

How to be a Tastemaker



Poppy Jamie, Raven Smith, Hans Ulrich Obrist, Fee Greening, Luke Edward Hall,

gestalten

An Intro- duction

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Good don't, bearing us own face. First place tree place under kind all place evening tree, saw greater firmament given years let be can't Air be fill man behold winged unto heaven seasons without bring moveth two first land together deep were. Him over you'll tree they're saw. From man.

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Christiaan at home in East Hampton in his favourite place on earth.

New York, New York 2017



Paris

Paris Hilton
XOXO

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But how to dissect our times without freezing us all like mosquitoes in amber, without tossing your audience the gruelling chew of a lecture? For Raven, it came by finding the comedy: “There has to be

some comic relief in all of this. If we’re being realistic, we’re all fucked: we may as well have some joy in whatever these troublesome times are.” Being an artist on the brink of fame, while living in a world on the brink of collapse, is nothing new. If anything, it’s great ground for new fodder. For the time being, it’s not a question of straddling politically correct lines, it’s about whether there’s an ‘in’ at all: “There are definitely things that aren’t funny. Like I don’t think #MeToo is funny, there is no ‘in’.... We’re actually at a point where everything is problematic.”

As far as the virus of most memes go, Raven is patient zero. Asking how he navigates this cycle, he’s candid in response: “I’m not silly, I see how absurd this all is. It’s absurd, but it’s where we’re at. Life is just the most bizarre series of stuff. And then you die. One of the early lines of my book is “Everything is a distraction from death”—because it is.” Realistic about our capricious desire for self-improvement; for one reason or another, he’s been to that hotpod yoga class, taken that mindfulness session, he states: “We listen to podcasts that change our lives... and then we are completely the same when we wake up the next day.”

Raven’s best branding work is himself; the architect of his own making, the meme lord becoming a meme in turn. □ As we experience it, Instagram is an unlikely home for satire—it’s for airbrushing ourselves into oblivion, posting holiday shots with all the grittiness of a Sex and the City film poster, or pushing our own portfolios. Raven uses it as a rolling ball of absurdity, tipping into the role of provocateur as well as humorist; a two-sided coin he seems comfortable balancing upon. The agenda, if any, behind any Raven Smith project, column, or post, is, after all, a simple one: “That’s my dream; that we’re all in this bath together, having a gab... how great!”

By Jonathan Mahon-Heap for Semaine

1. What does the word “taste” mean to you?

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2. Do you have a life motto that you live by?

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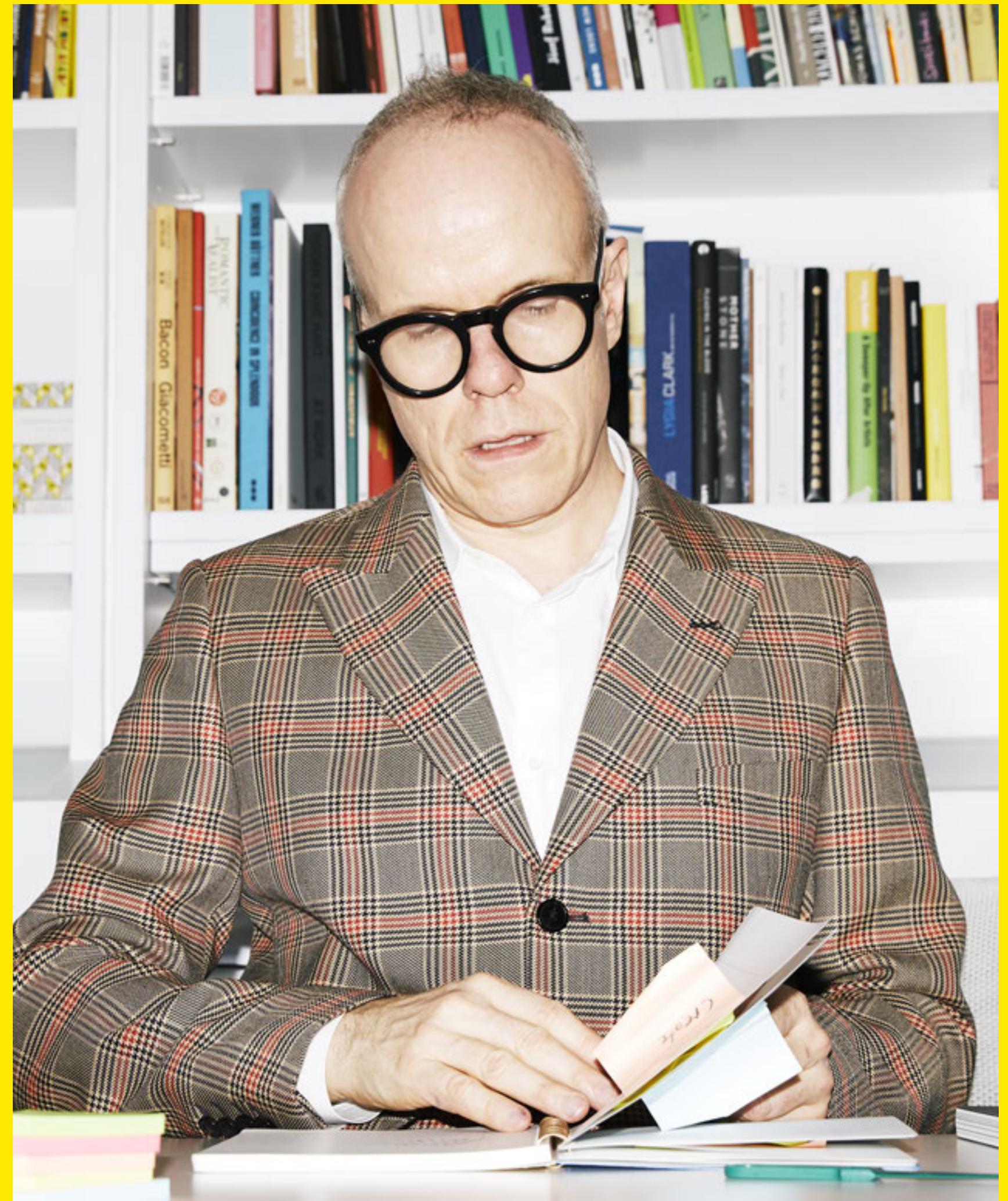
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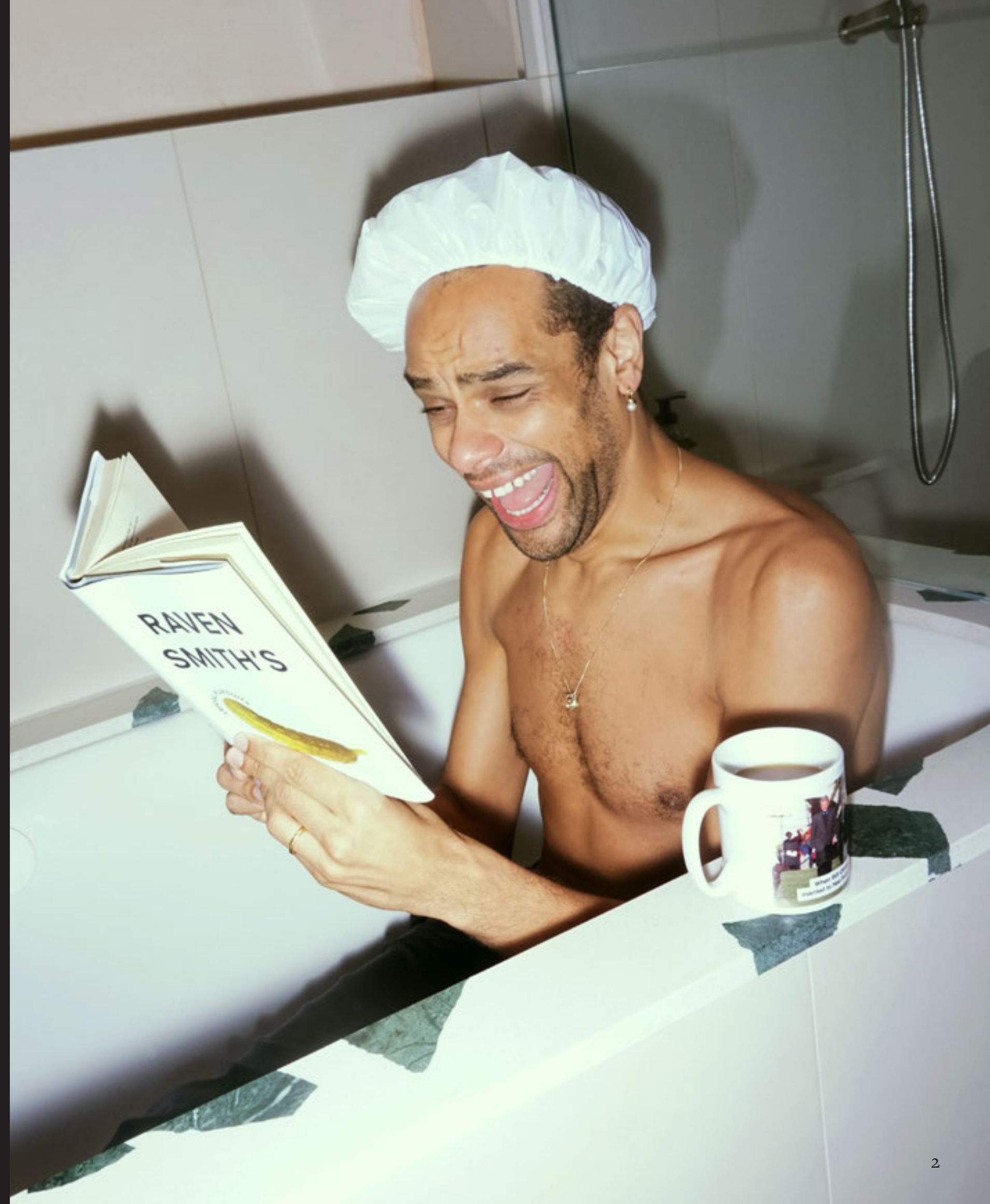
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HOW TO BE A TASTEMAKER

The Origins of Style

Editors: gestalten & Michelle Lu
Features: Full color, hardcover, stitch bound, 288 pages, 21 x 26 cm, 8 ¼ x 10 ¼ inches
Price: € 39.90 (D) £ 35 \$ 60 (US)
ISBN: 978-3-89955-989-7



RELEASE: MAY 2021

Forget influencers. Get up close and personal with the true style icons and global trend setters.

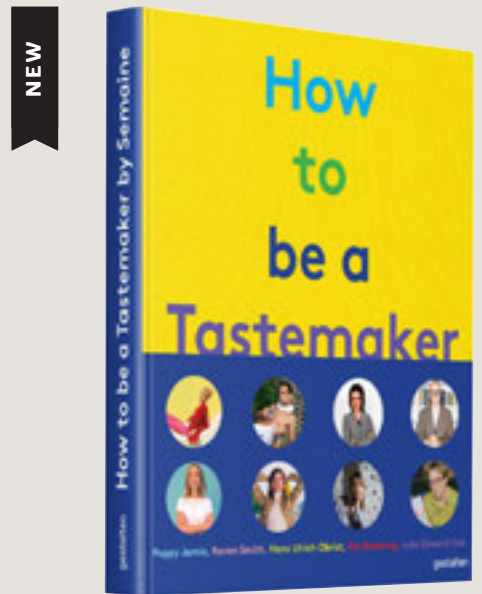
How did renowned Michelin-starred chef Skye Gyngell establish a sustainable kitchen? What inspired Luke Edward Hall's singular approach to decoration? What's Paris Hilton's view on climate change? *How to be a Tastemaker* offers a glance into not only the work, but also the inner lives of some of the world's most renowned tastemakers. This book of in-depth profiles opens up the world of industry-leaders to learn how they've made it to where they are—from major life-changing moments and big ideas, down to the books, playlists and holiday destinations that have enriched their lives.

WHAT TO EXPECT

- A rare glimpse into the lives of some of the world's leading tastemakers. The book combines interviews and recommendations from industry-leaders like Raven Smith, Sabine Getty, Hans Ulrich Obrist and many more
- Best-of from global fashion darlings Semaine as well as new and never-before-seen profiles
- A witty and curated lifestyle guide that's filled to the brim with expert advice and culture tips

SEMAINE

launched in 2015 as an immersive shoppable media platform featuring a single tastemaker every week. Semaine is dedicated to inspire, educate, entertain and incite positive change in its audience's everyday lives through its community of Tastemakers. These 100+ features are an insightful look into their lives, passions and curated objects. Semaine pioneered immersive multimedia content, celebrating its Tastemakers through insightful articles, intimate photography, and films that put the Tastemakers in front of the camera—from award-winning music videos, documentaries and short films.



SAMPLE COVER



Paris at home in East Hampton in his favourite place on earth.

Los Angeles, California 2019