



It's Modern.: The Eye and Visual Influence of Alexander Liberman

Charles Churchward

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This gorgeous volume celebrates the creative eye and inspiration of the man who, through his art, photography, design, magazine work, and social life, influenced and changed our visual culture. This visually rich volume presents, for the first time side by side, the commercial work and artwork of Alexander Liberman. Liberman was not only one of the world's most powerful editorial art directors, he was also a respected photographer, artist, and graphic designer. His personal exploration and relationships through these mediums shaped his own artistic vision that would alter the relationship of art, design, and fashion forever. In the early '40s, he became art director of *Vogue*, and then editorial director for Condé Nast Publications from 1960 to 1994. His transformation of *Vogue* from a stately publication to the bold and lively publication that it is today forever changed the way women and men viewed fashion and style. *It's Modern* is a vibrant volume that pairs Liberman's professional efforts with his personal artwork and design. This juxtaposition, along with personal archival photographs and texts, artworks, and photographs by iconic friends and collaborators, builds a complete portrait of a genius whose personal life and inspirations were as fascinating as his artwork. With works by Matisse, Beaton, Leibovitz, Newton, Ritts, Brassai, Parks, Horst, Picasso, Avedon, and Penn, this engaging book is a must for lovers of fashion, art, magazines, graphic design, or photography.



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