

# POWERHOUSE BOOKS

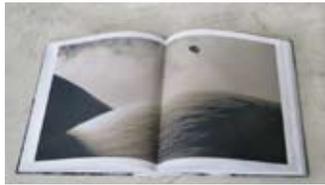
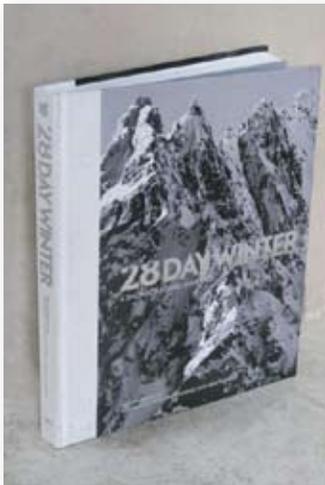
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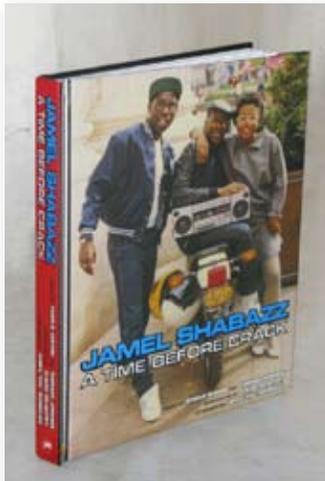


## **28 Day Winter: A Snowboarding Narrative**

Photography by Dean Blotto Gray, Jeff Curtes, and Adam Moran

*28 Day Winter: A Snowboarding Narrative* is an epic photographic narrative that captures the Burton snowboarding team pushing the limits of riding in the ultimate conditions, documents the ultimate trip, and inspires us all to ride.

**SNOWBOARDING/LIFESTYLE/PHOTOGRAPHY**  
Hardcover, 10.125 x 11.675 inches, 176 pages,  
over 150 four-color photographs  
**ISBN: 978-1-57687-418-9** **\$39.95**

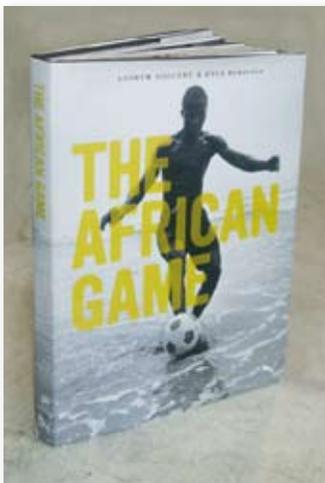


## **A Time Before Crack**

Photographs by Jamel Shabazz, Essays by Charlie Ahearn, and Terrence Jennings, Introduction by Claude Grunitzky

*A Time Before Crack* captures the style and spirit of an era now carried in the hearts and minds of millions—New York City's street scene prior to the crack epidemic that destroyed countless lives.

**HIP HOP STYLE/PHOTOGRAPHY/NOSTALGIA**  
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## **The African Game**

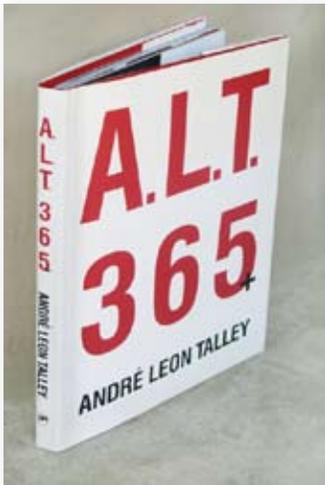
Photographs by Andrew Dosunmu  
Text by Knox Robinson

An unprecedented document of the sport and its place at the center of African popular culture, *The African Game* provides a richly detailed documentation of soccer, on and off the field, as played on the continent.

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# POWERHOUSE BOOKS



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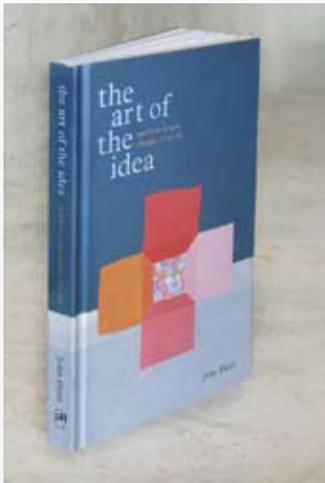
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... más influyente del *fashion* rev...  
... is cool de la... os meses: el... jevo libro de... r at large de... yente en el... y frente a el... n University... ta—en una... Nueva York... te de Diana... seo de Arte... de los célebres y extravagantes personajes que han rodeado su vida. De Anna Wintour, por ejemplo, dice que "otras editoras quedan en silencio cuando aparece, envidiosas de su poder, su belleza y, por supuesto, su guardarropa". Recuerda que cuando la conoció, sentía terror de ella, igual que todo el mundo, pero que pronto se dio cuenta de que había ingresado a su círculo de íntimos cuando fue invitado a su matrimonio. "A la boda sólo asistieron sus parientes y sus mejores amigos. Cuando aban-

... tanto es legendario y... gos íntimos parece... /Who de la moda.  
... puesto como... y Warhol, y... ró Editor de... era "la Biblia"... rk. Daily, hacién... Vanity Fair y... primera vez... donó su *townhouse* en sandalias de tacó alto y una blusa y falda de Chanel, puso su *bouquet* en mi pecho". En el libro también escribe de su cercana relación con "el Rey de los Zapatos", Manolo Blahnik. "Manolo y yo hablamos constantemente", dice. "Una de las razones de nuestra amistad es que puedo llamarlo cuando descanso en las nueve almohadas de mi suite en el Ritz de París y podemos conectar nuestras mentes



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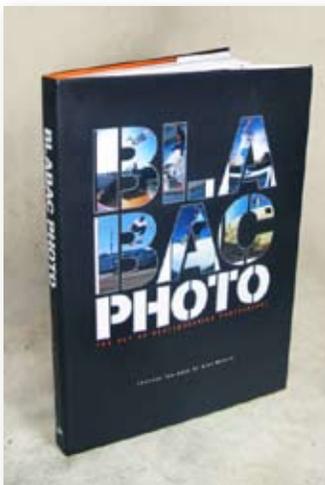
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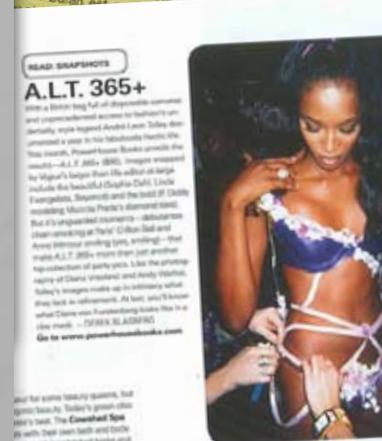
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# POWERHOUSE BOOKS



## The Blue Jean

by Alice Harris, Text by Bob Morris

Proudly celebrating the magnificent heritage of America's iconic duds, *The Blue Jean* is the first publication to pay homage to an iconic garment as all-American as Old Glory itself, with many never-before-seen photographs that document its history and place in our culture.

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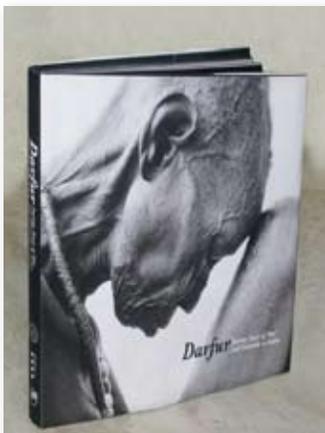


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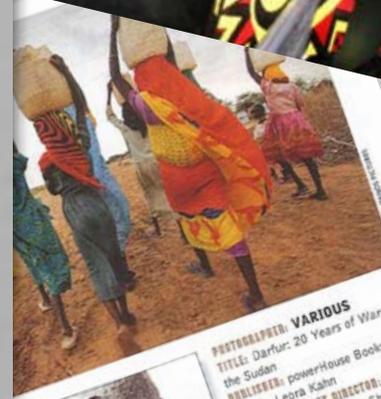
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## Dark Night of the Soul

By David Lynch, Danger Mouse, and Sparklehorse

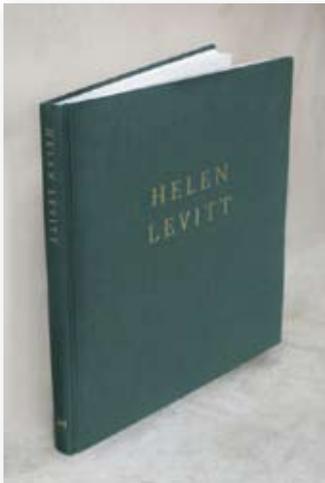
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## SPRENGEL MUSEUM HANNOVER

### Helen Levitt

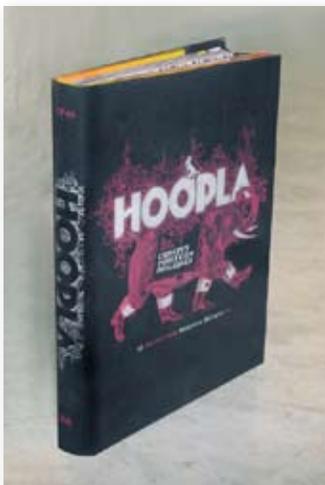
*Helen Levitt*, produced in conjunction with the Sprengel Museum in Hannover, Germany, features the master works of an incomparable career, presenting the esteemed photographer's most iconic images along with never-before-seen color work, her seminal work from Mexico City, and seven decades of New York City street life.

**PHOTOGRAPHY/ NEW YORK CITY**

Clothbound, 12.25 x 12.75 inches, 168 pages, 74 tritone and 68 four-color photographs

ISBN: 978-1-57687-429-5

\$60.00



## Hoopla

By Crispin Porter + Bogusky, Text by Warren Berger

*Hoopla*, the first book by hot, upstart advertising agency **Crispin Porter + Bogusky**, is a dynamic montage of images and text showcasing their iconoclastic and vividly memorable campaigns, while providing readers with inside secrets that reveal the method to their madness.

**BUSINESS/MARKETING/CONSUMER CULTURE**

Hardcover, 8.5 x 10.875 inches, 272 pages, full-color photographs and illustrations throughout  
ISBN: 978-1-57687-312-0

\$45.00



RELEASES BOTH SULTRY AND SUBLIME.

**HOOPLA**  
by Crispin Porter + Bogusky  
"This one had a heady, somewhat blurry... This is the greatest lesson from what is arguably the most notorious and visionary advertising/marketing agency of our time, Martin Chappell's +Bogusky. The ITI (Service) of the digital age, CP+B created the instantly popular Subversion. Creative also set for Hoopla being just one other successful business such as the Mini Cooper and such advertising campaigns. 2005 will, however, a history of images, and not by visual creative. Hoopla Hoopla displays the unique brilliance behind a firm that's not afraid to use whatever means possible to achieve their clients' best results or even one-up their competitors. It's essential reading for any guy in the business of 'media.' (24); PowerHouse Books, www.powerhousebooks.com

# POWERHOUSE BOOKS

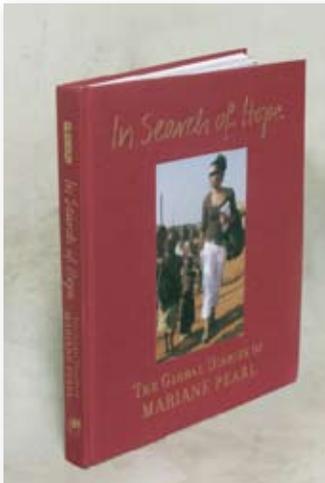


## Spacesuits: The Smithsonian National Air and Space Museum Collection

By Amanda Young, Photographs by Mark Avino

*Spacesuits: The Smithsonian National Air and Space Museum Collection* takes the reader through the development of the spacesuits used during the process of putting a man on the moon. This book features never-before-published historical images of spacesuit development and testing.

**SPACE TRAVEL/MUSEUM STUDIES**  
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## GLAMOUR

### In Search of Hope: The Global Diaries of Mariane Pearl

*In Search of Hope: The Global Diaries of Mariane Pearl*, based on **Mariane Pearl's** monthly column for *Glamour*, is a round-the-globe journey to meet brave, determined women working to make the world more just, peaceful, and loving despite personal hardships, discouraging odds, and even death threats.

**JOURNALISM/CURRENT EVENTS/  
WOMEN'S STUDIES**  
Clothbound with tip-on, 9.25 x 10.25 inches,  
176 pages, over 200 four-color photographs  
ISBN: 978-1-57687-422-6 **\$39.95**



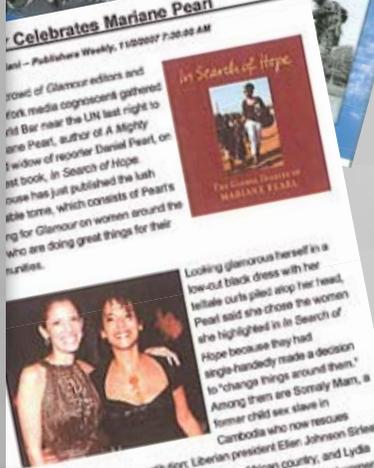
## OLYMPUS AVEDA

### InTents

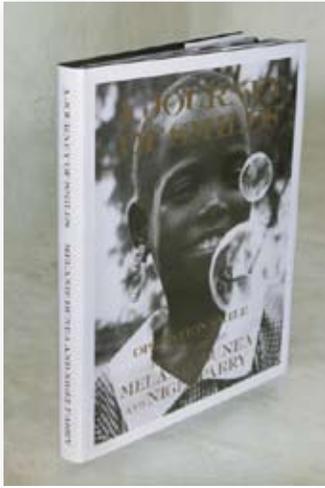
By Patrick McMullan, Foreword by Katie Couric,  
Introduction by Fern Mallis, Design by Pentagram

*InTents* provides an all-access pass to the most exclusive fashion event in America: 7<sup>th</sup> on Sixth, New York City's Fashion Week—courtesy of **Patrick McMullan**, the finest photographer ever to stalk the red carpet.

**FASHION/CELEBRITIES/PHOTOGRAPHY**  
Die-cut hardcover, 9.25 x 13.25 inches,  
352 pages, 605 four-color photographs  
ISBN: 978-1-57687-234-5 **\$75.00**



# POWERHOUSE BOOKS



Operation  Smile

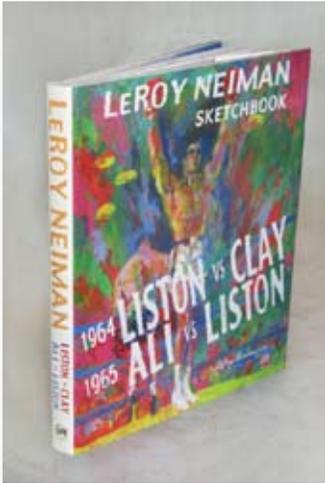
## A Journey of Smiles

Photography by Nigel Parry and Melanie Dunea

*A Journey of Smiles*, photographed by **Nigel Parry** and **Melanie Dunea**, is a call to action to support Operation Smile's worldwide effort to help children born with cleft lips and cleft palates by providing free surgery. Operation Smile exists because every child deserves a chance.

**LIFE-CHANGING GIFT/PHOTOGRAPHY**

Hardcover, 9.75 x 12 inches, 160 pages, four-color photographs throughout





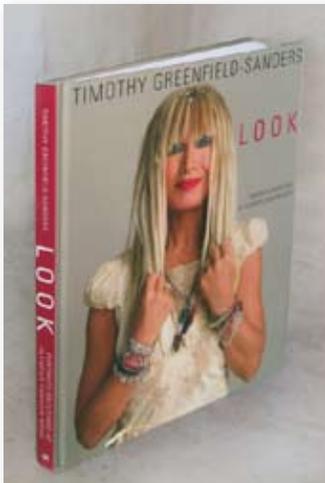
## The LeRoy Neiman Sketchbook

*The LeRoy Neiman Sketchbook: 1964 Liston vs. Clay - 1965 Ali vs. Liston* is powerHouse Books' first true luxury edition, a stunning, 1:1 facsimile of the artist's sketchbook documenting those historic fights.

**ARTS/SPORTS/NEIMANABILIA**

Special deluxe large format clamshell limited edition of only 500 individually signed and numbered copies, 13.75 x 16.5 inches, 220 pages, four color illustrations throughout

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## Look: Portraits Backstage at Olympus Fashion Week

Photography and Foreword by Timothy Greenfield-Sanders, Essays by Alec Baldwin, Katie Couric, Simon Dumenco, Heatherette, Fern Mallis, Patrick McDonald, Tinsley Mortimer, Martha Nelson, and Zac Posen

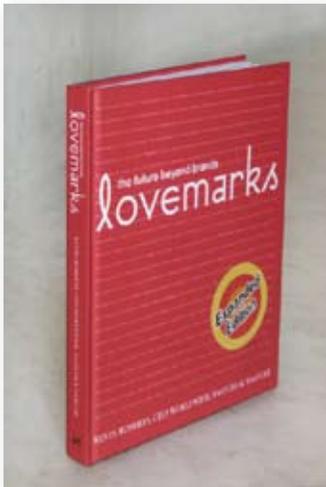
*Look: Portraits Backstage at Olympus Fashion Week* includes over 165 portraits of the key players in fashion today in a luxe, limited-run book by famed photographer **Timothy Greenfield-Sanders**.

**FASHION/CELEBRITIES/PHOTOGRAPHY**

Hardcover, 9.25 x 11.25 inches, 144 pages, over 165 four-color photographs  
ISBN: 978-1-57687-352-6 **\$39.95**



# POWERHOUSE BOOKS



SAATCHI & SAATCHI

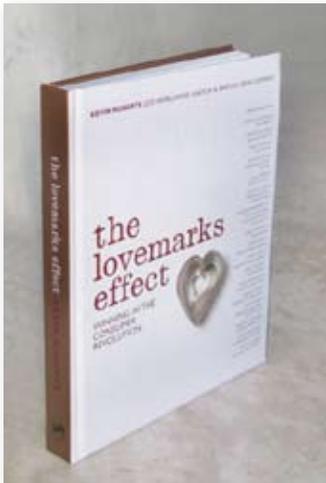
## Lovemarks: The Future Beyond Brands

By Kevin Roberts, Foreword by A.G. Lafley

powerHouse and Saatchi & Saatchi's suite of cutting-edge marketing books provide the future beyond brands: the means to create loyalty beyond reason by infusing the world with love and respect.

**BUSINESS/ADVERTISING THEORY/ CONSUMER CULTURE**

8 x 9.75 inches, 248 pages, four-color illustrations throughout  
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SAATCHI & SAATCHI

## The Lovemarks Effect: Winning in the Consumer Revolution

By Kevin Roberts

**BUSINESS/ADVERTISING THEORY/ CONSUMER CULTURE**

Hardcover, 8 x 9.75 inches, 264 pages, four-color photographs and illustrations throughout  
**ISBN: 978-1-57687-267-3 \$29.95**



**URBAN OUTFITTERS**

Paul Smith

**Dr. Marlon's**

## Made in the UK: The Music of Attitude 1977-1983

Photography by Janette Beckman, Foreword by Paul Smith, Essays by Vivien Goldman and Paolo Hewitt

*Made in the UK: The Music of Attitude 1977-1983* presents "the look" of the musicians and kids who were loudly defining an era that continues to reverberate throughout pop culture.

**PHOTOGRAPHY/MUSIC/FASHION/"THE AUTHENTIC LONDON" STUDIES**

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**ISBN: 978-1-57687-263-5 \$35.00**



# POWERHOUSE BOOKS



## SIGNATURES NETWORK

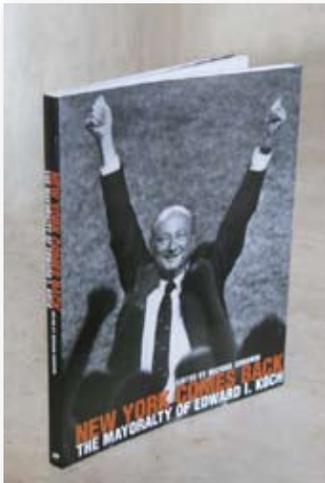
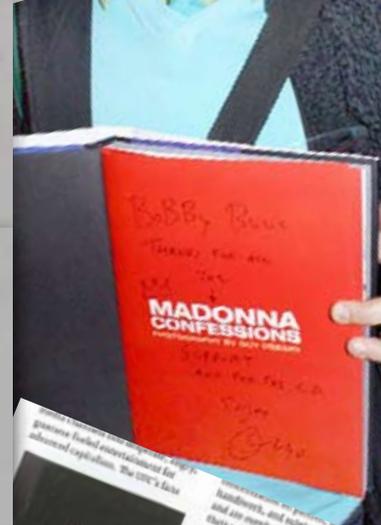
### Madonna Confessions

by Guy Oseary

Over 250 never-before-seen images taken in over 50 cities around the world of **Madonna's** ground breaking Confessions tour.

#### MUSIC/FASHION/LIVING LEGENDS

Hardcover, 8.25 x 10.25 inches, 244 pages, over 250 four-color photographs  
**ISBN: 978-1-57687-481-3** **\$39.95**



## MUSEUM OF THE CITY OF NEW YORK

### New York Comes Back: The Mayoralty of Edward I. Koch

Edited by Michael Goodwin

*New York Comes Back: The Mayoralty of Edward I. Koch*, produced in conjunction with The Museum of the City of New York, tells the story, through archival images and insightful essays, of how Mayor Koch led America's largest city away from the brink of bankruptcy and social decay.

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Paperback with flaps, 8 x 10 inches, 128 pages, over 100 four-color and black-and-white photographs  
**ISBN: 978-1-57687-274-1** **\$29.95**



## UFC

### Octagon

Photography by Kevin Lynch. Introduction by Lorenzo Fertitta

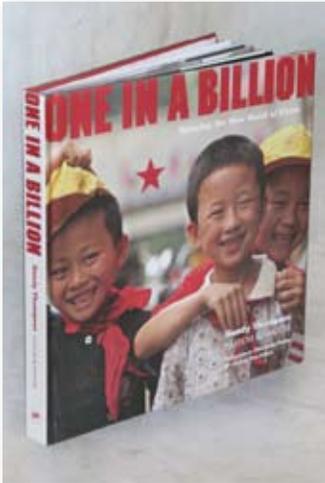
*Octagon™* is the **Ultimate Fighting Championship's®** oversized and luxurious magnum opus showcasing the work of photographer **Kevin Lynch** as well as the stars of the UFC®, including Randy Couture, Chuck Liddell, and Ken Shamrock, among others, in highly detailed and artfully rendered portraits—moments before going into battle and after the fight has ended.

#### SPORTS/PHOTOGRAPHY/ART

Clothbound book nested in a handmade leather-bound clamshell box with tip-on, 20.5 x 26 inches, 392 pages, 802 four-color and black-and-white photographs  
**ISBN: 978-1-57687-370-0** **Collector's Edition of 450 \$2,500.00**  
**ISBN: 978-1-57687-416-5** **Deluxe Collector's Edition of 150 \$7,500.00**



# POWERHOUSE BOOKS



SAATCHI & SAATCHI

## One in a Billion: Exploring the New World of China

By Sandy Thompson

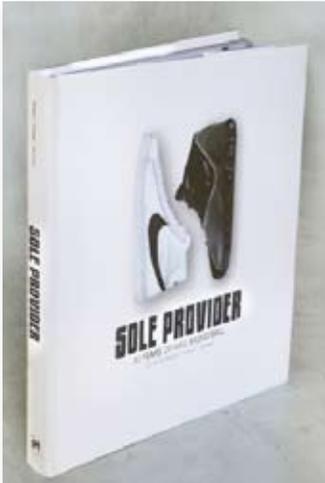
The world's largest, fastest developing market—China—is a place of seduction, opportunity, mystery, and allure. And for business, much of the allure is in the numbers. Five thousand years of history, more than 20 percent of the planet's population. *One in a Billion* draws a powerful conclusion: to be successful in China, businesses need to stop lusting after the billions, and take time to understand the one.

**BUSINESS/MARKETING/ASIAN STUDIES**

Hardcover, 8.5 x 8.5 inches, 144 pages, 108 four-color photographs

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\$8.99



## Sole Provider: Thirty Years of Nike Basketball

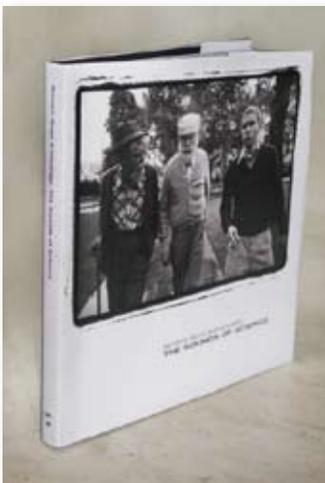
By Robert "Scoop" Jackson

*Sole Provider: Thirty Years of Nike Basketball* provides a fascinating history of Nike's becoming the dominating apparel company in the NBA, and a behind-the-scenes look at how Nike has influenced the game and continues to transform it.

**SPORTS/POP CULTURE/FASHION**

Hardcover, 9.25 x 8.75 inches, 256 pages including one 8-page gatefold, over 1,000 four-color photographs and illustrations

ISBN: 978-1-57687-161-4



## Beastie Boys Anthology: The Sounds of Science

by The Beastie Boys

*Beastie Boys Anthology: The Sounds of Science*, compiled by the iconic **Beastie Boys**, takes you through the lives the legendary hip hop group with two LPs, personal tales, and photographs documenting their groundbreaking two-decade career.

**MUSIC/PHOTOGRAPHY**

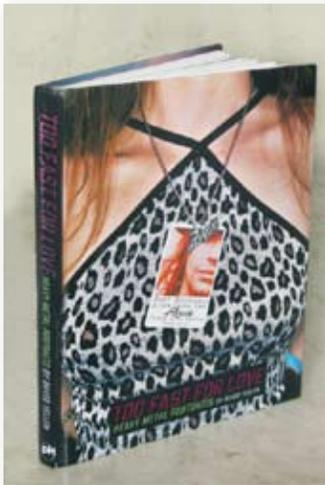
Hardcover, 11.25 x 11.25 inches, 88 pages, 61 four-color and 50 black-and-white photographs

ISBN: 978-1-57687-105-8

\$45.00



# POWERHOUSE BOOKS



## Ben Sherman

### Too Fast for Love: Heavy Metal Portraits

Photographs by David Yellen  
Text by Chuck Klosterman

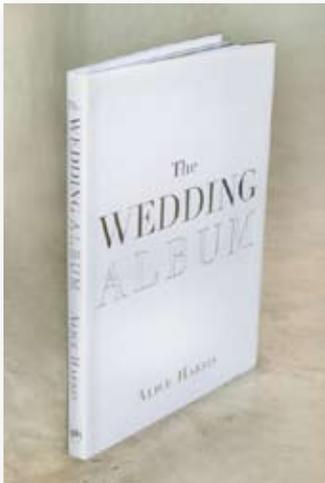
*Too Fast for Love: The Heavy Metal Photography of David Yellen* is the ultimate guide to the hardrocking, live for speed, white trash look of heavy metal fans.

#### HEAVY METAL/ANTIFASHION/MULLET-HAIRED MALL PORTRAITURE

Hardcover, 8.75 x 10.25 inches, 144 pages,  
128 four-color photographs

ISBN: 978-1-57687-215-4

\$29.95



## D De Beers

### The Wedding Album

By Alice Harris, Text by Sara Bliss

*The Wedding Album* is the ultimate visual compendium documenting the wild and wonderful rites and rituals of brides and grooms joined in holy matrimony.

#### WEDDINGS/PHOTOGRAPHY

Clothbound, 10 x 13.25 inches, 144 pages,  
135 four-color and black-and-white photographs

ISBN: 978-1-57687-209-3

\$49.95



### Working in Los Angeles

Photography by Brian Cross

*Working in Los Angeles* is a photographic ode to the salt-of-the-earth Los Angelenos clad in inimitable Dickies work clothes. Bus boys, mechanics, bike messengers, and artists, among others, come together in an unmistakable LA light with unique flair and attitude.

#### STYLE/GREASEMONKEYS

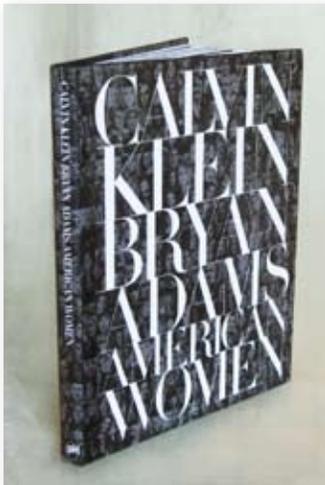
Clothbound hardcover with tip-on,  
8.85 x 11.25 inches, 80 pages,  
four-color photographs throughout

ISBN: 978-1-57687-483-7

\$29.95



# POWERHOUSE BOOKS



## Calvin Klein

### American Women

Photographs by Bryan Adams, a project by Calvin Klein, Inc., Art Direction by Fabien Baron

*American Women* is a tribute to the beauty, strength, and character of American women. Actors, journalists, musicians, artists, businesswomen, athletes, and philanthropists are included—the binding theme being that they are all American women known for excelling in their field.

### CELEBRITIES/PHOTOGRAPHY

Clothbound, 9.25 x 11.75 inches, 128 pages, 92 quadratone photographs  
**ISBN: 978-1-57687-249-9** **\$50.00**



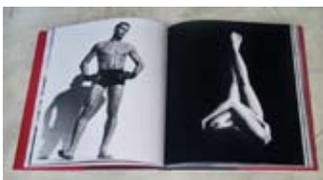
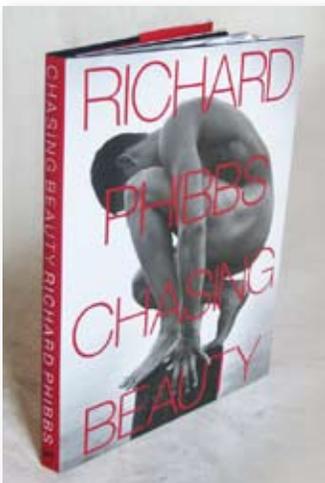
### HumanKind

By Tom Bernardin, CEO, Leo Burnett and Mark Tutssel, CCO, Leo Burnett

*HumanKind* is a book about people, purpose, and changing behavior, and is a firsthand look at marketing that serves true human needs and not the other way around. *HumanKind* provides entree to the moment of germination within the inner sanctum of the advertising industry's most creative shop through interviews, conversations, transcripts, and images.

### MARKETING/ADVERTISING

Hardcover, 7.5 x 9.5 inches, 256 pages, full-color illustrations throughout  
**ISBN: 978-1-57687-549-0** **\$29.95**



### Chasing Beauty

By Richard Phibbs  
 Foreword by Michael Cunningham

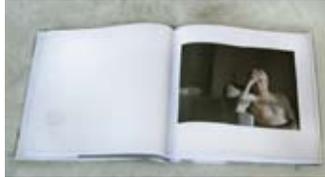
Many theorists argue that beauty is subjective, a product of individual preference, but the images from **Phibbs'** archive of work from 1997–2009, edited, sequenced, and collected in *Chasing Beauty*, may put that argument to rest. The book is a deeply personal labor of love, affirming Phibbs' belief that photographs can change, inspire, and motivate.

### BEAUTY/PHOTOGRAPHY/FASHION

Clothbound, 10.25 x 13.25 inches, 150 pages, 114 full color and black-and-white photographs  
**ISBN: 978-1-57687-561-2** **\$50.00**



# POWERHOUSE BOOKS



## **I Still Do: Loving and Living with Alzheimer's**

By Judith Fox, Foreword by Roy L. Flukinger

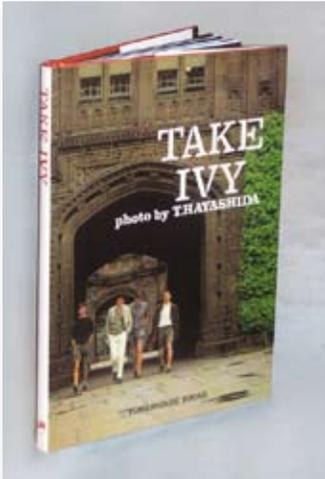
A poignant and beautiful portrait of a man with Alzheimer's as seen through the loving lens and words of his wife and care-partner, *I Still Do: Loving and Living with Alzheimer's* puts a human face in front of the statistics, exploring the disease through Fox's intimate photographs and poetic writing.

### HEALTH/AGING/ELDER CARE

Hardcover, 10.5 x 9.75 inches, 128 pages, 47 four-color photographs

ISBN: 978-1-57687-507-0

\$29.95



## J.CREW

### **Take Ivy**

By Teruyoshi Hayashida, Text by Shosuke Ishizu, Toshiyuki Kurosui, and Hajime (Paul) Hasegawa

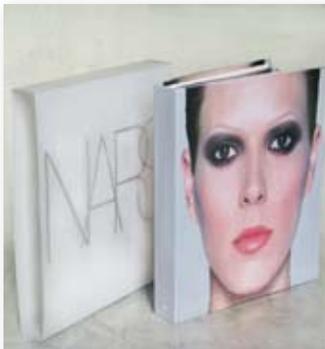
The product of four Japanese style enthusiasts, *Take Ivy* is a collection of candid photographs shot on the campuses of America's elite, Ivy League universities. The series focuses on men and their clothes, perfectly encapsulating the unique academic fashion of the era.

### PREPPY FASHION/AMERICANA/TRAD

Hardcover, 7.25 x 9.75 inches, 142 pages, 145 full color and black-and-white photographs

ISBN: 978-1-57687-550-6

\$24.95



## NARS

### **Makeup Your Mind**

Photography by François Nars, Text by Fabien Baron

*Makeup Your Mind* deftly combines cult favorite cosmetics designer François Nars' two remarkable talents—makeup and photography, both of which he uses in this collection to stunning effect—to show women how to enhance their natural beauty.

### BEAUTY/SELF IMPROVEMENT/PHOTOGRAPHY

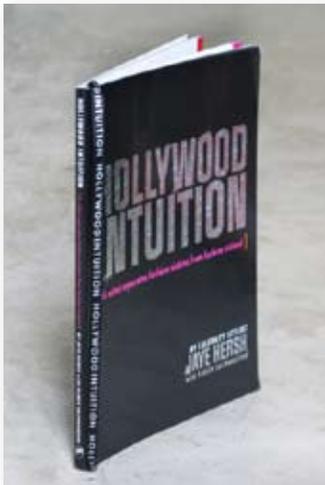
Slipcased spiral bound hardcover, 10 x 9.5 inches, 284 pages including 63 acetate instructional pages, 126 four-color photographs

ISBN: 978-1-57687-099-0

\$39.95



# POWERHOUSE BOOKS



## **Hollywood Intuition: It's What Separates Fashion Victims from Fashion Victors!**

By Celebrity Stylist Jaye Hersh and Karen Salmansohn

*Hollywood Intuition*, offers in print for the first time **Hersh's** insider style tips, emphasizing how developing true star quality isn't simply about knowing what's in—but knowing what's inside you. What separates a fashion victor from a fashion victim is the ability to tap into your intuition.

### **FASHION/STYLING/HOLLYWOOD**

Paperback with ribbon, 6 x 7.125 inches, 112 pages, four-color photographs throughout  
**ISBN: 978-1-57687-526-1** **\$12.95**

