



Jean-Baptiste Mondino
Three at Last

Book design by Michel Mallard
304 pages
243 color and
black-and-white plates
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PRESS RELEASE

Blood, Smoke & Tears ...

Jean-Baptiste Mondino: Three at Last

The “image guru’s” long-awaited third illustrated book
An international Schirmer/Mosel publication

It was certainly worth the wait: Following *Déjà vu* (1999) and *Two Much* (2003), Jean-Baptiste Mondino’s third Schirmer/Mosel illustrated book *Three at Last* also radiates wit, glamour, black humor and bizarre eroticism. Once again Mondino, who counts among the most important and internationally most successful advertising photographers and video artists, impressively demonstrates his inexhaustible imaginativeness. The cover alone is a manifesto combining smoking pleasures and acrobatic skills. In an elegant smoker’s pose, a carefully pedicured lady’s foot with toenails lacquered in black is holding a burning cigarette between its toes. What’s this all about? Smoking pleasures, artistry, foot fetishism, a sadomasochistic torture game? Anyhow, the atmosphere is aestival, along with the cigarette smoke beach pleasures are in the air.

However, the 243 black-and-white photographs in *Three at Last* revolve around tougher subjects as well: blood, smoke & tears, as implied by the book’s subtitle. Smoking young women are as steely hard as the motorcycles they are draped over, tattooed men are shown ironing and cradling babies. Often and against all notions of political correctness, a the cigarette hangs casually in the corner of the mouth, elsewhere merely its smoke encircles the delicate features of the models.

The photographer, born in 1949 in Aubervilliers near Paris, revolutionized the advertising strategies of the Rock, Pop and fashion scene with his computer-animated images and video clips and in so doing earned himself the status of “image guru” of international Pop stars such as Sting, David Bowie and Madonna. *Three at Last* likewise features shots of famous personalities from the worlds of fashion, film and music: Matthew McConaughey, Tilda Swinton, Javier Bardem, Rooney Mara, Vanessa Paradis, Charlotte Gainsbourg, Marion Cotillard, Michael Fassbender, Charlize Theron, Sharon Stone, Lana Del Rey, Penelope Cruz and George Clooney fascinate the observer in what is sometimes a bizarre outfit and setting. No other photographer in the whole world has a strong enough ego to deny his readers the names of his famous sitters. Only Mondino has made this a stylistic device of his traditionally wordless books.

Technically masterful, with provocative and witty content, the Schirmer/Mosel publication *Three at Last* by Jean-Baptiste Mondino is an inexhaustible source of inspiration for anyone – except perhaps staunch non-smokers – with a penchant for photography, advertising, fashion, music and lifestyle.