

## Intents

*Patrick McMullan, Katie Couric, Fern Mallis*  
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#3353285 in Books powerHouse Books 2004-09-01 2004-09-01Original language:EnglishPDF # 1 13.00 x 1.30 x 9.20l, .0 #File Name: 1576872343352 pages | File size: 16.Mb

**Patrick McMullan, Katie Couric, Fern Mallis : Intents** before purchasing it in order to gage whether or not it would be worth my time, and all praised Intents:

0 of 0 people found the following review helpful. HE IS A TURE ARTISTBy Gary L. BoasI know Patrick and this book shows the real spirit of his love of what he does3 of 3 people found the following review helpful. Brilliant book!By Baird JonesThis is a superb photo essay in every way. McMullan has mastered the art of pacing his photographs so that he mixes models with celebs with text in just the right blend. The attention to detail is exceptional, in the corner of a shot you catch an assistant scurrying or another photographer straining and it really gives that added sense both of tension and just how much the drama is a group effort even if the designer or the model is in the

spotlight standing supreme ultimately. Cropping out the periphery might have made the shot a better sensationalist moment but at what a loss to the real feel of the event, and it is the sheer realism that is conveyed that I was most impressed by. My God how ugly some of those celebs came across: in one photo Jennifer Lopez must have been ill, or is that how she really looks caught without make-up! In others the celebs were just so unexpected: Leo DiCaprio so young and Matt Dillon so baby faced. The other emphasis that really hit home was the incredible sense of movement which McMullan really nailed. This is the work of genius! 3 of 4 people found the following review helpful. Smile! By KellsPatrick McMullan and his photos are one of the big reasons that NYC's fashion week has become a global event. From the early shows in nightclubs and attic spaces to the million dollar events thrown by the likes of Marc Jacobs; Patrick has been exactly where everybody else wishes they were...right in the middle of it all. The photos are beautiful but they also have a very warm feeling, like the kind you would take of friends and family...it feels almost like fashion week's yearbook.

Concurrent with the tenth anniversary of 7th on Sixth, the organization that hosts New York's Bryant Park-based Fashion Week, InTents is your all-access pass to the only U.S. staging of this yearly event from the backstage bustling of barely clad models to the front row jockeying of the A-list editors and celebrities du jour. With this monograph, famed celebrity and fashion photographer Patrick McMullan celebrates a decade of fashion and our unending fascination with it. An unparalleled opus combining documentary and fashion photography in its most intimate moments, InTents captures, in a uniquely McMullan-esque take, runway shows of the established and upcoming designers. Featuring quotes by the fashion world's most famous players, and chronicling the highly charged lives of supermodels, celebrities, and fashion editors during this electric week of shows, InTents also pays tribute to the machine behind the scene—the stylists, photographers, publicists, hair and makeup artists, and all those who make it happen every season. I enjoy the collections here in New York under the tents more than I enjoy the collections in Paris. It's something I always look forward to, and I'm never disappointed. Donald Trump A portion of the proceeds from the sale of InTents will be donated to the Entertainment Industry Foundation's National Colorectal Cancer Research Alliance.

"I enjoy the collections here in New York under the tents more than I enjoy the collections in Paris. It's something I always look forward to, and I'm never disappointed." About the Author Patrick McMullan was born in New York and raised in Huntington, Long Island. Educated at NYU, McMullan majored in business and minored in Studio 54. The premier nightlife photographer in New York City, his work appears regularly in his weekly New York Magazine column, the Scene. McMullan's monthly columns include: Allure, Interview, Flair Italia, Hamptons, Ocean Drive, and Gotham, among others. McMullan is a contributing editor to Vanity Fair, ELLE UK, and Mens Health. His photography has been featured in publications worldwide such as The New York Times Magazine and Vogue, and in international editions of Harpers Bazaar, Details, Tatler, and Out, to name a few. His published books include the critically acclaimed blockbusters so8os: A Photographic Diary of a Decade (powerHouse Books, 2003), Mens Show (Edition Stemmler, 2000), and Secrets of the Riviera (Welcome Rain, 2000). McMullan has a photography studio and lives in New York City. Katie Couric is co-anchor of NBC's Today Show and a contributing anchor for Dateline NBC. Couric is co-founder of the National Colorectal Cancer Research Alliance (NCCRA), an organization she established with the Entertainment Industry Foundation (EIF). The first installment of what has become an annual Today series, Confronting Colon Cancer, received the George Foster Peabody Award. The NCCRA's and NBC's efforts to heighten colon cancer awareness have been recognized by the Archives of Internal Medicine and the Proceedings of the National Academy of Sciences. Couric and EIF worked with New York-Presbyterian Weill Cornell Medical Center on the establishment of the Jay Monahan Center for Gastrointestinal Health, named for Couric's late husband, who lost a nine-month battle with colon cancer in 1998. Fern Mallis is the Executive Director of 7th on Sixth and a VP of IMG. She is widely credited with the creation of 7th on Sixth, an organization formed in 1993 to modernize, organize, and centralize the American runway collections. 7th on Sixth/IMG now produces Olympus Fashion Week in New York City and Mercedes-Benz Fashion Week at Smashbox Studios in Los Angeles. Mallis lives in New York City and the Hamptons.