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# Elvgren



## Synopsis

Gil's girls: The seminal pin-up artist — Post-depression America was in desperate need of a defining iconography that would lift it out of the black and white doldrums, and it came in the form of Gil Elvgren's Technicolor fantasies of the American dream. His technique — which earned him a reputation as "The Norman Rockwell of cheesecake" — involved photographing models and then painting them into gorgeous hyper-reality, with longer legs, more flamboyant hair and gravity-defying busts, and in the process making them the perfect moral-boosting eye-candy for every homesick private. "Glamour is back... TASCHEN offers us a look back at these calendar and advertisement goddesses of which Gil Elvgren is king." erotisme-fr.com, France — Text in English, French, and German

## Book Information

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## Customer Reviews

As a photographer and artist, I whole-heartedly agree on the comments of the previous reviewers of this excellent book. Gil Elvgren's cheesecake paintings cannot be matched even by today's standards. They inspire, but cannot be imitated. The reason why I bought this particular edition is that I wore out my softcover version of this book. To fully enjoy Elvgren's work, it must be in hardcover, and in this large format. It should be noted, that this is the second printing of this book in hardcover. The first edition is a sought after collector's item, and later editions were printed in smaller formats and in paperback. So if you are a fan of Elvgren, or just discovered this master, get this book while you can!

My SO makes fun of me because I absolutely LOVE pin-up art (I'm a woman). I would have it hanging all over the house if it didn't embarrass him so much. That being said, I figured something a little more subtle would be a better way to share my love of this spectacular art so went in search of some pin-up books. Gil Elvgren is a genius in his profession. His style is iconic, beautiful, and just so well designed, and this collection is a fantastic portrayal of his work. He does a great job of capturing the clothing's weight and draping, as well as quirky cute expressions and features in the faces of all his images. For any fan of pin-up, you must have Gil in your collection.

I'm still studying and reading through it, but it has an interesting magic that's missing in many of today's similar subjects - innocence.

Cheap book with almost every work he has ever done, almost perfect, only flaw is on some of the really old stuff from the 30's and 40's they only had old calendars to xerox from so you don't get the detail of the brush strokes and the same clarity as the others, not low quality, still clear and can see everything nicely, but just not as perfect as the others that were actual photos of the original work or high quality copies.

I've heard of Gil Elvgren under a negative vein. "He's merely a smut artist who objectified women." is a common response to those who know of him from appearance alone. This book does a stellar job proving this claim as a false and unjust marginalization perpetuated only by ignorance and a lack of culture. A near complete collection of all of his works, this book explains the artistic relevance of each time period which he produced work. It displays his paintings in a beautiful fully colored adaptation which although doesn't do the originals justice, works its hardest to live up to the impossible task. As a student of art, one can't help appreciating how Elvgren captures the anatomical complexities of each person, while also achieving a sort of innocence unique only to his works. The poses are inspiring and creative. Each picture uses everything to masterfully tell a story at a glance. For those like myself who admire the old pinup artworks that help define a generation of advertisement, this book is not merely a perfect addition to your collection: it's a necessity. Unrelated to the book, there were some minor warping and a couple of pages were stuck together from what appeared to be a minor spill along the lower pages. Not a problem at all.

A perfect book to pore over and absorb. I am a sucker for pin up art of previous generations. In this day when one can snag all of the nude photographs they want off the web, Gil Elvgren reminds you

of a time when beauty and titillation were king. Elvgren's labors of wonder are displayed on every page in beautiful full color. Whether you are an old timer who remembers this artwork when it was freshly minted or a relative youngster like me in love with an era before I was born this book is worth every penny. It opens with a spiffy biography of Elvgren with neat little facts such as, that Norman Rockwell envied his fellow illustrator because Elvgren got to work with beautiful women all day. The artwork is categorized by decade. In some cases the photographs that Elvgren used for reference are reproduced next to the final artwork. A book to savor again and again.

Great images, lots of history here, including some that would be lost to time if it weren't for the photocopied versions that were scanned and reproduced here. Want info on Gil? It's there. An artist looking for an idea file? It's there. Great stuff all around! I purchased this from a Prime affiliate after having purchased it elsewhere and experienced some of the worst service on the planet, including 8 weeks with no product arriving. Ordered from the PA, it was here in 2 days. Love my Prime account.

For an artist it is important to have a collection of perfect Pin-Ups paintings, as a way of learning how modern art can combine airbrush and brush. I think that people interested in developing Graphic Design by Computers and also learn a lot from this beautiful collection. Thank you Jaime Rodríguez Hernández [rtelpensionmath@yahoo.com](mailto:rtelpensionmath@yahoo.com)

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