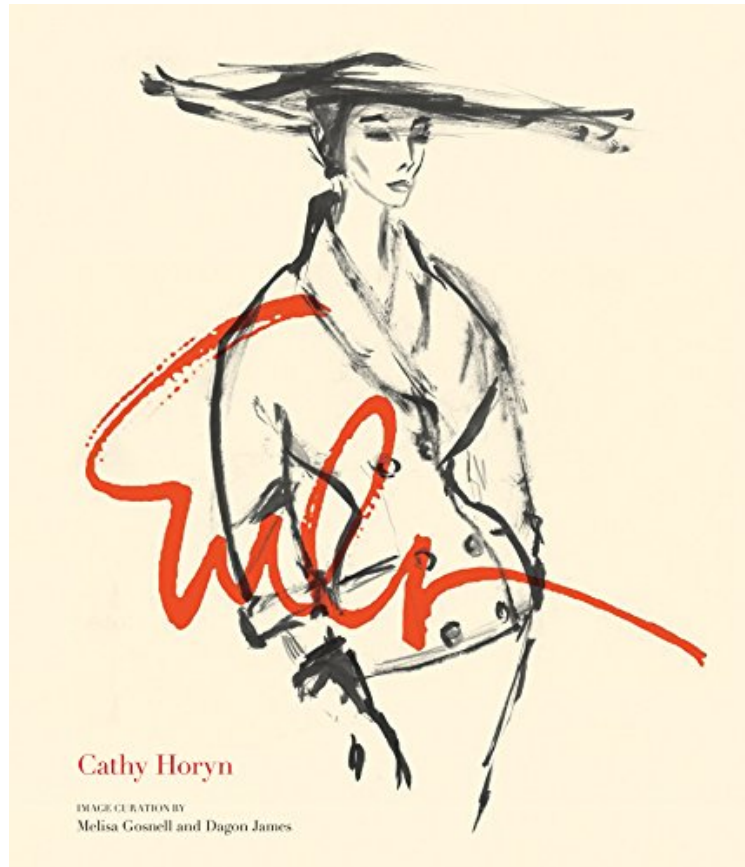


[Get free] Joe Eula: Master of Twentieth-Century Illustration

Joe Eula: Master of Twentieth-Century Illustration

Cathy Horyn

**Download PDF / ePub / DOC / audiobook / ebooks*



 Download

 Read Online

#1725949 in eBooks 2014-11-11 2014-11-11 File Name: B00M71A0L4 | File size: 59.Mb

Cathy Horyn : Joe Eula: Master of Twentieth-Century Illustration before purchasing it in order to gauge whether or not it would be worth my time, and all praised Joe Eula: Master of Twentieth-Century Illustration:

1 of 1 people found the following review helpful. A beautiful, delightful book By S. E. Jarvis Many, many, many years ago I took some classes at Rhode Island School of Design. I thought I wanted to be an artist but life took me in a different direction. However, I still love art and clothes, so fashion illustration holds a special fascination for me. This book is a treasure of amazing artwork. I love looking at the illustrations and at the drawing technique. A true masterwork. 2 of 2 people found the following review helpful. to capture the beauty of Fashion in the great houses of the day-YSL By Melisa Gosnell Ms. Cathy Horyn wrote a most intriguing portrayal of a genius with his eye and hand to paper, to capture the beauty of Fashion in the great houses of the day-YSL, Givenchy-Chanel...--long before the click click of photographers were due entrance. This book is a feast for the eye- days long gone by. A must have for those keen to Fashion. A lovely display. 1 of 1 people found the following review helpful. What a great book! LOVE Eula - finally a book devoted ... By david maderich What a great book! LOVE Eula - finally a book devoted to him.

The first published collection of the work of Joe Eula, one of the twentieth century's greatest fashion illustrators With text by fashion journalist Cathy Horyn, Joe Eula: Master of Twentieth-Century Fashion Illustration brings together a

selection of more than 200 gorgeous black-and-white and full-color sketches and finished illustrations from prolific graphic designer and illustrator Joe Eula, whose career spanned more than fifty years. This landmark volume sheds light on Eula's development as an artist and his contributions to the worlds of fashion, design, and arts and entertainment—through numerous interviews, anecdotes, and Horyn's personal reminiscences of their friendship—while placing his work within the critical context of those fields as they evolved from the early 1950s until his death in 2004. This extraordinary collection presents runway and showroom sketches as well as advertising work for Chanel, Givenchy, Yves Saint Laurent, Balenciaga, Dior, Geoffrey Beene, Bill Blass, Rudi Gernreich, and Charles James, as well as for Halston, for whom Eula was the creative director during the 1970s, the era of the designer's greatest influence. There are album covers, portraits, and show posters for Miles Davis, Lena Horne, Marlene Dietrich, Eartha Kitt, Liza Minnelli, Shirley MacLaine, and the Supremes, as well as costume designs for Jerome Robbins's ballets. Also included are sketches of Diana Vreeland, Helena Rubinstein, Coco Chanel, Andy Warhol, Twiggy, Elsa Peretti, and Halston, and work for Studio 54, Regine's, and Elaine's. Eula was the very essence of a maverick American spirit. All his life he did what pleased him, guided by his incredible eye, fluent ideas, and spare drawings. This book captures the essence of the acute visual clarity, creativity, decisiveness, and great personal energy that fused so brilliantly in his quick, sure hand. With more than 200 full-color and black-and-white photographs and illustrations

“An odyssey in sketches by the legendary fashion illustrator Joe Eula.” (Associated Press) “Horyn . . . is an exceptional writer and biographer. You needn't have an interest in fashion illustration to be absorbed by her profile of Eula.” (Fashionista) “If you are a fan of fashion illustration, fashion history, or just a fashion aficionado, then rush out and give a gift to yourself or someone similar. This book will offer countless readings and hours of enjoyment, delivering much more than just pretty pictures.” (New York Journal of Books) From the Back Cover The first published collection of the work of Joe Eula, one of the twentieth century's greatest fashion illustrators With text by fashion journalist Cathy Horyn, *Joe Eula: Master of Twentieth-Century Fashion Illustration* brings together a selection of more than 200 gorgeous black-and-white and full-color sketches and finished illustrations from prolific graphic designer and illustrator Joe Eula, whose career spanned more than fifty years. This landmark volume sheds light on Eula's development as an artist and his contributions to the worlds of fashion, design, and arts and entertainment—through numerous interviews, anecdotes, and Horyn's personal reminiscences of their friendship—while placing his work within the critical context of those fields as they evolved from the early 1950s until his death in 2004. This extraordinary collection presents runway and showroom sketches as well as advertising work for Chanel, Givenchy, Yves Saint Laurent, Balenciaga, Dior, Geoffrey Beene, Bill Blass, Rudi Gernreich, and Charles James, as well as for Halston, for whom Eula was the creative director during the 1970s, the era of the designer's greatest influence. There are album covers, portraits, and show posters for Miles Davis, Lena Horne, Marlene Dietrich, Eartha Kitt, Liza Minnelli, Shirley MacLaine, and the Supremes, as well as costume designs for Jerome Robbins's ballets. Also included are sketches of Diana Vreeland, Helena Rubinstein, Coco Chanel, Andy Warhol, Twiggy, Elsa Peretti, and Halston, and work for Studio 54, Regine's, and Elaine's. Eula was the very essence of a maverick American spirit. All his life he did what pleased him, guided by his incredible eye, fluent ideas, and spare drawings. This book captures the essence of the acute visual clarity, creativity, decisiveness, and great personal energy that fused so brilliantly in his quick, sure hand. With more than 200 full-color and black-and-white photographs and illustrations About the Author Cathy Horyn is the former fashion critic for the New York Times, where her work continues to appear. Her fashion reports and commentary have also been published in *Vanity Fair* and *Harper's Bazaar*. She met Joe Eula in 2001 while working with Bill Blass on his memoir, *Bare Blass*. She lives in New York City.