

1&2 The latest collector's edition from **Taschen**,
Rose, c'est Paris, comes in its own suitcase.



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Rose, c'est Paris

Bettina Rheims collaborates with Serge Bramly to produce a suitcase full of images of the French capital. **Simon Bainbridge**

Dubbed "the most expensive book of the 20th century", Helmut Newton's *Sumo* was a landmark publication when it went on sale 11 years ago. Weighing 35.4kg, it required 350 tons of paper to produce the "limited-edition" print run of 10,000. Its proportions were entirely appropriate to the larger-than-life talent it showcased, and the oversized ego of its publisher, Benedikt Taschen.

It was the first of many collector editions from Taschen, the latest of which, *Rose, c'est Paris* (ISBN: 978-3-8365-2013-3), comes in a retro-styled attaché case [1], alongside a rose, a mask, an Eiffel Tower statuette, a booklet, a DVD, and the photobook itself, priced £650. Featuring photographs by Bettina Rheims and words by artist/writer Serge Bramly, it's a poetic ode to the French capital, which with typical hyperbole Taschen describes, "Equal parts erotica, fashion shoot, art monograph, metaphysical mystery, social and cultural archaeology of the French capital, and neo-noir art house film". *BJP*

www.taschen.com