

PRESS RELEASE

ANNA BAUER: BACKSTAGE

Moscow, 24th, October 2012 - Following a series of a successful book launch in New York, Paris, Milan, Berlin and Prague, Angelika Taschen in collaboration with Pavleye Art and Culture introduce a comprehensive guide to the protagonists of fashion in the 21st century's first decade called BACKSTAGE. The collection of polaroid portraits by New York based photographer ANNA BAUER will be launched in Moscow's LePremier boutique.

"... what we've got here is a benchmark for the present, and a reference point for the future." (Tim Blanks)

An independent publishing house Angelika Books was established in 2011 in Berlin and is focused on only a few titles per year. Topics such as art, architecture, photography, design, fashion and lifestyle are the key areas the founder, Angelika Taschen, is interested in. Her collaboration with Prague based boutique agency Pavleye Art and Culture, whose ART projects blend the aesthetic of fashion, advertising language and as such has also gained respect in the fine art arena, started in 2011. Since both parties are closely involved in publishing business, their common mission is to "create a cultural bridge between Eastern and Western Europe."

" Through our friend, Anna Bauer, Milosh and Jozef asked me for a possible collaboration on their David LaChapelle catalogue. The quality of the show and the book was outstanding and when I met them the first time in Berlin in person I was convinced that the two still young men will have a great future and do many interesting projects and collaborate with outstanding people. They have great sense for quality, exciting project and are driven to get their ideas realized. Since I like to work with young people very much I am now happy to collaborate with them to promote my projects in the eastern part of Europe as Czech Republic, Slovakia and Russia," said Mrs. Taschen.

"Our collaboration with Angelika Books is an ideal way to broaden the concept of our publishing division and also provide Czech, Slovak and Russian market with her masterpieces. All of our gallery projects (David LaChapelle, Rene & Radka) are

accompanied with producing an original catalogue publication and we are honoured to represent Angelika's books in new markets. Considering the concept of Anna Bauer's BACKSTAGE book we find LePremier boutique a perfect spot to introduce it," stated Pavleye Art and Culture's CEO- Jozef Pavleye.

"First time I met Anna Bauer at the backstage of Matthew Williamson show in London, where she was shooting the portrait of Anna Beatriz Barros. She briefly introduced me to her project and a few months later we were recording an interview with her in New York, where she revealed the team that was participating on the Backstage book. Fabien Baron, Tim Blanks and Angelika Taschen is an impressive combination and so we decided to offer Angelika Books a PR service in Czech, Slovak and Russian market as well as produce a book launch of Anna's first publication," said creative consultant of Pavleye Art and Culture - Milosh Harajda.

ANNA BAUER BACKSTAGE

ANNA BAUER Backstage The Attachés of Fashion Culture in the First Decade of the 21st Century

This book is a comprehensive guide to the protagonists of fashion in the 21st century's first decade. It is like a particularly glamorous bird-watcher's manual, where you can finally put a face to the editorial credit. New York-based German photographer Anna Bauer took pictures of the fashion scene's personalities backstage after the shows in Paris, Milan, London and New York using a heavy large-format camera and black-and-white Polaroids.

It's remarkable how natural the models, designers, investors, critics, stylists and fashion photographers look in these pictures. With her magical photographs Anna Bauer not only captures their surface but also their souls. **Karl Lagerfeld, Marc Jacobs, Raf Simons, Stella McCartney, Phoebe Philo, Anna Wintour, Carine Roitfeld, Suzy Menkes, Mario Testino, Juergen Teller, Olivier Zahm, Kate Moss, Claudia Schiffer, Lily Cole, Karen Elson** and **Agness Deyn** are among the 250 attachés of fashion culture pictured in the book.

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