





ALICE SCHWAB

THE IMAGE MAKER

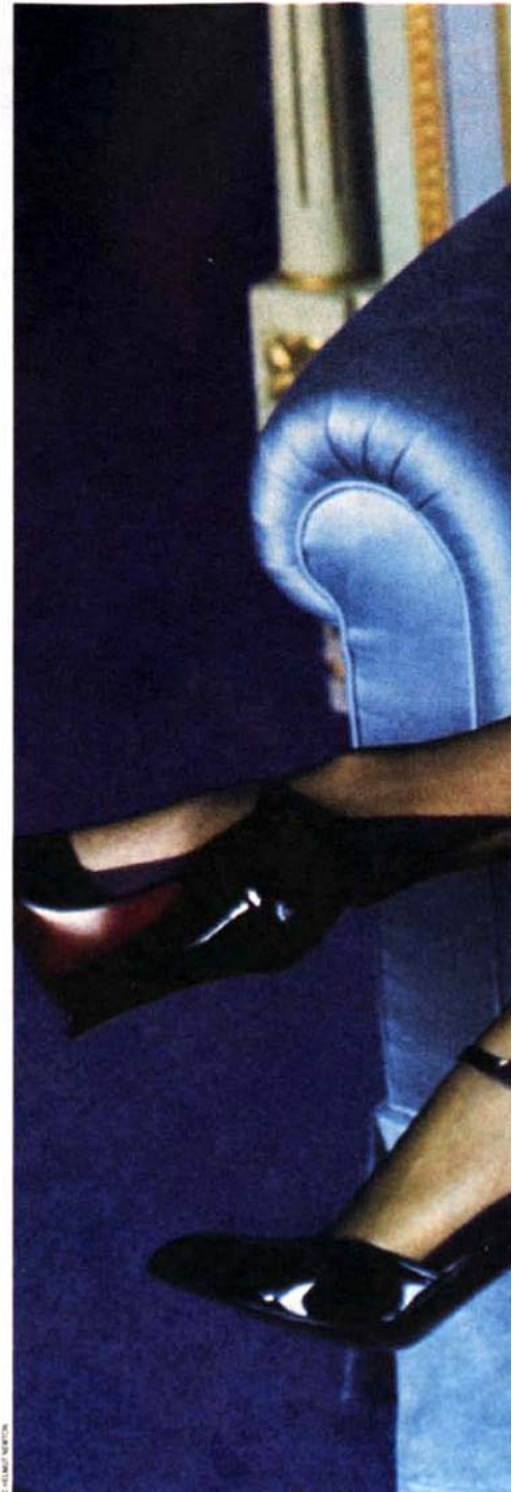
From the world's biggest coffee-table book to the rarefied delights of vintage S&M artwork, Taschen has broken every convention of publishing. Thirty years after he started out selling comics, founder **Benedikt Taschen** picks his proudest moments



THE STANLEY KUBRICK ARCHIVES

↑ **'The Stanley Kubrick Archives' by Alison Castle (2005)** 'We had full access and the total support of Kubrick's family. It was a dream - using the archive of one of the greatest film-

makers in history. (By the way, in "Eyes Wide Shut", Kubrick used a number of Taschen books as props!) **Malcolm McDowell and his droogs shooting a scene from Kubrick's 'A Clockwork Orange'**



LORENZO NUNZIATI

↑ **'Sumo: Helmut Newton' (1999)** 'This was a pivotal moment in Taschen's history. "Sumo" was published as a homage to the book in the digital age. Helmut Newton's photography had always had

a strong impact on me, but it took nearly 15 years for him to agree to make the book.' **Villa d'Este, Lake Como, 1975. Top left: Taschen and Newton launching 'Sumo' on its special Philippe Starck table**

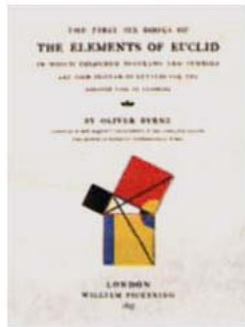


Taschen: 30 years

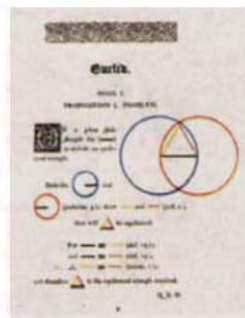


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↑ **'The Circus Book: 1870-1950'** by Noel Daniel (2008) 'No matter how far off the beaten track the subject-matter, we try to dig out all there is, and in this case it worked particularly well. A parallel world of the past brought back to life to an audience generations later.' Off-duty circus performers photographed by Stanley Kubrick in 1948 for 'Look' magazine

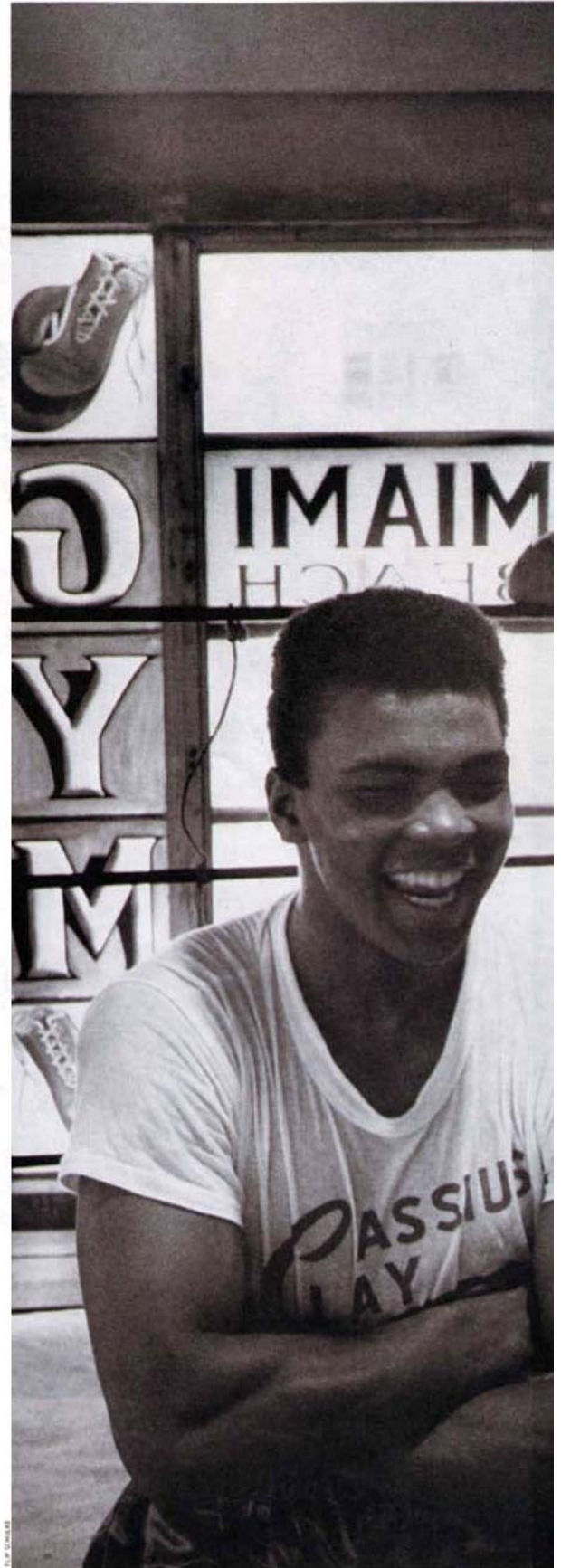


← **'The Six Books of Euclid'** by Oliver Byrne (2010) 'A facsimile with commentaries of one of the most beautiful and oddest books of the 19th century.' The title page, top left, shows a figure illustrating the Pythagorean theorem



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← **'Van Gogh: The Complete Paintings'** (1989) 'Another milestone in Taschen's history. Published for the 100th anniversary of Van Gogh's death, this was a serious reference work, well-researched and written. The price was a key factor to its success - had a comparable book been available on the market, the price would have been five times higher than ours.' 'Noon, or the Siesta, After Millet, 1890'



© TASCHE

← **'GOAT: A Tribute to Muhammad Ali' (2003)**

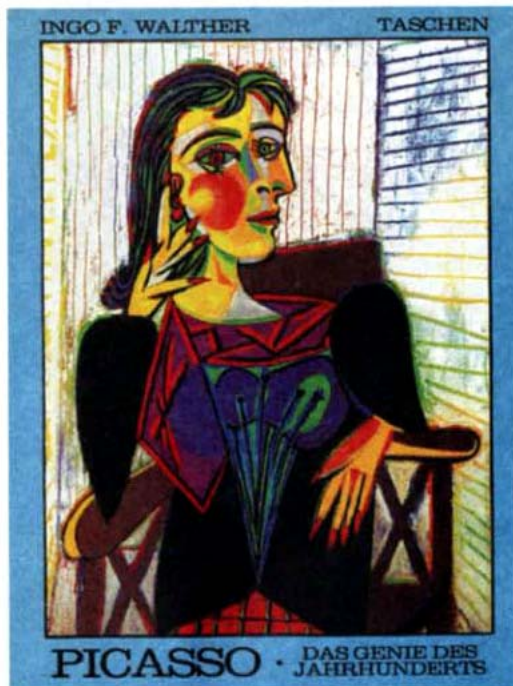
'Born out of a love affair, "Greatest of All Time" is a homage to one of the transcending figures of the 20th century and, for sure, the illustrated biography with the most in-depth research (many of the texts are by great mid-century writers). This is a book on a man larger-than-life who influenced and touched the lives of millions of others.'
 'At Miami Beach Fifth Street Gym, 1961' photographed by Flip Schulke



THE AND LEE PICTURES/GETTY IMAGES

↓ **'Picasso' by Ingo F Walther (1985)** 'This was a key moment in the Taschen story, and the first art monograph at a democratic price of, back then, 9.95DM. It was published simultaneously in many different languages to keep

costs down. "Picasso" was the first title in a series (called Basic Art) of over 150 titles today, with a combined print run of 100 million; they are also published in 22 languages.'
 'Portrait of Dora Maar Seated, 1937'



↑ **'Moonfire: The Epic Journey of Apollo 11' by Norman Mailer (2009)**

'A towering subject during my childhood in the Sixties was the race to the moon. Mailer's seminal text was paired with photos and documents even the most die-hard fans of

space travel couldn't believe existed. (Besides numerous other archives, we checked and researched material in about 10 Nasa facilities all over the US.)'

Fritz Goro's image of inventor Allyn Hazard testing a moon suit in the Mojave desert, 1962



FRANK LUTTI/SHOOT

↑ **'Case Study Houses' by Elizabeth AT Smith (2007)**

'Architecture was a way to promote the American way of life after the Second World War and the Case Study House programme conveyed

the spirit of the pre-Vietnam, all-is-possible generation wanting to create iconic new buildings.'
 Stahl House, West Hollywood, 1959-60, by the architect Pierre Koenig

Taschen: 30 years



↑ **'Diego Rivera: The Complete Murals' (2007)**

'An outstanding artist of the 20th century. Rivera's main body of work was his giant frescos. Unfortunately, despite huge research, this was one of the worst-selling art books we ever published. But one day, it will be a classic (in about 100 years...).' *'Portrait of America - the New Freedom (detail), 1933'*



↑ **'Jazz Life' (2005)**

'A journey across the America of a bygone era, writer Joachim Berendt and photographer William Claxton captured the spirit of America's first original contribution to the history of music like nobody else before and after.' *Stan Getz by a stage door on Cosmo Alley, Hollywood, 1959*



← **'The Art of Eric Stanton' (1997)**

'For the man who knows his place. Comic-book artist Eric Stanton devoted his life to one subject: dominant women. A unique artist at the edge of society who embraced his fantasies.' *An image from 'The Dominant Wives and Other Stories'*

↑ **'Eye to Eye' by Frans Lanting (1997)**

'Inspired by a close-up of Picasso by Irving Penn, Lanting's images portray animals as individuals, some of them quite human...' *Impalas, Tanzania*



↑ **'Billy Wilder's Some Like It Hot' (2001)**

'Getting to work with the people you admire is one of the rewards of my profession. Wilder was talented, generous and witty.' *The famous last scene of 'Some Like It Hot'*