

# THE STILL LIFE



gestalten

IN PRODUCT PRESENTATION  
AND EDITORIAL DESIGN

2 Preface

34 Feature:

STILLS & STROKES

What lies between flatland and color county. Multilayered planes and high-flying graphics. Forfeiting depth: Why flatness is the only frank way to strip fashion down to its core. And why Tom Wesselmann's lips cannot lie.

126 Feature:

METZ + RACINE

The secret life of the not-so-still still life. The magic in mise-en-scene moments just missed. Products with a feminine personality and why Metz + Racine's pictures proudly show a bit of leg. Generous timing and other luxury goods.

192 Feature:

SCHELTENS & ABBENES

Interpreting the inanimate. Probing products and zooming into the quiet zone. Facing fabrics through the magnifying glass. Why the still life is a science of its own. Forget the bigger picture, blessed be the close up!

232 Feature:

MAURIZIO DI IORIO

Why a rose is not simply a rose. Beauty beyond romance, soft goods, hard light, and thorny tokens of transience. Vanities and vanitas, Moschino and McDonalds. Cracked eggs, and the violence of vibrant colors. Never mind the message, here's Maurizio.

268 Feature:

PETER LANGER

Of style, stories, Plato, and pumps. Reading between the lines of Burberry checks and pinstripe suits. Clothes make the man, theman who set the trend for still lifes to wear layers. Fashion speaks Langer's language, a photographer who feels more graphic than photo.

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