

[Pdf free] FUCT

FUCT

Erik Brunetti

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#792278 in Books imusti 2013-09-17 2013-09-17Original language:EnglishPDF # 1 11.60 x 1.20 x 9.10l, 3.75 #File Name: 0847839664240 pagesRizzoli International Publications | File size: 18.Mb

Erik Brunetti : FUCT before purchasing it in order to gage whether or not it would be worth my time, and all praised FUCT:

0 of 0 people found the following review helpful. Five StarsBy dj punk rockBig fan of this brand, and this book.0 of 0 people found the following review helpful. Four StarsBy T I F F N YGreat recommendation from a friend for our unique library0 of 1 people found the following review helpful. Five StarsBy GeoffMint.

The first book to celebrate one of the iconic brands of American streetwear. An originator of West Coast street and skate style, FUCT was a cult Los Angeles brand that went on to become one of the most influential American streetwear labels, influencing not only the style but also the graphic and referential approach of countless artists and companies. Driven by the provocative vision of its creator, the artist Erik Brunetti, FUCT's appeal drew on contemporary skate aesthetics and invoked a situationist slant on brand-oriented consumer culture. Famous for their

appropriation of iconic logos, and renowned for collaborations with artists, designers, and companies as diverse as David Mann and Shawn Mortensen, FUCT continues to flirt with controversy as it remains at the forefront of American street fashion and culture. Published to coincide with the brand's twentieth anniversary, with contributions from icons of the street fashion world such as Aaron Rose and Gary Warnett, this beautifully illustrated, comprehensive volume explores the archives of the brand's products and advertising, as well as Brunetti's artwork, sketches, and films that continue to inspire and inform the brand.

"Finally, a book that will challenge the fashion knowledge of the vast majority of those who consider themselves fashion authorities or extremely fashion educated. FUCT refers readers to a moment in the fashion continuum that contributed to the evolution of street wear as well as being a truly transcendent episode in fashion." ~New York Journal of Books
Born out of the lawless and irreverent attitudes of skate culture and fueled by a hardcore dose of punk-rock ethos, all chronicled this month in Rizzoli's new hardcover about the brand's 20-year history, FUCT delivered a kind of balls-out iconoclasm that felt at the time like a heretic exorcism of visual landscape." ~Paper Magazine
celebrates the elusive 20 year history of America's least-mainstream clothing brand and examines the work of the compelling character behind it. You won't find a better documentation of the cult-like brand's vibe, products, inspiration, or of Erik Brunetti's art, elsewhere. ~Typo-Graphical
Coinciding with its 20th anniversary...featuring insight from brand creator Erik Brunetti, this beautifully illustrated, comprehensive volume explores the archives of the brand's products and advertising as well as Brunetti's artwork, sketches, and films that continue to inspire and inform the brand. Famous for their appropriation of iconic logos and renowned for collaborations with artists, designers and companies as diverse as David Mann, XLarge and Shawn Mortensen, FUCT continues to flirt with controversy as it remains at the forefront of American street fashion and culture." ~freshngood.com
"The first book to celebrate one of the iconic brands of American streetwear...this beautifully illustrated, comprehensive volume explores the archives of the brand's products and advertising, as well as Erik Brunetti's artwork, sketches, and films that continue to inspire and inform the brand." ~mash.kulture.net
"Pretty much any clothing line that labels itself streetwear owes a debt to Erik Brunetti, who helped define the category when he launched FUCT in 1990. Fuct...offers a behind-the-scenes look at Brunetti's archives as well as images of works in progress and rare early material." ~Nylon Magazine
About the Author Erik Brunetti is the founder of FUCT. Aaron Rose is a filmmaker, gallerist, and writer. Gary Warnett is a journalist whose work has appeared in numerous fashion and pop culture blogs and magazines.