



HELMUT NEWTON



Now Available In Small

NAMED for its size, "SUMO," Helmut Newton's 1999 monograph, is a beast of a book. More than two feet tall, 480 pages thick and weighing nearly 70 pounds (for manageability, each of the 10,000 editions came with a stainless steel stand designed by Philippe Starck), it was the largest and most expensive book of the 20th century. A copy signed by more than 100 celebrities portrayed in it sold at auction in 1999 for \$350,000. Today, issues go for \$10,000 and up.

Not in the budget? No matter. In celebration of the 10th anniversary of "SUMO," a considerably smaller edition is now being released, priced at a relatively puny \$150. "Helmut always longed for a more democratic dispersal of his work," Benedikt Taschen, the book's publisher, explained. "This new edition is the fulfillment of an ambition conceived years ago. We jokingly referred to it as 'Newton for the poor.'"