

SCHIRMER/MOSEL VERLAG

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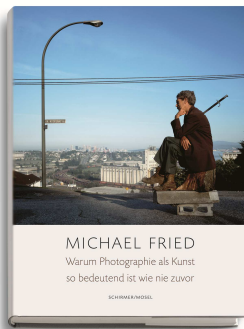
Munich, March 2014



PRESS RELEASE

Why Photography Matters as Art as Never Before

40 years of Schirmer/Mosel Publishers – the anniversary

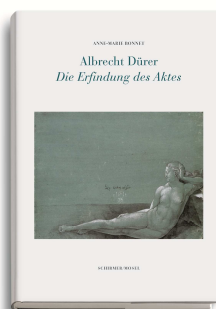


MICHAEL FRIED
**Why Photography Matters as Art
as never before**
448 pages, 278 illustrations
in color
ISBN 978-3-8296-0665-3
(German edition)
€58.-

Founded on April 1, 1974, by Lothar Schirmer and Erik Mosel, Schirmer/Mosel Publishers is celebrating its 40th birthday. Managed by Lothar Schirmer, the publishing house has become one of the leading and most influential picture and art book publishers in Europe.

Centering on the visual, the program focuses on photography – alongside other 20th century art forms such as film and the visual arts. In this particular field Schirmer/Mosel operates both as a general interest and a specialist publisher.

The first German-language edition of *Why Photography Matters as Art as Never Before*, the magnum opus of American art historian Michael Fried (448 pages, 278 illustrations, €58,-), which is scheduled to appear in late March is, to a certain degree, a programmatic anniversary publication, its title posing a question which the company has been addressing throughout its forty years of publishing activities.



Anne-Marie Bonnet
ALBRECHT DÜRER
Die Erfindung des Aktes
160 pages, 77 color panels,
25 illustrations
ISBN 978-3-8296-0651-6
(German edition)
€49,80

Over the past 40 years Schirmer/Mosel has published a total of 1,500 titles, 316 of which are currently in print, including substantial and long-term publishing enterprises such as the major Bernd and Hilla Becher edition, the collected Cy Twombly catalogue of paintings, drawings and sculptures, and the cycle of books about the oeuvre of Joseph Beuys, to name just the most significant.

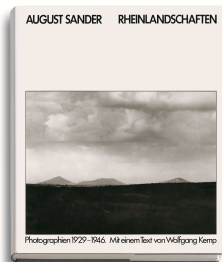
Innovations in terms of content, aesthetics, and technology, while maintaining consistent high quality, have always been and indeed remain the intended goal of Schirmer/Mosel's publishing program. Over the past two years, for example, five authoritative books set new standards for films almost en passant.

The monograph on *Andrej Tarkovskij* is the first publication that succeeds in presenting the life and work of the Russian film visionary on a matching aesthetic level. *Ingrid Bergman: A Life in Pictures* has set a new benchmark for actor monographs. With her superb *Wach auf und träume*, Fassbinder's muse and heroine Hanna Schygulla has dusted off the genre of actors' memoirs. With *Sirens and Sinners* Hans Helmut Prinzler has delivered a cultural history on the films of the Weimar Republic and a first-class film guide, while Edgar Reitz with *Die andere Heimat* opens up new dimensions for monographs on individual works.

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AUGUST SANDER
Rheinlandschaften

With a new text
by Wolfgang Kemp

112 pages, 40 panels in skiatone
ISBN 978-3-8296-0671-4
(German edition)
□ 49,80

To mark the anniversary on April 1, Schirmer/Mosel's program excels once again with artistic and photo-historical highlights: alongside the Michael Fried volume, a new edition of the famous *Rheinlandschaften* by August Sander is set to appear, for which Wolfgang Kemp has written a new text. Anne-Marie Bonnet presents Albrecht Dürer as the inventor of profane nudity freed from religious myths in Renaissance art; a great creative achievement for the artist, to which antiquated research into Dürer had hitherto turned a blind eye. Dürer as the precursor to Helmut Newton – a real discovery, and fitting for the Schirmer/Mosel anniversary!

An exhibition in the Pinakothek der Moderne in Munich featuring photographs by August Sander from the Lothar Schirmer Collection, to open on the day of the anniversary and entitled “Menschen vor Flusslandschaft” (“People in front of a River Landscape”), and a series of lectures and events featuring Michael Fried, Wolfgang Kemp, Thomas Struth, Hilla Becher and Lothar Schirmer will round out the anniversary celebrations.

You will shortly be able to download more detailed information from our website (<http://schirmer-mosel.com/homee1/press.htm>) about the following topics:

- Anniversary exhibition in the Schirmer/Mosel Showroom: “Cornelius Völker. Frühstück im Atelier” (“Cornelius Völker. Luncheon in the Studio”), starting March 20, 2014
- “People in front of a River Landscape”, exhibition in the Pinakothek der Moderne, starting April 1, 2014
- Biography of publisher Lothar Schirmer
- New releases to mark the company's anniversary
- Schirmer/Mosel titles in print
- Bibliography of all Schirmer/Mosel books published since 1975
- A brief history of Schirmer/Mosel Publishers 1974-2014

For more information, press-related material or interviews with our authors and our publisher Lothar Schirmer, please contact the

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