

MEDIA

### TRY THESE FOR SIZE

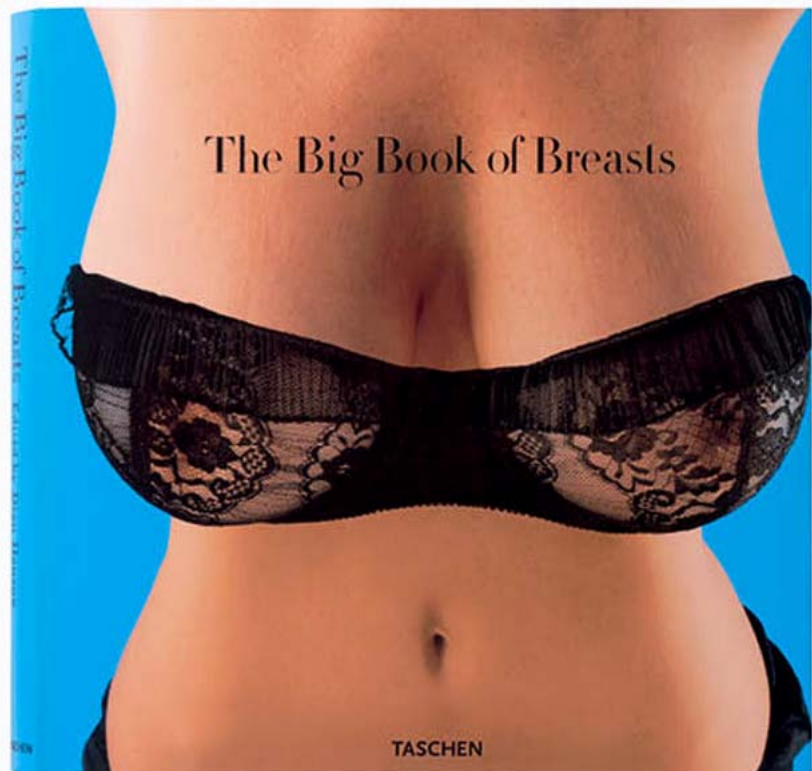
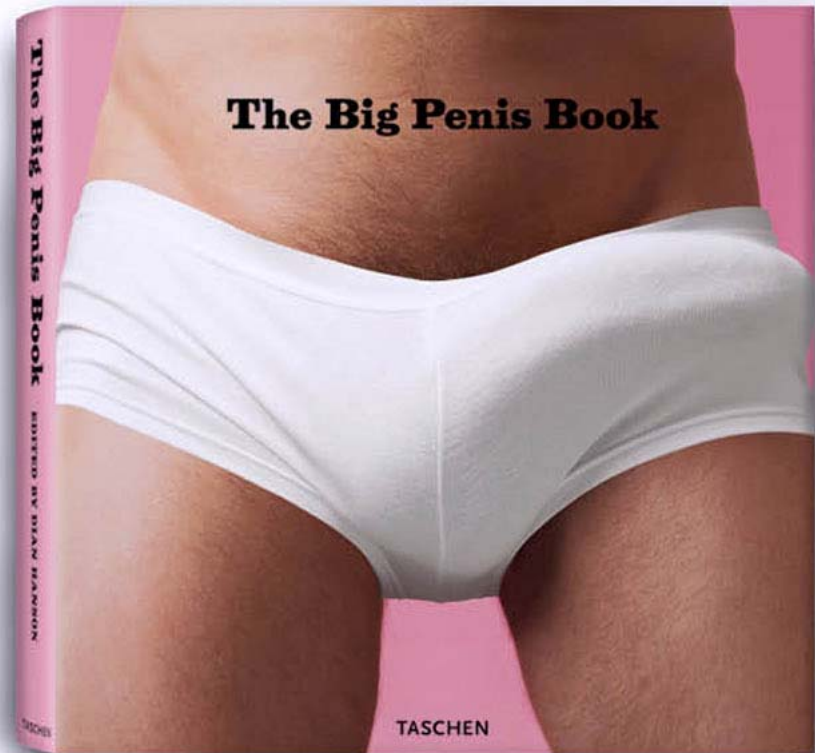
Since we are speaking of excess we have a perfect excuse to breakout a story on everything huge. And by huge let's not play coy and torpedo right on huge anatomical parts

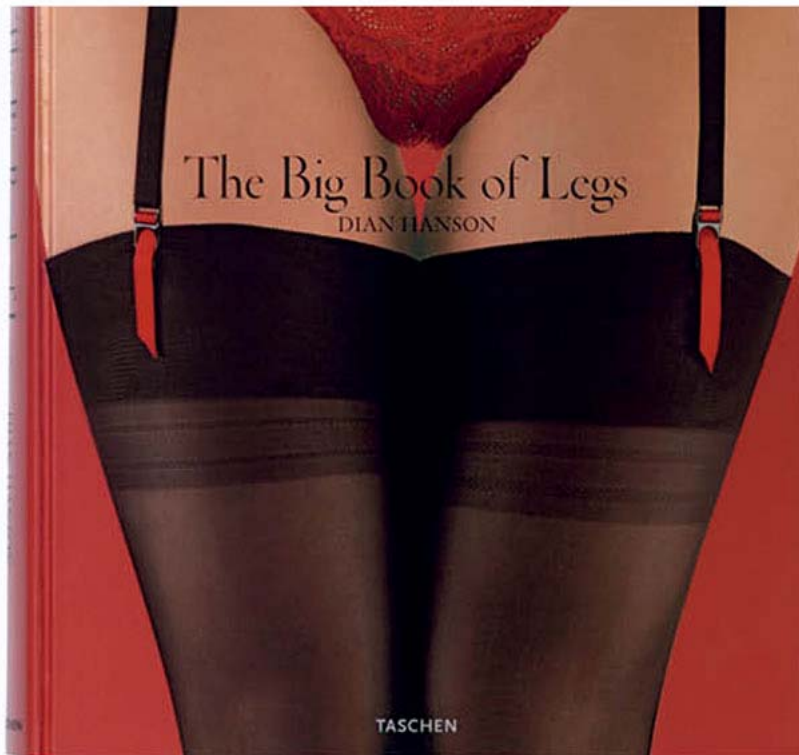
WORDS COLTRANE DY

Our Editorial Assistant Mia de Vega, with her professional calm, patiently explained over the phone to several book chains' PR representatives that yes, Monday is indeed looking for a book of big penises. "No, I'm quite serious," she enunciates every word as the voices on the opposite end of the line struggle to suppress a giggle, "I'm looking for Taschen's series: *The Big Penis Book*, *The Big Butt Book*, *The Big Book of Breasts* and *The Big Book of Legs*." Ms. de Vega's enviable accomplishment is being able to track down the series straight from the source.

Taschen, as the most conspicuously clued in reader would know, is a publishing monolith with an enthusiasm for the risqué, the monumental and the purveyor of high-gloss blurry intersection of arty and hardcore. Inventories in the company's archive include *Helmut Newton*, company founder Benedikt Taschen's epic monument to the highly provocative images of the legendary photographer Helmut Newton. This truly colossal volume spans four hundred and fifty astonishingly reproduced works that took about fifty people working for three years at a reported cost of ten million Deutschmarks to produce. The tome celebrates four decades of the revered photographer's landmark and pioneering fashion editorials, celebrity portraits, and erotica.

And just when you thought the testosterone pump of provocative publishing ends there and it's safe to gingerly wander around bookshelves again, comes *Terryworld*, a mono-





*Special thanks to Ms. Shelley Halperin-Smith of TASCHEN Books. The Big Book of Legs, The Big Butt Book, The Big Book of Breasts, and The Big Penis Book by Dian Hanson are available through Amazon and Taschen's website. Visit <http://www.taschen.com> for more information*

graph of fashion world photography's provocateur in chief, Terry Richardson. Not exactly Sunday reading for the pious but hailed a maverick project by the style dictators of Heroin Chic.

Then there's *XXL*, the comprehensive retrospective of the over-the-top homoerotic by radical artist Tom of Finland, a collection of artwork previously very famous in the subculture now creating an uproar and prominence in the same league as Robert Mapplethorpe.

At the helm of these explosive volumes is Dian Hanson, ex editrix of hardcore, zealously followed magazines *Juggs*, *Tight*, *Big Butt* and *Leg Show*, now Taschen's resident Sexy Books Editor. The doyenne of sexually explicit projects like *The Big* series pursues the development of projects with a curatorial eye, elevating what non-libertines would dismiss as pornography into the realm of tastefulness. "Context is everything." She discloses in an interview. "We wrap our smut in the prettiest paper, tie it with a top quality bow, and proudly stamp it with our name. Most art book publishers have a lesser known imprint reserved for sex books to protect the good name of their main division. We believe good sexual imagery is equal to any art and refuse to treat it as inferior. Plus, I know how to pick the images that include the elements of good art."

*The Big Penis Book*, *The Big Butt*, *The Big Book of Breasts* and *The Big Book of Legs* debuted to a resounding popularity and success. As of press time Taschen discloses that *Big Book of Breasts* and the *Big Penis Book* are both being released in 3D in early 2011.

Taschen does know how to aim for the big picture.

