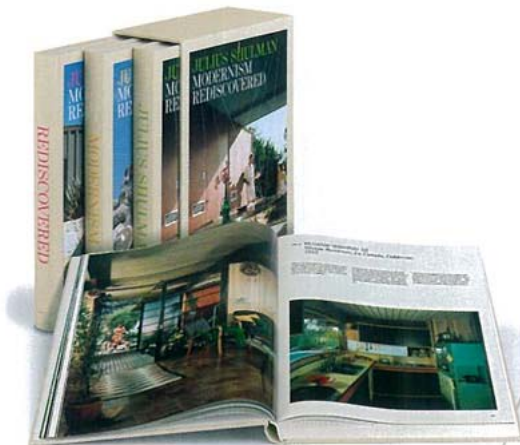


&gt; RARELY SEEN IMAGES FROM THE JULIUS SHULMAN PHOTOGRAPHY ARCHIVES

&gt; WWW.TASCHEN.COM



## ARCHITECTURALLY ... FASHIONABLE

Julius Shulman's images pioneering the principles of design  
 ... a master's eye with a genius approach  
 push into methodic professionalism the critical modernist epopea

by Isabella Richardson  
 on the melody of "So Long Frank Lloyd Wright" by Simon & Garfunkle

Originally published by Taschen in 2000, the book *Modernism Rediscovered*, brought light for the first time on forgotten architectural masterpieces. Drawn from photographer Julius Shulman's personal archives, the book pays tribute to residential and commercial buildings that had slipped from public view. His stunning photographs capture a rarely seen side of California Modernism; with his sharp eye for form and content, his intuitive timing and distinctive camera angles, he produced bold portraits of hundreds of modern structures beyond Los Angeles. Through Shulman's lens, buildings become unique studies of mass, shadow, and light. Shulman has spent most of his life chronicling the masterpieces of modernism. As one of the leading architectural photographers of the 20th century, artist Julius Shulman developed a close association with the leading modernist architects of the 1950s and 1960s. What is being rediscovered in *Moderism Rediscovered*, is not Shulman's work but a particular view on modernist architecture. Taken from originals, it makes Shulman's depiction of L.A. modernism look startlingly fresh. This epic, three-volume retrospective has emerged from Shulman's phenomenal back catalogue, a working archive of 260.000 prints, negatives and colour transparencies. Directed and produced by Benedikt Taschen, the long-time friend and publisher of Shulman's work, this is a comprehensively chronological and beautifully produced, monument to a long career. The classic elements of a Shulman shoot are carefully posed models set against clean, streamlined furnishings and stunning vistas of cityscapes or sunburnt Californian landscapes. It is not modernism with socialist ideology, but with the glamour of capitalism. The way he used people in his photography was not to depict the messiness of life or in some way to disrupt the typical perfection of architectural photography, but to add finesse. His photos, be they editorial or private, seemed like adverts for a lifestyle or stills from the movies. This book show that the link between Shulman's work and the cinematic output of L.A. went beyond the stylistic and even at the age of 97, Shulman maintains a rigorous work schedule and still photographs buildings throughout the country. Taschen truly pays tribute to the hidden gems of mid-century modern architecture, using never before published images and notes from Shulman's abandoned files, that is a must have for anyones collection...