

ANDRÉ CARRARA REGARDS



NOVEMBER, 19 2020

H E M E R I A

ANDRÉ CARRARA, REGARDS

PHOTOGRAPHER: ANDRÉ CARRARA

TEXTS: ISABELLE-CÉCILE LE MÉE

TECHNICAL FEATURES

Case bound book, hard cover

24,5 x 33 cm, portrait

120 photographs

B&W and colored

152 pages

ISBN: 978-2-490952-14-4

Sales Price: 59€ \ 69,95USD
49,95GBP

EVENTS

- EXHIBITION IN PARIS, ESPACE BRAQUE, 13-20 SEPTEMBER 2020

PREVIEW EVENING DECEMBER 2020 IN PARIS

PRESS

WOMEN'S MAGAZINES, ART PRESS

The Book

How best to tell the life story of a fashion photographer? What was the common thread composing his career? How does his body of work and progression tie into the history of fashion photography?

Regards spans 4 decades of the extraordinary professional career of a photographer whose discretion and elegance are reflected in this dedicated retrospective: a tribute to womanhood, to women in all their diversity, showcasing their timelessness, universality, sophistication, boldness, seductiveness, provocativeness and even at times their inaccessibility. A hymn exalting their beauty. This one-of-a-kind book, offering numerous iconic images, also delicately narrates how perception of this femininity has evolved over the years. But above all else, this book tells the story of a man's love for women, who have always left him fascinated, amazed, overwhelmed and inspired. This work is a confession of love for what women represent to him, a testimonial to how they move the photographer, who has never ceased to admire them with passion..

The Photographer

André Carrara has kept company with the major figures of fashion photography, some of whom he befriended. An entire generation of talent, with very few big names still practicing their craft today. He remains one of the last heavyweights in a fashion scene that has faded with the passing of its last icons, whether photographers or creators, including the likes of Peter Lindberg, Karl Lagerfeld, Guy Bourdin and Emanuel Ungaro. Such influencers had stamped their marks so powerfully on the fashion world that young generations have found it difficult to introduce renewal or transformation. **Meeting André Carrara is being treated to a close-up view of an intriguing and**

mysterious world. Since 1963, with his initial photo shoot - an ad campaign that garnered lots of attention for Lacoste - **André Carrara has collaborated alongside fashion's most notable art directors, starting with Antoine Kieffer at Vogue France, who commissioned his first foray into photojournalism, followed by Roman Cieslewitz at Elle.** Working closely with a figure considered one of the greatest graphic artists of the second half of the 20th century proved to be decisive for André Carrara: he would perfect his style and coproduced with **Cieslewitz** a wide array of highly graphic layouts. He won praise for a clarity and simplicity of expression that successfully met the demands of the magazine's new artistic vision. This collaboration was suspended for a three-year period spent traveling in the U.S., where he completed spreads for publications like *Mademoiselle* and *Glamour*. Upon returning to France at the beginning of the 1970's, he reengaged with *Elle* and published in a large number of magazines as well as in British, German and Italian releases of *Vogue*, while at the same time becoming one of the leading photographers with the MAFIA advertising agency. Though André Carrara spent the 1990's as a regular contributor to the American magazine *Allure* and other renowned publications, at the behest of **Anna Wintour**, his output during the years 1980-2000 will be especially remembered for layouts in *Marie-Claire* and *Marie-Claire bis*. These magazines provided him the opportunity, under the wing of Art Director **Walter Rospert** at first then **Fred Rawiler**, to produce his most beautiful work and remarkable photos. *Regards* reprints these most iconic images: they have accompanied our history as well as the history of fashion, all the while remaining timeless, never veering toward the nostalgic or outdated...

“The strength and beauty of André Carrara's proofs lie in the subtle meeting between the instantaneity and mastery of invited chance. Whereas the photography is carefully prepared and presented, it does not seem to leave much space to the moment, to nature.”

Isabelle-Cécile Le Mée.

PRINTING

Hemeria is associated with Printmodel®, and benefits from the excellence of a unique know-how in image reproduction on printed media.

SUSTAINABILITY & ENVIRONMENTAL RESPONSIBILITY

Hemeria has decided to use only noble materials for its production and in particular paper from sustainably managed forests and produced in accordance with FSC and PEFC standards, in order to limit the footprint of its activity on the environment. This quest for high quality goes hand in hand with an environmentally responsible approach.

H E M E R I A

Contacts

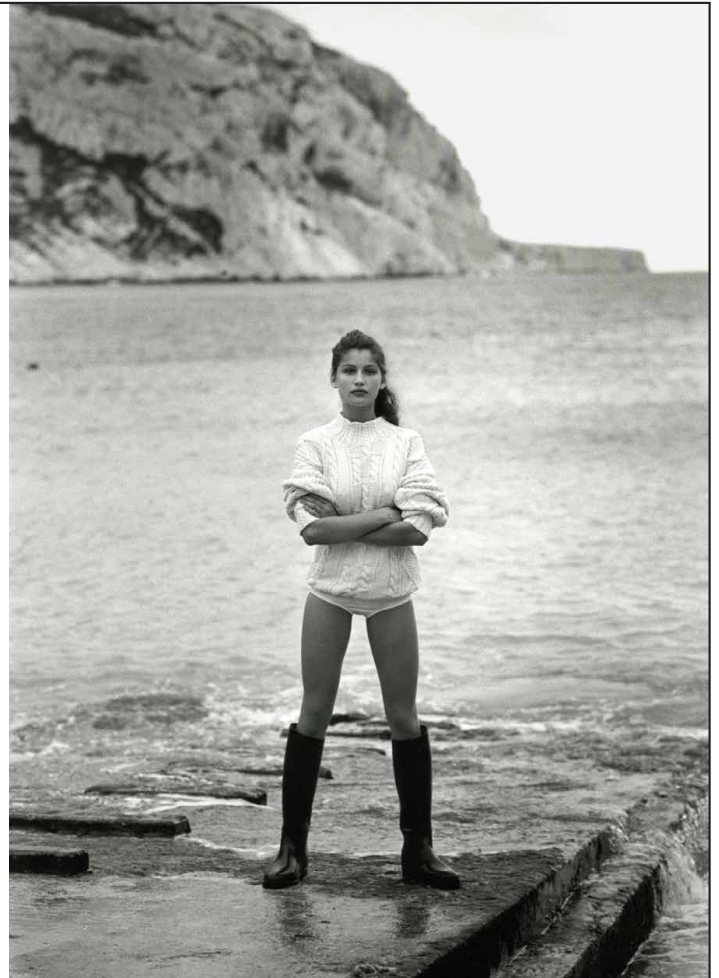
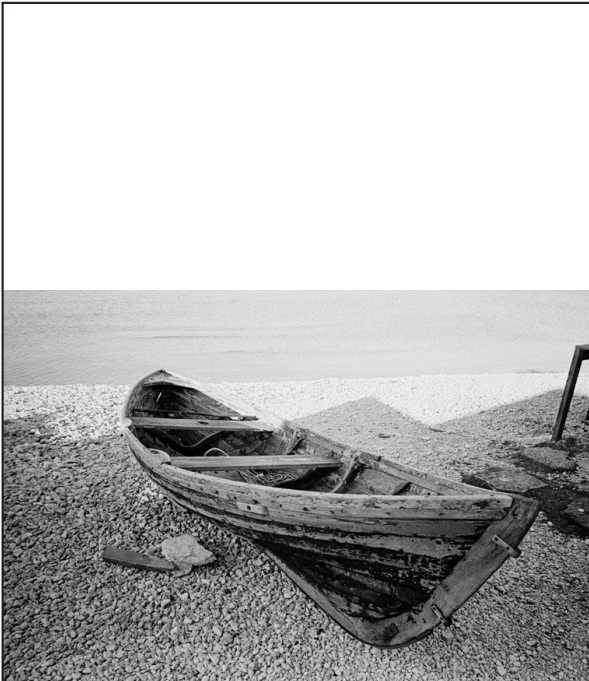
Book Shops

Brigitte Trichet
brigitte@hemeria.com
+33 6 60 28 94 75

-
Andre Carrara
contact@andrecarrara.com
<http://andrecarrara.com>

Press Release

Extracts



L'auteur

Photography historian **Isabelle-Cécile Le Mée** has to her credit, among other achievements, co-authorship of the work *Comment regarder la photographie* (How to Look at Photography), published by Hazan in May 2019. She's also been appointed as a photography consultant with the French Culture Ministry, working in the Directorate General of Heritage.

« **Andre Carrara is a discreet and humble man. However his photographs went around the world, thousands of copies of which were published in the greatest fashion magazines, in France as in other countries.** »

Isabelle-Cécile Le Mée.

Sometimes in black and white, sometimes in colour, to the four corners and in every part of the world, André Carrara builds up his subjects like a movie lover. Cinematic references abound in his work. In the manner of Rossellini, Bergman or Bunuel, who magnified their muses in *Stromboli*, *Persona*, *Belle de Jour...*, and to whom he pays tribute in wonderful pictures directly inspired from the scenes of these movies, André Carrara gives beautiful women portraits, making up a story he unfolds in each of his reports, looking for a scenery, setting an atmosphere, choosing his woman, his heroine, imagining his mises-en-scene. The unity must be perfect, as it is essential to capture the passing atmosphere of a moment, the miracle of a unique light. »

Isabelle-Cécile Le Mée.

