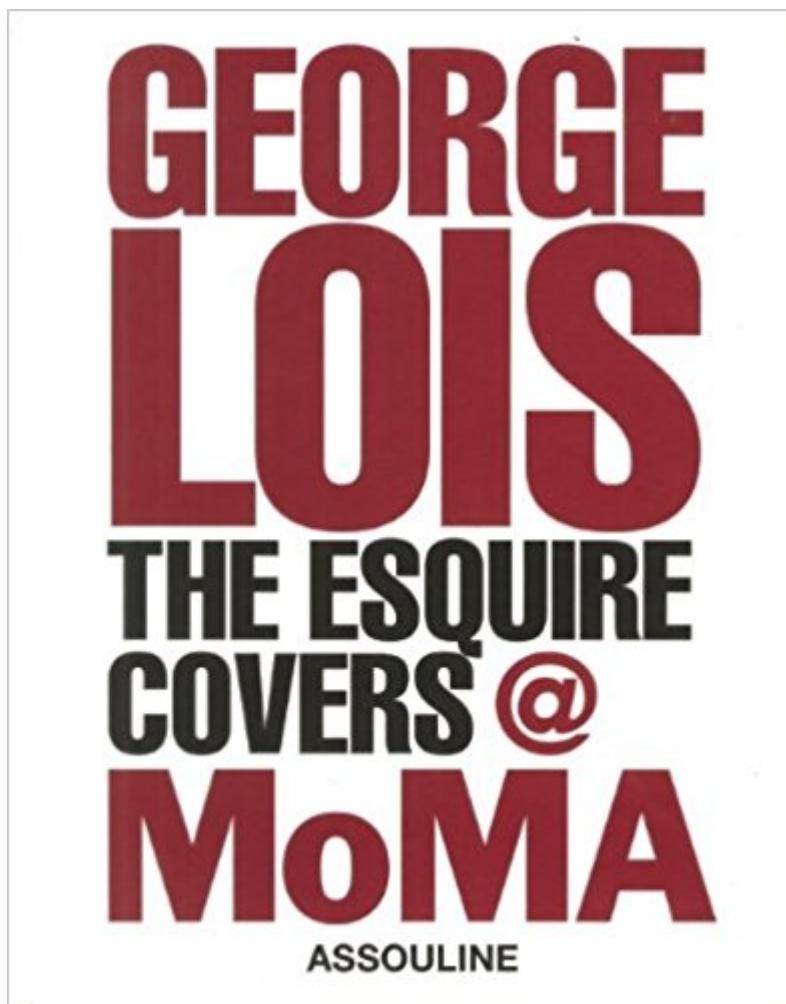


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# George Lois: The Esquire Covers



## Synopsis

In 2008, the Museum of Modern Art acquired a wide range of George Lois' groundbreaking Esquire magazine covers and put them on display for a full year. The Esquire Covers at MoMA collects the entirety of that exhibit, many more covers, and unseen images from Lois' private collection, including personal photographs of the designer at work and outtakes of a shoot with Andy Warhol. George Lois, who led advertising's creative revolution in the 1960s, was hand-picked by the legendary editor Harold Hayes to convey visually that Esquire—a leading proponent of another creative revolution of the time, New Journalism—was on the cutting edge of profound changes in American culture. With images of JFK, RFK, and Martin Luther King, Jr. watching over Arlington National Cemetery; of Richard Nixon under the makeup-artist's powder-puff; and of Muhammad Ali as the martyred Saint Sebastian, he did just that.

## Book Information

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## Customer Reviews

George Lois is an adman-genius, an innovative thinker, a creator of cultural stigmas of advertising that lasts forever. Lois is the author of several books including *Iconic America* and *\$ellebrity*, and his Esquire covers are in the permanent collection at The Museum of Modern Art. He has also received the Lifetime Achievement Award from the American Institute of Graphic Arts.

There is no better way to inform my kids about the strange cultural evolution of the 1960s than this

book. Better than a collection of NYT front pages.

Great book. Awesome present for anyone who is into design or photography.

not that interesting, ended up returning.

George Lois, at the age of thirty-one, created his first Esky cover for the October 1962 issue. Over the next ten years he created another ninety-one (so there were twenty-eight he didn't design) and fifty-nine are shown here, just about life-size, too. Like the covers, George has taken control of the book and done his own thing with the design: it starts inside the front cover; there is no real title page (instead a reproduction of an invitation to the MoMA Esquire cover exhibit); spread-wide photos of him are interspersed between the cover pages; some back pages are devoted to his ads and logos; plus a spread of covers of his eight idea books. Look through the covers and you'll be amazed at how many are featured in books on design and continually pop up on the net. They are the perfect concept covers that visually sum up so many aspects of Sixties society. This kind of editorial design has more or less disappeared from mainstream consumer magazines which now depend equally on photos and headlines to fill the cover space. Each cover is on a right-hand page with a GL commentary on the facing page and I was disappointed that items used in the 2008 MoMA show (contact sheets, artwork and other graphics) are not included with his text to make the book a much more interesting visual feast, so four stars. The book is worth getting if you work in publication design and want a record of what was once possible on a national magazine cover.

As a child of the 60's this book, Goerge Lois The Esquire Covers @ MOMA, is a powerful and vivid reminder of this most important period in our nation's history. Lois' extraordinary gift is his ability to merge art, culture and history in a way that grabs you by the throat, and educates and entertains at the same time. Whether you come with memories, or will be living it for the first time, once you start the journey you will not be able to put this book down.

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