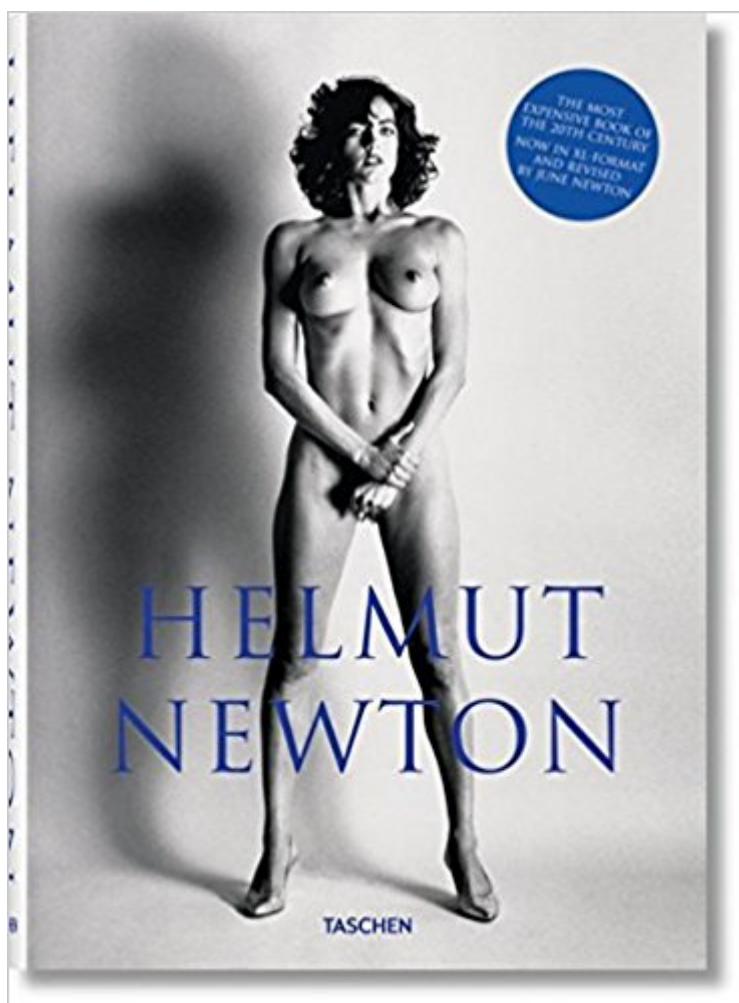


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# Helmut Newton: SUMO, Revised By June Newton



## Synopsis

• You will own a piece of art history • Quintessentially, London A tribute to one of the 20th century's most influential, intriguing and controversial photographers SUMO was a titanic book in every respect: it broke records for weight, dimensions, and resale price. Helmut Newton (1920–2004) always demonstrated a healthy disdain for easy or predictable solutions. SUMO a bold and unprecedented publishing venture was an irresistible project. The idea of a spectacular compendium of images, a book with the dimensions of a private exhibition, reproduced to exceptional page size and to state-of-the-art origination and printing standards, emerged from an open, exploratory dialogue between photographer and publisher. With the physically commanding SUMO weighing in at 35.4 kilos, Newton created a landmark book that stood head and shoulders above anything previously attempted, both in terms of conceptual extravagance and technical specifications. Published in an edition of 10,000 signed and numbered copies, SUMO sold out soon after publication and quickly multiplied its value. This worldwide publishing sensation now features in numerous important collections around the world, including New York's Museum of Modern Art. Legendary SUMO copy number one, autographed by over 100 of the book's featured celebrities, also broke the record for the most expensive book published in the 20th century, selling at auction in Berlin on April 6, 2000 for 620,000 German Marks – approximately – 317,000. SUMO established new standards for the art monograph genre, and secured a prominent place in photo-book history. This new edition, carefully revised by June Newton, is the fulfillment of an ambition conceived some years ago by Helmut Newton. He would surely be pleased that, a decade on from its first publication, SUMO now in a format that allows for a more democratic distribution will reach the widest possible audience. However, proud owners of the new edition won't wrestle with their copy of SUMO. It comes with a unique stand for displaying the book at home and includes a companion booklet. Text in English, French, and German

## Book Information

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## Customer Reviews

Bringing an entirely new slant to the concept of the coffee-table book, SUMO is a suitably enormous homage to 79-year-old Helmut Newton, the master of subversive and erotic photography. "I wanted to build a monument to the most important photographer of the 20th century," comments Benedikt Taschen, the publisher behind SUMO. He delivers. Weighing over 65 pounds, measuring more than two feet long, and breaking any previous size record in book publishing, SUMO contains 480 pages of every aspect of Newton's outstanding career in photography. Each copy of the book is bound by hand and numbered and signed by the artist. In order to showcase this colossus, the book is packaged with its own stand designed by Philippe Starck. This outsized volume contains the body of Newton's controversial yet iconographic work, documenting fashion, fetishism, and above all an overriding obsession with voyeurism that can make the viewer feel complicit or uneasy by turns. Newton himself describes SUMO as "terrifying and outrageous. I don't even look at it as a book.... I look at it as an object." --Catherine Taylor, .co.uk --This text refers to an out of print or unavailable edition of this title.

"HELMUT NEWTON'S SUMO WINS INTERNATIONAL CENTER OF PHOTOGRAPHY'S 1999 INFINITY AWARD AT MAY 11 CEREMONY Helmut Newton's SUMO published by TASCHEN has been judged the Best Book on Photography Published in 1999 by world-renowned International Center of Photography. SUMO, the biggest and most costly book ever produced, was judged best in a field of outstanding photography books published in the last year of the 20th century. Conceived as a monumental tribute to Helmut Newton, arguably the most influential and controversial of contemporary photographers, SUMO has become a star in its own right by winning this honor in a field filled with worthy books devoted to photography." --This text refers to an out of print or unavailable edition of this title.

The book is amazing. It is a definite must have in any photography book collection. Even though this is the "light" version of the book, it is still quite impressive. Still, the packaging for international shipping (I'm located in Mexico) was not the best for a product this size. The book arrived slightly bent in one corner. Not a show stopper, but it was annoying to have such a magnificent piece slightly damaged. This is the second time that large scale items sent from have arrived with minor bumps. I have never had problems with regular sized books. I would no doubt order this book again from since the savings are better than the damage suffered, but be warned. As for the quality of the pictures, it is simply and without a doubt worth the price. Could the print be better - yes it could; for the price paid, it is a good balance.

A classic book, well printed and presented. Shipped safely with no damage. A big investment but worth it if a fan of the work.

I adore Helmut Newton, and am still kicking myself for not buying SUMO in its original form, metal table and all, while it was still available - and at a huge discount, no less. I did buy this version from , though. It came in its own printed, cardboard box (complete with plastic handle) inside of which were the book and a small, acrylic table for holding it: basically an ersatz version of the original, sized for the mass market . The print quality was not objectionable, and the images as you'd expect: among the strongest and most influential in photography. A convincing compendium of Helmut Newton's work, this version of SUMO is worth having - especially since it's the only version now available.

as expected

Now that Helmut Newton's Sumo is available for the mass public, and no longer costing \$5000+ for a massive podium-sized version, getting a copy is a no-brainer for anyone remotely interested in the king of kink's work. The book is fairly complete in terms of touching all of the major areas of Helmut's work and won't seem too repetitious for owners of previous books. While a lot smaller than the aforementioned original gigantic version, the reprint is still massive in comparison to most other coffee table books. It weights more than 15lbs and comes with a sleek acrylic book stand for display on your favorite shelf, credenza, or table. I was happy with the reproduction quality of the book and the binding seems durable enough for many years of viewing. Highly recommended.

Although I admire good photography work, I don't own so many photography books and collections. But this one has become one of my favorite items that I have ever gotten. I have purchased many things from so far, and I can say that Sumo is the best of them. Its size is amazing (although it originally is made to be 19.7x27.6 inch!), quality of the pictures is very good, and the pictures themselves are extraordinary. Helmut Newton is known to be among the best nude photographers, so if anyone appreciates art and photography, he/she must get this book and spend a considerable amount of time appreciating every shot. For more information you can watch the "Making of Sumo" documentary (linked below), but I must warn you that after watching that documentary you WILL buy the book for sure![...]

This was a surprise gift given to me by my husband. I am so glad carries Taschen books. I am a big fan. The book arrived in pristine condition. I am a big fan of Helmut Newton, and this does not disappoint. Some well-known photos (Lisa Taylor giving a passing man The Look), as well as some new to me.

This is a really big book. If you buy it new the ink smells really bad, and so you can't relax looking at it. It has all the most known photographs in it. If you like him you should read the biography, a really good book.

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