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Dear friend of powerHouse Books—

Welcome to our Spring 2011 list. We’ve taken the opportunity with these books to present to the world—in a way only powerHouse can—our celebrations of women, outsiders and minorities, forgotten places, and all those people out there who do what they want exactly the way they want to do it. In other words, books with personalities and subjects, photographers and writers we care about deeply.

There is much more inside, but since we’re all told by the media that people’s attention spans are getting shorter every day, we’ll take this chance to semi-tweet (on paper) the highlights:

**Stylelikeu**: Mother-daughter duo befriend the coolest people wherever they go, photograph and film them in their closets discussing their style, make every other style blogger look lame by comparison.

**Back in the Days**: 10 years old, already! Spawned so many imitators, we’ve not the space to name them. One of THE most important illustrated street style books ever.

**I Heart Boy**: Boys—nay, men—unclothed and photographed with a refreshing gentleness. Plus they all live in the EV and LES in NYC—two of the most jealousy-inducing neighborhoods in the world.

**It’s Always Darkest Before Dawn**: He only takes Polaroids, nothing else. He only captures the most fabulous night dwellers, nothing else.

**American Studies**: Places around the country filled with nostalgia and decades of stories with nary a person in the frame. For 40+ years Jim Dow has been freezing them in time for us to gaze upon.

**Eco Amazons**: 20 American women on a mission to save our mother—Earth. And they’re succeeding! Please imitate them.

**Gypsies**: When you think of a Gypsy, the ones Patrick Cariou photographed will not come to mind. Gypsies for the 21st century.

**Bacalaitos and Fireworks**: Where DOES Arlene Gottfried find these people!?! Lucky us.

**Jeremiah**: Gorgeous watercolors of gorgeous interiors. A new cover will make you think you’re seeing this beautiful book for the first time.

That’s it. Not too many books, like some other publishers—we do care about the environment after all. Thank you for your continued support of all we do. Please personally email our publisher Craig Cohen or the guys who help him do it all, Wes Del Val and Will Luckman. The compliments can be paid to Wes and Will and the complaints to Craig.

*Our very best—*

*Craig, Wes, and Will*
STYLELIKEU

By Elisa Goodkind and Lily Mandelbaum

STYLELIKEU, created by mother-daughter team Elisa Goodkind and Lily Mandelbaum, goes way beyond the now ubiquitous and static poses of street-fashion bloggers The Sartorialist, Face Hunter, and all the rest, and instead, brings us into the homes—and more importantly the closets—of the most stylish people on the streets of New York, Los Angeles, London, and more.

Not interested in celebrities and the stylists who dress them, Elisa and Lily have an uncanny knack for finding and gaining the trust of people who march to the beat of their own, very chic, drummer. Often spending up to three hours with the most daring and original dressers they can find, STYLELIKEU photographs each fashionable person in several different looks of the subject’s choosing.

To probe deeper into each subject’s personal style, they conduct intimate interviews on their ambitions, influences, and dreams, making each portrait so much more than yet another street photograph. From the most personal pieces in their subjects’ wardrobes, to the favorite books on their shelves, to the most precious objects in their houses, STYLELIKEU goes far beyond mere appearances to showcase how creativity is fostered and manifested by living in the most stylish way of all: true to oneself.

Trumpeted in the press for Elisa and Lily’s departure from the top-down nature of mass-market fashion, where the editors of popular fashion magazines tell consumers what is stylish, STYLELIKEU represents the vanguard of a new, DIY, fashion-media paradigm. It is a bold and inspirational experiment, documenting fashion at its source—the individual.

A few of the 1000+ comments left by fans of the STYLELIKEU website: “Was just talking about how he NEEDED to be on this site. So amazing.” “I find her absolutely mesmerizing. She is so full of life and charm. She has a wonderfully contagious spirit. She is such an inspiration and I would love to be like her someday.” “I love that you guys feature such a diverse group of people—all ages, races, sizes, budgets. It shows how everyone can have style.” “I don’t have any words to describe how amazing those two girls are! They are the true inspiration for all the girls in this entire universe!”

Elisa Goodkind is a native New Yorker. She first entered the fashion industry as Fashion Editor at Glamour and Self magazines. She began professionally shooting fashion photography soon after and her work has been published in Interview, In Style, Vanity Fair, Vanity Fair Italy, L’uomo Vogue, Marie Claire, Tatler, Harper’s Bazaar Spain, Stiletto, Elle France, Gotham, Glamour, and City.

Lily Mandelbaum was born in New York City. She is currently an undergraduate studying Filmmaking and Anthropology at NYU’s Gallatin School of Individualized Study. Mandelbaum is also an active contributor to Africa Dream Project, a humanitarian NGO offering aid to Kenyan widows and orphans.
BACK IN THE DAYS: 
Remix

By Jamel Shabazz
Introduction by Fab 5 Freddy
Essay by Carlton Usher PhD

BACK IN THE DAYS documents the emerging Hip Hop scene from 1980–1989—before it became what is today’s multi-million-dollar, multinational industry. Back in the days, battles involved rappers, DJs, dancers, and painters, not gangsters and guns. Back in the days, the streets—not corporate planning—set the standards for style. Back in the days, Jamel Shabazz was on the scene, photographing everyday people hangin’ in Harlem, kickin’ it in Queens, and cold chillin’ in Brooklyn.

Street style with an attitude unmatched in fashion in the 30 years since, Shabazz’s subjects strike poses that put supermodels to shame—showing off Kangol caps and Gazelle glasses, shell-top Adidas and suede Pumas with fat laces, shearling coats and leather jackets, gold rope chains, door-knocker earrings, name belts, boom boxes, and other finery. For anyone who wants to know what “keepin’ it real” means, BACK IN THE DAYS is the book of your dreams.

When it was first released in 2001, BACK IN THE DAYS was a bomb dropped on the cultural landscape, changing the worlds of fashion, movies, music, and art in ways still felt today. Now, 10 years later, powerHouse is releasing a new edition of this unrivaled classic, with tons of new photos and text. Don’t sleep! Now is the perfect time to reintroduce yourself to the ultimate collection of timeless street fashion and style: BACK IN THE DAYS: REMIX.

FASHION/URBAN STYLE/HIP HOP
Hardcover, 7.25 x 9.75 inches, 128 pages, 80 full-color and black-and-white photographs
ISBN 978-1-57687-567-4 $35.00 / Cnd $41.00

Jamel Shabazz’s work has appeared in publications such as The Source, Vibe, Trace, British Elle, Jalouse, Dune, GQ, and French Vogue. He has published four books with powerHouse: BACK IN THE DAYS (2001), A TIME BEFORE CRACK (2005), THE LAST SUNDAY IN JUNE (2003), and SECONDS OF MY LIFE (2007). Shabazz was born in Red Hook, Brooklyn, in 1960.

Fab 5 Freddy is a Hip Hop historian, director, actor, emcee, and painter. He was an active participant in the earliest days of Hip Hop, and later hosted the first Hip Hop music video show on TV, Yo! MTV Raps. He has appeared in the films Downtown 81, Wild Style, New Jack City, and most recently Rachel Getting Married.
JEREMIAH: A Romantic Vision

By Jeremiah Goodman
Introduction by Edward Albee
Design by Sam Shahid

While most can only imagine the lavish living quarters filled with fine china, dramatic drapery, and regal furniture that lie behind the iron-clad gates of the most exclusive addresses in America, Jeremiah Goodman has had the rare opportunity to enter and paint his impressions of the residences of the rich and famous for the past 54 years. Goodman’s expressive watercolors not only act as an archive of interior design for the second half of the 20th century, but also provide a glimpse into the artist’s unique ability to infuse a depiction of domestic space with a sense of drama and emotion second only to being there. In addition to making art based on the interiors, Goodman painted studies for rooms-to-be, creating the beautiful plans on which the rooms themselves would be based.

JEREMIAH: A ROMANTIC VISION is a 208-page retrospective of Goodman’s career, with over 80 plates of Goodman’s work, photos and ephemera from his life, and reflections from Goodman himself. Over the span of his career, Goodman made renderings of the homes of such influential icons as President Ronald and First Lady Nancy Reagan; legendary theatre personas Mary Martin, Sir John Gielgud, and Richard Rodgers; Baron and Baroness Philippe de Rothschild; jewelry designer Elsa Peretti; Greta Garbo; Cecil Beaton; Betsy Bloomingdale; the Duchess of Windsor; fashion designers Elsa Schiaparelli and Bill Blass; Vogue editor-in-chief and fashion icon Diana Vreeland; interior designers Billy Baldwin and Mario Buatta; and famed photographer Bruce Weber; in addition to illustrating rooms for House and Garden, The New York Times Magazine, Harper’s Bazaar, and Interior Design, a publication for which Goodman illustrated each month’s cover for 15 years. With an introduction by playwright Edward Albee, JEREMIAH: A ROMANTIC VISION offers a rare look at a true life of grandeur.
**I HEART BOY**

By J. Yatrofsky  
Introduction by Weston Bingham

With an erotic softness and quiet confidence, the young, fully-nude subjects in *I HEART BOY* exhibit a willingness to be celebrated by all for their beauty and openness. Posing in the intimacy of their own homes, often in studio apartments in Manhattan’s East Village and Lower East Side, lanky, hairless bodies are posed sensually against the minimalist backgrounds of naturally lit rooms with sparse furnishings.

Welcome to today’s gay ideal of the male nude, an aesthetic with nods to Larry Clark and the 80s underground music scene, and appreciated by the likes of designer Hedi Slimane, American Apparel, and the most popular indie bands from New York, L.A., London, Paris, and Berlin. Yatrofsky’s waif-like men—merely boys just a few years ago, bordering on androgynous, with an occasional tattoo and a bit of punk swagger to match their youthful naiveté—hardly resemble even the shadow of the beefcake of generations past. This is the undressed and carefree look of today’s urban trendsetter—whose style trickles out of the young, creative circles in cities, only to be copied elsewhere tomorrow.

With each photograph, these sexually charged images of male bodies invite the viewer to dwell upon the welcome tenderness of warm skin. Ultimately *I HEART BOY* is a series of nudity in the purest sense; of being simply bared as human before the world.
IT’S ALWAYS DARKEST BEFORE DAWN

By Jeremy Kost
With Texts by Eric C. Shiner and Ladyfag

For nearly a decade, through his enigmatic and compelling Polaroids, Jeremy Kost has been telling the stories of New York nights from within its hottest party spots.

In 2002, while staying with friends in Chelsea, Kost borrowed the camera of one of his hosts and took it to The Cock. Ever since that fateful night, year after year, Kost has been the sole photographer to capture a complete millennial portrait of New York’s famed drag queens, go-go boys, transsexuals, and wild-partying celebrities.

An exhilarating trip through underground New York, It’s Always Darkest Before Dawn puts you on the guest list for a world of vivacious creativity, performance, costume, and evidence (if you needed it) that a certain kind of fabulous madness ain’t dead yet, and was around way before Lady Gaga!

It’s Always Darkest Before Dawn is Kost’s first monograph and collects the best, most outstanding images of New York’s club culture created in the new millennium.

Jeremy Kost creates art with his tried and true Polaroid cameras, flying in the face of the rising tide of digital image making. Kost was recently featured in the ICP Triennial. His work has been the subject of solo shows in Paris and Washington, D.C. Kost has also exhibited at the National Arts Club in New York City. Kost lives and works in New York City.

Eric C. Shiner is the Milton Fine Curator of Art at The Andy Warhol Museum in Pittsburgh and an adjunct professor in the History of Art and Architecture department at the University of Pittsburgh.

Ladyfag was born Rayne Baron in Toronto, Canada. In 2006, she relocated to New York City assuming the name Ladyfag.
ECO AMAZONS:
20 Women Who Are Transforming the World

By Dorka Keehn, Photographs by Colin Finlay
Foreword by Julia Butterfly Hill

It’s a fact: individuals have the power to change the world. And in an age of rampant environmental devastation, nothing is as vital as saving our planet and the health of its inhabitants. ECO AMAZONS brings together the women leading the charge to create a sustainable future. They are individuals at the forefront of the global preservation movement, making a noticeable difference in all of our lives. Through intimate interviews conducted by journalist Dorka Keehn and arresting images by award-winning photographer Colin Finlay, ECO AMAZONS chronicles and illuminates the critical environmental issues of our time and shows how concern leads to passion, and how passion leads to action that can be emulated by all.

While many of the leaders of the modern environmental movement have consistently been women, most of their names, struggles, and successes have yet to achieve national recognition. A generation ago, conservation held the spotlight; but because of these women, the beam is now shining equally on health and urban issues like clean air and safe drinking water. As the movement has expanded, women continue to spearhead change in new areas of environmental focus such as art, design, economics, and food production. With a foreword by Julia Butterfly Hill—the internationally known activist who lived in a redwood tree affectionately know as “Luna” for 738 days—this seminal book brings to light the stories and lives of 20 American women making a difference. These eco-warriors include Majora Carter, who founded the environmental justice organization Sustainable South Bronx, which includes one of the nation’s first urban-farm training programs; Agnes Denes, a pioneer of the ecological art movement; Julia Bonds, a coal miner’s daughter and the director of Coal River Mountain Watch in the Appalachian Mountains who is fighting the highly destructive mining practice known as “mountaintop removal”; and Alice Waters, the chef and owner of the award-winning restaurant Chez Panisse, who has championed farmer’s markets and organic products.
GYPSES

By Patrick Cariou

With GYPSES, photographer Patrick Cariou and writer and filmmaker Guy-Laurent Winterstein retrace the migration of the Rom people (the Gypsies’ own term for themselves) from northern to southern Europe, the Middle East, and ultimately to India, the home of their ancestors. The original journey was an epic, thousand-year odyssey and Cariou and Winterstein have labored more than a decade to retrace it.

Cariou, a self taught anthropologist and a professional and award-winning documentary, portrait, and fine art photographer harbors a lifelong, passionate fascination with outlaws and renegades and an equal ability to earn their trust and respect. In 1997, Cariou’s first monograph, SURFERS (powerHouse Books, 1997), featured the thousand-yard stares of renowned and revered athletes who had famously chosen the sea over land, movement over stasis; in 2000 he produced YES RASTA, after vanishing into the Jamaican forests in pursuit of the last members of the true and hidden cult of Rastafarianism; and now, in 2010, with GYPSES, Cariou comes to the end of his travels spent documenting a sparse landscape of itinerant clans living in a world apart for hundreds of years.

Himself a gadje (non-Gypsy), photographer Cariou relied on writer and filmmaker Winterstein as his point of access. A Manouche Gypsy born in France, Winterstein’s family connections enabled the expedition to begin, and his fluency in the Gypsy tongue facilitated it as the pair headed east. The result is a stunning and thought-provoking collection of portraits and landscapes that demonstrate the wide variety of conditions in which the Gypsies of the world find themselves, from citizen to gangster, from the flashy prosperity of the Mercedes-driving Manouches of France to the abject poverty of the Kalderash of Slovakia.

Incredibly, Cariou’s images reveal the diversity of ethnic types to be found in this global tribe; from the dark-eyed, ringlet haired stereotypical “Gypsy types” in Northern Europe, who seem to display clearly their Indian heritage, to blond, blue-eyed children in Afghanistan, much nearer to the source of origin, who nonetheless have distinctly Caucasian features. These people, scattered far and wide, are a family, bound together by centuries of history and generations of survival.
AMERICAN STUDIES

By Jim Dow

Introduction by Ian Frazier

Jim Dow’s AMERICAN STUDIES presents a vision of America at once familiar and foreign; a country constantly reinventing itself visually, both discarding and preserving elements of its past, in a relentless, unplanned process of change.

In AMERICAN STUDIES, Dow gives us unpeopled spaces, each resonating with a unique and telling history. A landscape, for Dow, is fashioned by ordinary individuals leaving their mark on their surroundings through everyday acts, unconscious of the enduring effect these changes have on our world. Our signs and billboards, barbershops, office buildings, libraries, pool halls, private clubs, courthouses, and motels—these places belong to a world made primarily by and for American men, and are naturally imbued with that identity.

Obsessive by nature, once praised as “dumb, in the honorific sense of the word,” Dow takes photographs that depict how Americans purposefully create environments and transform their aesthetic power—spiritually, historically, and sometimes commercially. His method has evolved from an early black and white directness, deeply influenced by photography greats Harry Callahan and Walker Evans, to richly detailed color studies of American vernacular culture. In these beautifully realized images, made in every corner of the United States over nearly 40 years of American travel, Dow catalogs aspects of American culture that are seemingly commonplace yet always astonishingly unique.
New York City has been home to a Puerto Rican population since the mid-1900s, with the most noticeable migration boom beginning in the 1950s. As Puerto Ricans settled in New York over the years they stamped the city with their culture, indelibly altering neighborhoods like the South Bronx, the Lower East Side, Williamsburg, and downtown Brooklyn with rhythm, style, flavor, art, language, and claro, Latino cuisine.

Arlene Gottfried, herself a native New Yorker, grew up side-by-side with the burgeoning Puerto Rican community, never straying far from its influence whether living in Brooklyn or the LES. In the heart of the barrio, Gottfried began shooting pictures inspired by her bohemian friends and using them as subjects—in apartments, on the streets, and in the park, in times of radiant joy and heart-breaking sorrow.

**NEW YORK/PUERTO RICAN CULTURE**
Hardcover, 9 x 10.5 inches, 144 pages, over 65 full-color photographs
ISBN 978-1-57687-566-7  $39.95 / Cnd $47.00

Adam Raphael has been making subtle, erotic photographs of stunning young men for more than a decade. In addition to Do Not Disturb, he has published five other books: Book One (HM, 1999), Friends (HM, 2001), Friends & Brothers (HM, 2004), Room Service (powerHouse Books, 2007), and Barely Working (powerHouse Books, 2008). His photography is widely collected and was featured in Reed Massengill’s Self-Exposure (Universe, 2005), as well as in numerous magazines, including Du Und Ich, XY Foto, Instinct, The Out Traveler, M Mensuel, and AX National. Raphael’s work is represented by Kathleen Cullen Fine Arts in New York.

Escape into a world of extravagant, immaculately constructed fantasy with Do Not Disturb.

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The young men of Do Not Disturb are models of the highest caliber whose perfect physiques are revealed in Raphael’s photographs. Because the models are photographed individually, the viewer is invited to get to know each model intimately. All of the models, who are both clothed and unclothed, are photographed in repose, playful, and carefree in the privacy of their hotel suites.

**DO NOT DISTURB**

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**BARELY WORKING**

Hardcover, 10.25 x 10.25 inches, 112 pages, 70 full-color photographs
ISBN 978-1-57687-542-1  $49.95 / Cnd $57.95
**WINTER’S CHILDREN**

*By Jim Mangan*

*with Essays by Peter Line and Peter Sutherland*

Simply put, *Winter’s Children* is a celebration of the pure, naked joy that burns at the heart of snowboarding. Tellingly absent from this unusual series of photographs is the brash consumerism that not merely clutters, but absolutely defines the snowboarding industry today. With an introduction from legendary snowboarder Peter Line, the book serves as both a commentary on the commercial snowboarding industry and a playful hybrid of youth culture and nature photography.

During the winter of 2010, photographer, filmmaker, and former sponsored snowboarder, Jim Mangan, left an 11-year career in the business side of snowboarding and lit out for the remote backcountry of Idaho’s Sawtooth Mountains to recharge and redirect. Accompanying him were seven accomplished snowboarders—including his college friend, Peter Sutherland, now a renowned photographer and artist, as well as rising stars of the sport’s next generation, like Laura Hadar and Alex Andrews. Away from the corporate sponsors, the perfectly manicured terrain parks and halfpipes, and the ever-present audience, the riders literally stripped away all artifice—along with their clothing—in a powerful artistic statement that honors the original roots of the sport.

Using vintage snowboards from the early 1980s, and clad only in vibrant Native American blankets that contrast with the stark winter landscape, the seven riders soared naked and uninhibited down empty slopes. Mangan captures not just the action, but the unfolding of emotion on intentionally grainy 35 mm film that reflects the ethos of snowboarding’s early years. “As I exited the snowboarding business, I wanted to recreate the feelings that originally drew me to the sport,” explains Mangan. “This project is an exaggerated overstatement of those feelings.”

Ultimately, for the photographer, the riders, and the viewers, *Winter’s Children* becomes a baptism, with the cold snow washing away the neon filth of consumerism and serving as a bracing reminder of snowboarding’s pure origins.

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**SNOWBOARDING/ACTION SPORTS/NUDITY**

Hardcover, 12.25 x 9.25 inches, 60 pages, 58 full-color and black-and-white photographs

ISBN 978-1-57687-575-9 $29.95 / Cnd $35.00

Filmmaker and photographer **Jim Mangan** grew up in La Grange, Illinois, but headed west to Colorado to attend college and to pursue his passion for snowboarding and the mountains. His first two films, *City. Park City.* (2006), and *I Ride Park City* (2008), were both official selections of the X-Dance Film Festival, where they were nominated for multiple awards, including “Best Emerging Filmmaker” and “Best Soundtrack.” After a long career in the snowboarding industry, in which he worked progressively as a sponsored and competitive athlete, terrain park designer, art director, team manager, marketing director, and eventually, a filmmaker, Mangan left the snowboarding business to focus his attention on a series of fine art projects. With the career move came a geographic one; after 16 years in the mountains of Utah and Colorado, Mangan now calls Los Angeles home.

**Peter Line** is a professional snowboarder from Bellevue, Washington. He is a member of the Forum Snowboarding team and was the founder of the original Forum 8. Line’s biggest contribution to the snowboarding world was the invention of cork and inverted tricks. Line works as a columnist for *Snowboarder Magazine* and continues to snowboard regularly.

BACKLIST Highlights

TAKE IVY
Photography by Teruyoshi Hayashida Text by Shosuke Ishizu, Toshiyuki Kurosu, and Hajime (Paul) Hasegawa

FASHION/AMERICANA/IVY LEAGUE
Hardcover, 7.25 x 9.75 inches, 142 pages, 145 color and black-and-white images

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Foreword by A.G. Lafley, Chairman, Procter & Gamble
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ISBN 978-1-57687-270-3 $27.50 / Cnd $29.50

TRUE NORWEGIAN BLACK METAL
Photographs by Peter Beste Edited by Johan Kugelberg
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“An inspirational tool, a guide to the creative process for when your back’s against the wall.” —Ad Age

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Hardcover, 5.5 x 8.6 inches, 136 pages, 20 full-color illustrations
BACKLIST HIGHLIGHTS

SPECIAL PHOTOGRAPHER:
From the Golden Age of Hollywood
Text and photographs by Leo Fuchs
Essay by Bruce Weber
Afterword by Alexandre Fuchs

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Art Direction by Fabien Baron
“Nars offers a modern and refreshing spin on the dated instruction
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—Vogue

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Slipcased spiral-bound hardcover, 10 x 9.5 inches, 284 pages including 63 acetate
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ISBN 978-1-57687-099-0 $39.95 / Cnd $42.95

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by Takako Iwasa

ENTERTAINMENT/HUMOR/FELINE FANCY
Paperback, 4.25 x 6 inches, 160 pages, 75 full-color photographs
ISBN 978-1-57687-557-5 $12.00 / Cnd $14.00

HUMANKIND
by Tom Bernardin, CEO and Mark Tutssel, CCO, Leo Burnett

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Hardcover, 8 x 9.75 inches, 240 pages, full-color illustrations throughout
ISBN 978-1-57687-549-0 $29.95 / Cnd $35.00
50 PHOTOGRAPHS
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About powerHouse

powerHouse Books, world-renowned and critically acclaimed publisher, is best known for a diverse publishing program—specializing in fine art, documentary, pop culture, fashion, and celebrity books. We have blazed a trail through the staid book publishing industry, releasing books that have sparked cultural trends and redefined commonly held perceptions of the purpose and role of art books in contemporary culture. While much is known of our books, little is known of the people who have made powerHouse Books a global name.

Founder and Publisher Daniel Power started powerHouse Books in 1995 and was joined by Craig Cohen in 1996. The early years had Power and Cohen tag-teaming on a few books at a time, raising the bar each season when, in 1998, powerHouse Books had its first best-seller, WOMEN BEFORE A.D. By Véronique Vial, and followed up that success in 1999 with the critically-acclaimed cult monographs X-Ray by François Nars and LIFE IS PARADISE by Francesco Clemente and Vincent Katz.

In 2000, Cohen became a partner in the company with the title of Vice President and Associate Publisher, now Executive Publisher. He quickly signed up the next company bestseller, BACK IN THE DAYS by Jamel Shabazz and in the same year developed a packaging deal with Capitol Records to produce BEASTIET BOYS ANTHOLOGY: THE SOUNDS OF SCIENCE. The company has since redefined the cultural landscape of the illustrated book, the only U.S. independent publishing company to do so.

NEW YORK SEPTEMBER 11 by Magnum Photographers was a visceral, instant document by Magnum and pH, the only thing a publishing company and a photo agency could do in helping the city and the country both remember and recover (Giuliani’s famous response to the terrorist attack was suggesting New Yorkers get back to doing what they do as quickly as possible); the book went on to sell some 300,000 copies worldwide, enabling powerHouse Books to donate over $600,000 to the New York Times 9/11 Neediest Fund.

In 2002, pH partnered with Nike to publish SOLE PROVIDER: 30 YEARS OF NIKE BASKETBALL, a history of their famous sneaker line, which sold out in a record one week. “The relationships we’ve been able to form with corporate partners for branding and packaging has been one of the keys to our success over the past few years,” says Cohen, who worked with the The Gap to secure their promotional support in for Alice Harris’ book THE BLUE JEAN, with Olympus and Aveda in support of Patrick McMullan’s 2004 book IN TENTS, as well as more recent deals with Puma for THE AFRICAN GAME, Ultimate Fighting Championship for OCTAGON, Burton Snowboards for 28 DAY WINTER, GLAMOUR FOR IN SEARCH OF HOPE by Mariane Pearl, Urban Outfitters for a unique series of PH CLASSICS, DANGER MOUSE and David Lynch for DARK NIGHT OF THE SOUL, DC SHOES for BLABAC PHOTO, TBWA for THE ART OF THE IDEA, and Guy Oseary for both MADONNA CONFESSIONS and MADONNA STICKY & SWEET, and ad giant Leo Burnett for HUMANKIND.

In Fall 2006, powerHouse Books launched the powerHouse Arena, a laboratory for creative thought, exhibitions, installations, presentations, displays, viewings, performances, readings, and retail therapy—all drawing upon photography and popular culture as sources of inspiration. Located at 37 Main Street in the DUMBO section of Brooklyn, the 10,200-square-foot marquee showroom and retail space designed by esteemed architect David Howell Design is unlike any other in New York City, featuring a soaring 24-foot ceiling on the 5,000-square-foot ground floor, and an equally impressive 5,000-square-foot mezzanine, with over 175 linear feet of glass frontage. Attached by a central staircase is the Arena Skylounge, a 560-square-foot, mezzanine-level, multifunctional gallery, VIP lounge, and green room. These stunning spaces have hosted a series of landmark exhibitions and events, and are now available for private hire.

An utterly singular and unique space with floor views of the East River waterfront and the breathtaking backdrop of the Brooklyn Bridge, Empire-Fulton Ferry Warehouse, and the stately Manhattan Bridge of early industrial-era Brooklyn, the Arena’s configuration is unmatched by any other in New York City. Events in the powerHouse Arena have attracted prominent press attention, from outlets such as The New York Times, The New Yorker, TIME OUT New York, New York magazine, and Vanity Fair.

Past events include the St. Ann’s Warehouse after party for the world premiere performance of Lou Reed’s Berlin; VH1’s Hip Hop Honors Week; The New Yorker’s Speakeasy series; PEN World Voices Festival; the National Book Foundation’s “5 Under 35” event; the American Cancer Society fundraiser “Eat, Drink, Live”; the Wee CRAIC film festival; a Sarah Jessica Parker commercial shoot; and the Vans: OFF THE WALL book launch (with indoor skateboarding). Past installations and exhibits include Nike’s RE-RUN launch; Boost Mobile’s All Write Reserved exhibit; and a legal defense fundraiser for graffiti artist Alan Ket. The powerHouse Arena has been the site of luminous and entertaining book discussions with authors and artists such as Paul Auster, Jessica Lange, and Irvine Welsh and has also been the ticketing office and evening party locale for the New York Photo Festival.

In May 2008, powerHouse Books’ own Daniel Power with co-founder Frank Evers launched the first annual New York Photo Festival curated by Martin Parr, Kathy Ryan, Leslie Martin and Tim Barber. The second NYPH installment in 2009 was curated by Jody Quan, Bill Ewing, Chris Boot, and Jon Levy. The 2010 festival was curated by Vince Aletti, Erik Kessel, Fred Richtin, and Lou Reed.

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