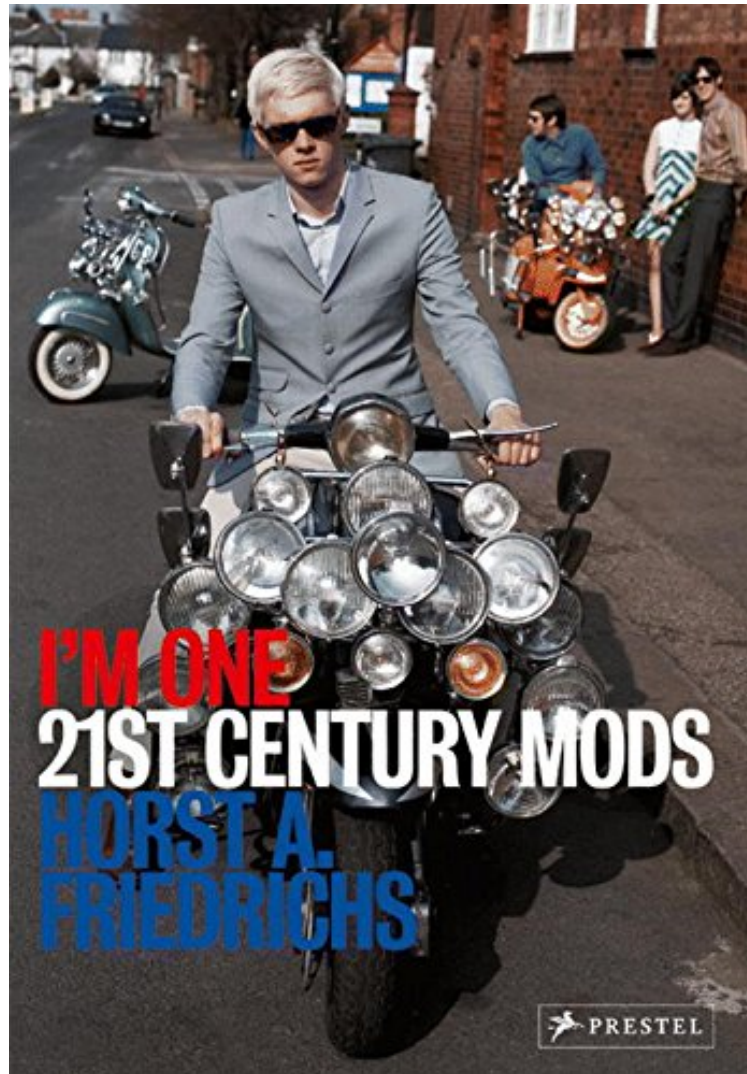


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## I'm One: 21st-Century Mods

*Horst A. Friedrichs*

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**Horst A. Friedrichs : I'm One: 21st-Century Mods** before purchasing it in order to gage whether or not it would be worth my time, and all praised I'm One: 21st-Century Mods:

12 of 19 people found the following review helpful. I'm NOT OneBy O. NailsI hate to slam a book, especially one about a subject matter near and dear to my heart. Unfortunately, it has to be done here. Let's quickly move on beyond the initial disappointment that there is practically zero prose to set up any context, subject matter or proposed relevance of the photos included in this book. After all, I own and love other music genre based books that are majority photo-only, so that in and of itself isn't the deal breaker here. The problem is with the photos and the majority of their subjects themselves. I've never fealt so old in my life while looking at these people. No offense to those in the

book but it's filled with pictures of old geezers and geezettes with very few photos of anyone that was under 30 when their picture was taken. In fact, some of the people photographed come off as original mods from the mid/late 60s that are still living the lifestyle. A photo book about that subject would be just fine but please be honest and call it just that, rather than putting one or two young mods on the front and back covers in order to "sexify" this book. Besides the misleading packaging, nothing about this book comes off as "21st Century." I'm no spring chicken myself but this book simply doesn't make mod culture look or feel relevant or "cool" ...and isn't that really the whole point. 0 of 0 people found the following review helpful. Wonderful book, beautiful photos  
By Somegirls811 I love this book, but I guess I'm a bit biased. Horst is a wonderful photographer, and really got the feel of a night out with the New Untouchables. London has the best 60's scene ever. So many of these photos bring back the best memories. The other person who reviewed it hasn't a clue what they're talking about. There are a few people in the book who were photographed in the 90s, and are now a bit older, but the majority of the people in the book are under 35. Anyway, who cares how old everyone is? This book, for me, tells me the story of my 20s. The New Untouchables showed me the best days of my life. 100 stars for this book. Perfect!

Now available in a flexi-cover edition, this is a stunning photographic portrait of the mod scene today--an identity, an attitude, and a style that's always "in," no matter the decade. The mod subculture has always been about working-class aspiration and an obsessive attention to style and detail--the right haircuts, shoes, records, shirts, wheels. The goal is to live and look impeccably neat, no matter one's background. From Alfie, the Beatles, and the Who to Paul Weller, Duffy, and the Rifles, the urbane look is revived again and again as each generation rediscovers what it means to be a mod. Today, across Britain, the lifestyle is still going strong, and it is lovingly recorded here by photographer Friedrichs. His passion for all things mod extends from high-end fashion accessories to an appreciation of the subculture itself--the endless dance parties, Vespa rides, and a pared-down way of life that is best defined as "clean living under difficult circumstances." Shot in Margate, Scarborough, Brighton, or London, Friedrichs's photos could be right out of 1966 in the way they capture the essence of mod. This sensitive portrayal of Britain's mod community of the past decade offers unique insight into the diversity of the contemporary mod scene.

From the Inside Flap  
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About the Author  
HORST A. FRIEDRICHS' photographs have appeared in Stern, The Independent, and The New York Times. He is the author of Or Glory: 21st Century Rockers and Cycle Style (both by Prestel). He lives in London.