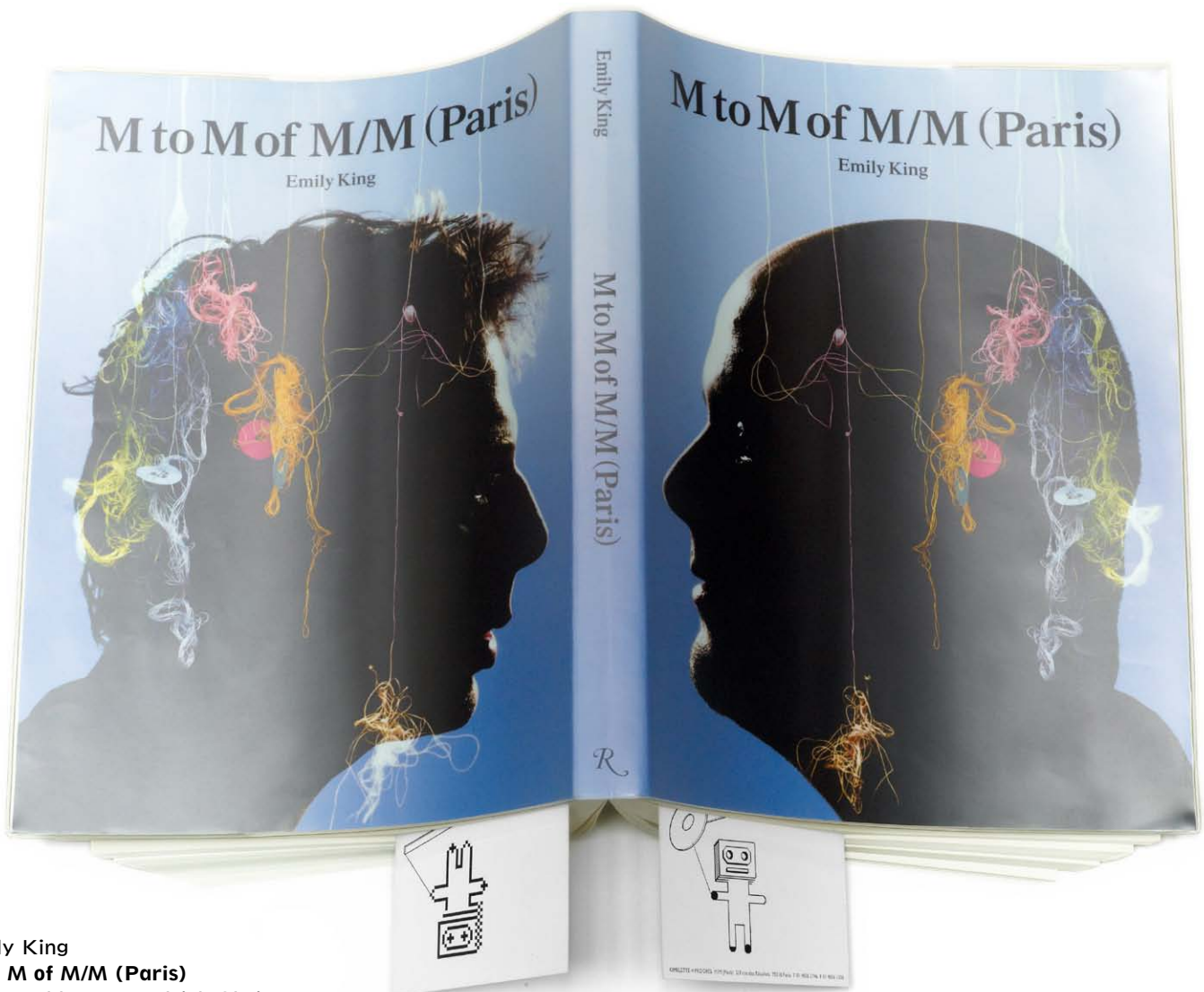


RIZZOLI
NEW YORK

M to M of M/M (Paris)

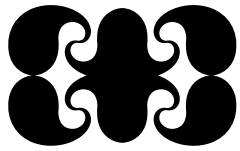
A 528-page monograph presenting for the first time twenty years of works by M/M (Paris), one of the most emblematic and influential design practices and art partnerships of the twenty-first century.



Emily King
M to M of M/M (Paris)
Foreword by Hans Ulrich Obrist
Designed by Graphic Thought Facility

Paperback, with plastic dust jacket
Over 1000 illustrations all in colour
35 x 26 cm, 528pp

10 1/4" x 14" , 528pp
US \$85 / Can \$90 — March 2013
ISBN 978-0-8478-3995-7



Michaël Amzalag and Mathias Augustyniak originally established M/M (Paris) as a graphic design studio in 1992. Their close associations with the music, fashion and art worlds have led to their becoming one of the most distinctive and acclaimed creative voices of their generation, within graphic design and beyond.

Published to mark their twentieth anniversary, this is the definitive monograph. It records hundreds of their mind-blowing projects, each represented in illustrations and photographs and arranged alphabetically from ‘M’ to ‘M’.

While print, drawing, photography and an unconventional approach to typography lie at the heart of M/M’s work, they have also produced films, objects or interiors. **‘Our work is about expressing the idea of a dialogue. We transfer elements from fashion to music to art and back again, and keep using different mediums,’** they explain.

Each work they produce is unique, but certain elements recur and reverberate — leitmotifs that draw their output, despite its range, into a unified whole.

The monograph features collaborations with the finest from a spectrum of creative worlds, including fashion works with the likes of **Balenciaga, Calvin Klein, Stella McCartney, Marc Jacobs** and **Yohji Yamamoto**; music works with **Benjamin Biolay, Björk, Kanye West** and **Madonna**; magazines such as *Vogue Paris*, *Arena Homme+* or *Interview*; art projects and exhibitions at the **Centre Pompidou, Tate Modern** and **Guggenheim Museum**.



About the author:

Emily King is a graphic design historian and curator who has written widely on design-related subjects. She lives in London.

Interviews with some of their closest collaborators — such as **Björk, Nicolas Ghesquière, Pierre Huyghe, Inez van Lamsweerde & Vinoodh Matadin, Sarah Morris** or **Glenn O’Brien**, as well as Amzalag and Augustyniak themselves, tell M/M’s story. These texts reveal their areas of interest, define their position both within graphic design and beyond and shed new light on the duo’s creative process. Internationally renowned art curator **Hans Ulrich Obrist** contributes a preface, while contemporary artist **Philippe Parreno** offers an essay about their joint projects.

These multiple conversations and recollections of shared experiences paint an overview of the evolution of the creative world since the early 90s.

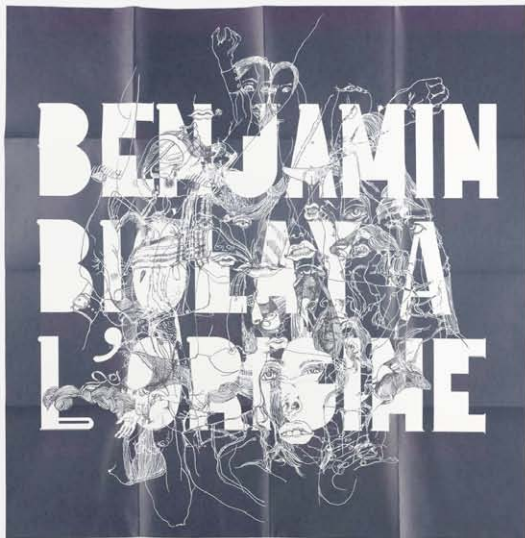
This ambitious monograph is a rare document and unparalleled insight into the work and minds of Europe’s most thoughtful and influential image-makers.

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Benjamin Biolay



Album 2005
CD album 46.2 x 46.2 cm
Art and design by JJJ (Paris) - Virgin France
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Benjamin Biolay

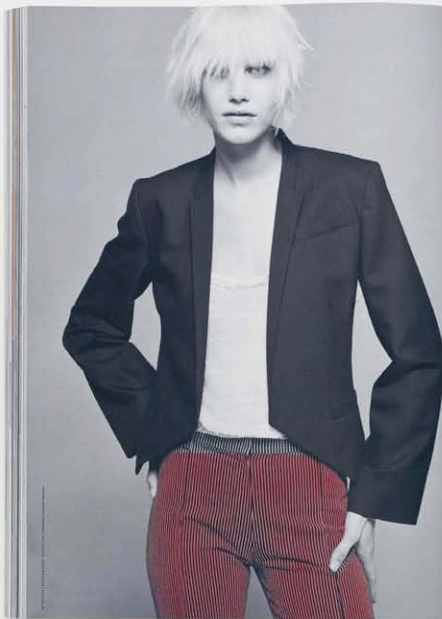


Album 2004
CD album with disc of sleeve
Art direction and design by JJJ (Paris) - Photographs by Eric van Lamsweerde & Vinoodh / Adbol
Hemerson / D&B Productions
102

I can't imagine myself with a cover done by an artist other than them. Every time, it's like they give me my finished record. It's like a wonderful gift.

Benjamin Biolay, singer

Balenciaga



Spring/Summer 2001 Advertising
Creative direction, art and design by JJJ (Paris) - Photography by Eric van Lamsweerde & Vinoodh / Adbol
Writing by Anne-Laetitia Schmitt - (Adbol, Deline Barber)

Balenciaga



Their world is like a labyrinth, and there's always a new path. You don't know where you're going, but it takes you to another world.

Nicolas Ghesquière, fashion designer

Björk



MAGGIE 2004
LP album sleeve
Art direction and design by ALLO (Paris) / Photograph by Fran van Lamsweerde & Visconti (London)
Hair by Stephanie / Make-up by Andreas Heppelhoff / Out Little India
Björk chooses a new character each time she releases an album. ALLO sees this figure as the protagonist of the musical universe created in the record. The mask of Maggie was sketched from the human voice and the album's central character is sketched here too for a necklace spelling the title in 'human'.

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Björk



MAGGIE necklace 2004
sketch and model
Designed by ALLO (Paris)

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One of the reasons we work so well together is that we don't sit down with bullet points and put down a master plan. It's like the total opposite. Björk, musician

MMK



Fashion Archives 1995-2009 2010
Exhibition view: 'Not in Fashion: Fashion and Photography in the 90s', MMK, Museum für Moderne Kunst Frankfurt Am Main
Original posters, jacket reprints, fashion publications, miniature rockers, CDs, all presented along a selection of elements designed by ALLO: perforated (2003), Puffnet (2006), Color Plot (2004)

221

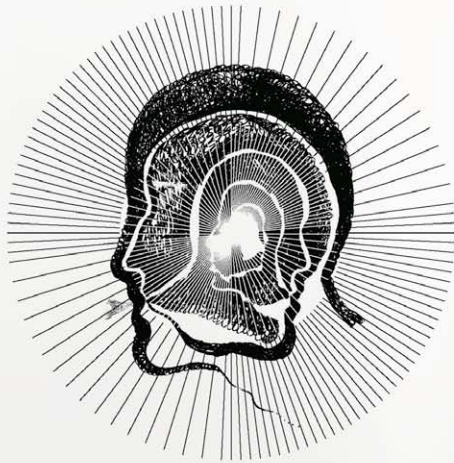
MMK

ALLO have a long-standing interest in form-finding methods for the display of their work in museums and public art.
Designing this installation for an exhibition of 1990s fashion images, they re-used several of their own objects, including frames, tables and a hanging system. The entire installation became part of the permanent collection of the museum.

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They treat art as another channel, as part of the chain of signs. For me, that is what is most radical about their work.
Nicolas Bourriaud, curator

Hans Ulrich Obrist



O.U.H. Portrait as a Visual identity (of the scene of a man) 2006
Identity
Designed by M/M (Paris)

The creator Hans Ulrich Obrist has collaborated with M/M over the long term and in various settings. Designing books for him under the auspices of several different publishers, they created his typographic graphic here for use both as a means of active living his presence and as a shield to hide behind.

Hans Ulrich Obrist



The Conversation series 2006 -
Softcover collection 12.5 x 21 cm
Designed by M/M (Paris) - Published by Walter König
229

M/M are among the most inventive and defining graphic designers of their generation. [...] I am excited to see how they will continue to change the rules of the game in the future, again and again.
Hans Ulrich Obrist, curator

Pierre Huyghe



DISSEMINER 2006
Exhibition view, "Génération Park", Musée et Jardins d'Art Moderne de la Ville de Paris
Neon signage designed by J.J.J.J. (Paris) for Pierre Huyghe

Pierre Huyghe

There is authorship and a strong political stance behind their work with signs, and that is what I'm interested in.
Pierre Huyghe, artist



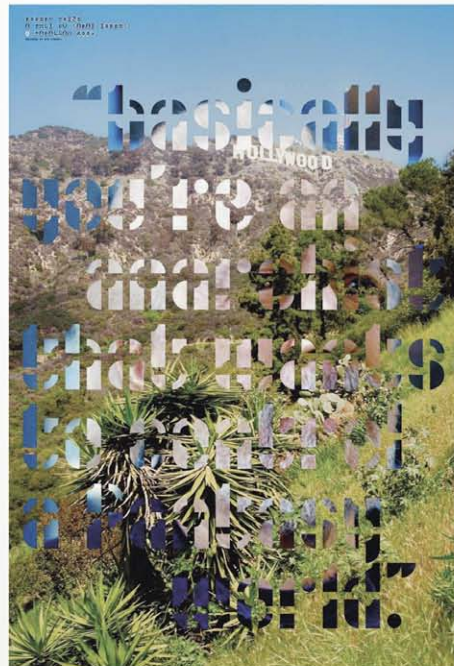
Interview Magazine June 2009
Creative direction, art and design by JJJ (Paris) Björk photographed by José Luis Calsamiranda & Yvonne Hübner Styling by Joe McKenna
Alice Mac Callister and Liam Gillick photographed by Álvaro Sarroff Styling by Lucille de L'Escaille



*It's an artistic way to work,
and I've always felt that there's no reason not to do things to an artist's standard.*
Glenn O'Brien, editor and writer



Los Angeles, A Film by Sarah Morris 2005
Art Printers series, 4 color silk screen, 130 x 110 cm, Unnumbered edition
Art and photography by JJJ (Paris), Inset title © Franklin Films



Robert Taft, A Film by Sarah Morris 2007
Art Printers series, 4 color silk screen, 130 x 110 cm, Unnumbered edition
Art and photography by JJJ (Paris), Inset title © Franklin Films

*What I really appreciate about Mathias and Michaël is that they flicker between very mainstream forms
and very marginal forms in a way that questions these categories in the first place.*
Sarah Morris, artist

No Ghost Just A Shell

No Ghost Just A Shell



No Ghost Just A Shell 2009
 Exhibition View, Tate Modern, London
 Artists who responded to the call for an Archive to build Domesticon: Gustav Frensch, Pierre Joseph and Francois Corbiel.
 JUS designed further posters to promote some of the projects that followed the showcase.

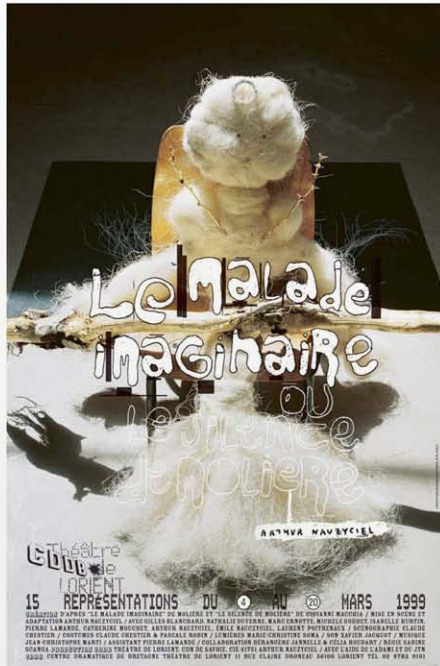
Left to right: No Ghost Just A Shell (Pierre Huyghe & Philippe Parreno), 2009;
 Archive in Action Zone (Dominique Gonzalez Forster), 2009;
 Theorie du Tricâche (Pierre Joseph and Jakob Böhler Kocera), 2002; Wilma Screen/Ecran Fémoté (François Corbiel), 2002;
 Backchannel: The 800 (Philippe Parreno, Anneke Colson), 2005;
 The 800 (Philippe Parreno), 2005; all by JUS (Paris)

We begin to play a game where art extends to design, where pictures fade into words, where an object cannot be differentiated from its exhibition.

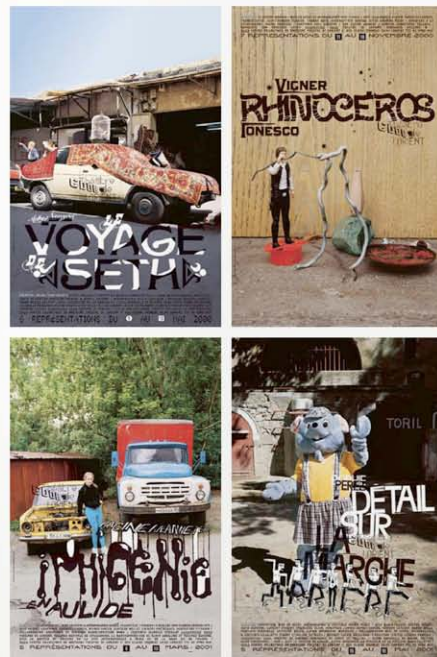
Philippe Parreno, artist

Théâtre de Lorient

Théâtre de Lorient



Le Malade imaginaire ou le silence de Molière 1999
 4 colour silk-screen poster 129 x 102 cm Art and photography by JUS (Paris)
 This poster is inspired by the last scene of the movie *Accordeur* by Arnone. It is an image that speaks of theater in the same way as the poster for *Christian Coppola*. Before JUS designed the poster, the director had sent them a box asking that they might create letters in the shape of peacocks. Their response was to use the letters of the box to make the theater.



Le Voyage de Sein 2000 Rhinoceros 2000
 Imprimé en Australie 2001 Detail sur la marche sur terre 2001
 4 colour silk-screen posters, 100 x 120 cm
 Art and photography by JUS (Paris)

They've completely revolutionized the art of graphics for theatre.

Éric Vigner, director

Stella McCartney



Spring/Summer 2004 advertising
 Spring/Summer 2007 advertising
 Photography by Inez van Lamsweerde & Vinoodh Matadin. Drawing and collage by M/M (Paris)
 Models: Kati Moss (top), Amber Valletta (bottom)

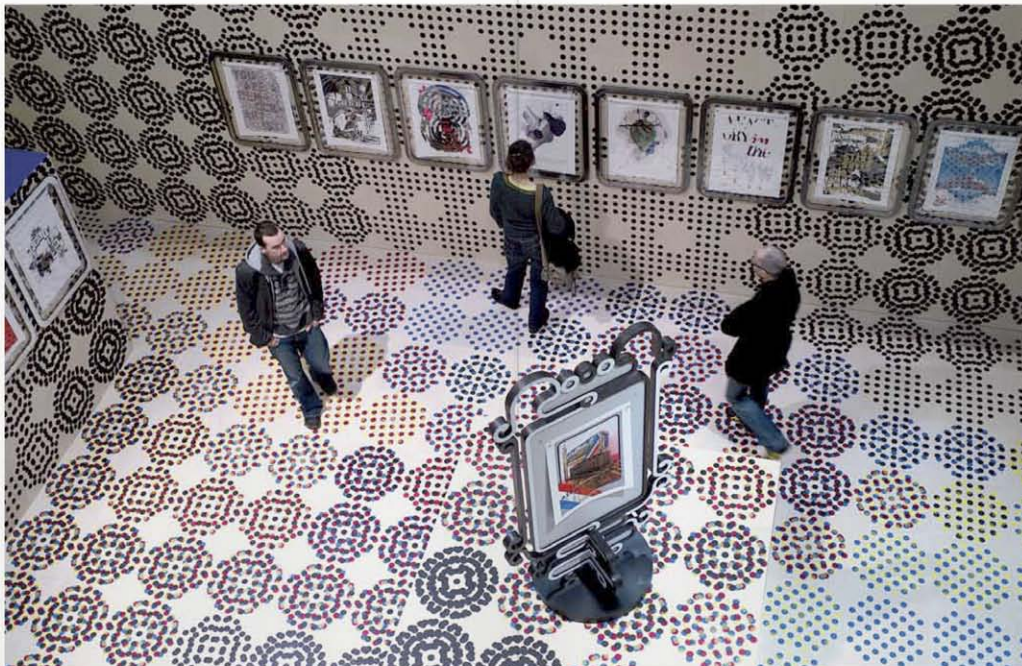
Stella McCartney



Fall/Winter 2003/04 advertising
 Spring/Summer 2008 advertising
 Photography by Inez van Lamsweerde & Vinoodh Matadin. Drawing and collage by M/M (Paris)
 Model: Amber Valletta

Together with M/M we have four brains. It's much easier than doing something all by yourself.
Inez van Lamsweerde & Vinoodh Matadin, photographers

Vision tenace



Vision Tenace 2003
 Exhibition view, Centre Pompidou, Paris
 Art Pictures (Reproductions) presented in Colours (P&P) and Sophie's signature
 Paper and walls covered by Vision Tenace's interactive, installation artwork

Vision tenace

The overarching, most impressive thing with M/M, which became evident quite early on, is that they had a longterm vision in terms of developing a body of work.
Paul Neale (Graphic Thought Facility), graphic designer

Yohji Yamamoto



Spring/Summer of 1988 Catalogue
Series: 24-page booklet enclosed in traditional Japanese cover, with text printed in Japanese. 20.5 x 22 cm
Creative direction and design by M/M (Paris). Photography by Inez van Lamsweerde & Vinoodh Matadin. Model: Maggie Rizer
Each catalogue is based on a particular choice for developed by M/M, in collaboration with the photographer.
The cast includes art students, friends and French models. In the case of the two catalogues featuring the model Maggie Rizer, the protagonist evolved from one season to the next: from a barely nude model in a box to a wild living room for the countryside.

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There is a very special sense of contemporaneity in Mathias and Michaël's work.
Irène Silvagni, fashion consultant

Thoumieux



Chandelier - 2010
Brass, hand-blown glass and electric cord system. 90 x 130 x 130 cm

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Thoumieux



Chair - 2010
Metal frame with cotton seat. 51 x 45 x 100 cm

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*The idea of the book was to create a compass to archive our work,
not just in the studio, but also in the world.*
M/M (Paris)