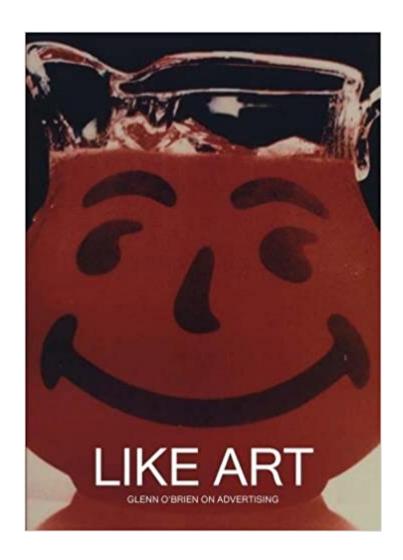


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Like Art: Glenn O'Brien On Advertising





Synopsis

"Everybody wants a little luxury in life, whether itâ TMs state-of-the-art high-tops or something large and 24 carat. Itâ TMs only human â | Luxury is a sign of hope and belief in oneâ TMs self,â • wrote Glenn Oâ TMBrienâ • the prolific writer, editor, creative director and New York stapleâ • in a 1990 article for Artforum magazine. Oâ TMBrienâ TMs words have proven decidedly true, as has much of his writing from the Artforum column on advertising he penned from 1984 to 1990. With prescience and panache, Oâ TMBrien wrote on such diverse topics as advertising in Japan, the Buy American campaign, Burger King, tobacco and alcohol ads, condoms, Max Headroom, computer games, the relationship between advertising and art, and much more. Now collected in their entirety for the first time, the 38 articles are accompanied by a preface by Jeffrey Deitch and an introduction from Oâ TMBrien, as well as a previously unpublished dialogue on consumer culture from the same period.

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Customer Reviews

Oâ ™Brien treats ads as art objects, which is to say he understands that most of them are meaningless, even if their effects on us arenâ ™t. (Dan Piepenbring The Paris Review)

Glenn Oâ ™Brien is an American writerâ •largely on the subjects of art, music and fashionâ •and editor. He was the first editor of Interview from 1971 to 1974, and was a music critic for the publication in the punk era, with the influential column â œGlenn Oâ ™Brienâ ™s Beat.â • Oâ ™Brien was featured for many years as â œThe Style Guyâ • in GQ magazine, and published

the arts and literature magazine Bald Ego from 2003 to 2005. His books include The Style Guy and How to Be a Man.

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