



## George Lois: The Esquire Covers @ MoMA

By Lois, George.

Assouline. 1 Cloth(s), 2009. hard. Book Condition: New. At the forefront of American advertising's creative revolution in the 1960s, George Lois was hand-picked by magazine editor Harold Hayes to visually convey that Esquire's proponent of that era's New Journalism was on the cutting edge of American culture. In 2008, New York City's Museum of Modern Art acquired a wide range of George Lois's groundbreaking, often controversial Esquire covers for its permanent collection. This fascinating catalogue presents the original exhibit, with additional covers and images from Lois's private collection, including photos of the designer at work and outtakes of the shoot that resulted in Andy Warhol "drowning" in one of his own tomato soup cans. 197.



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