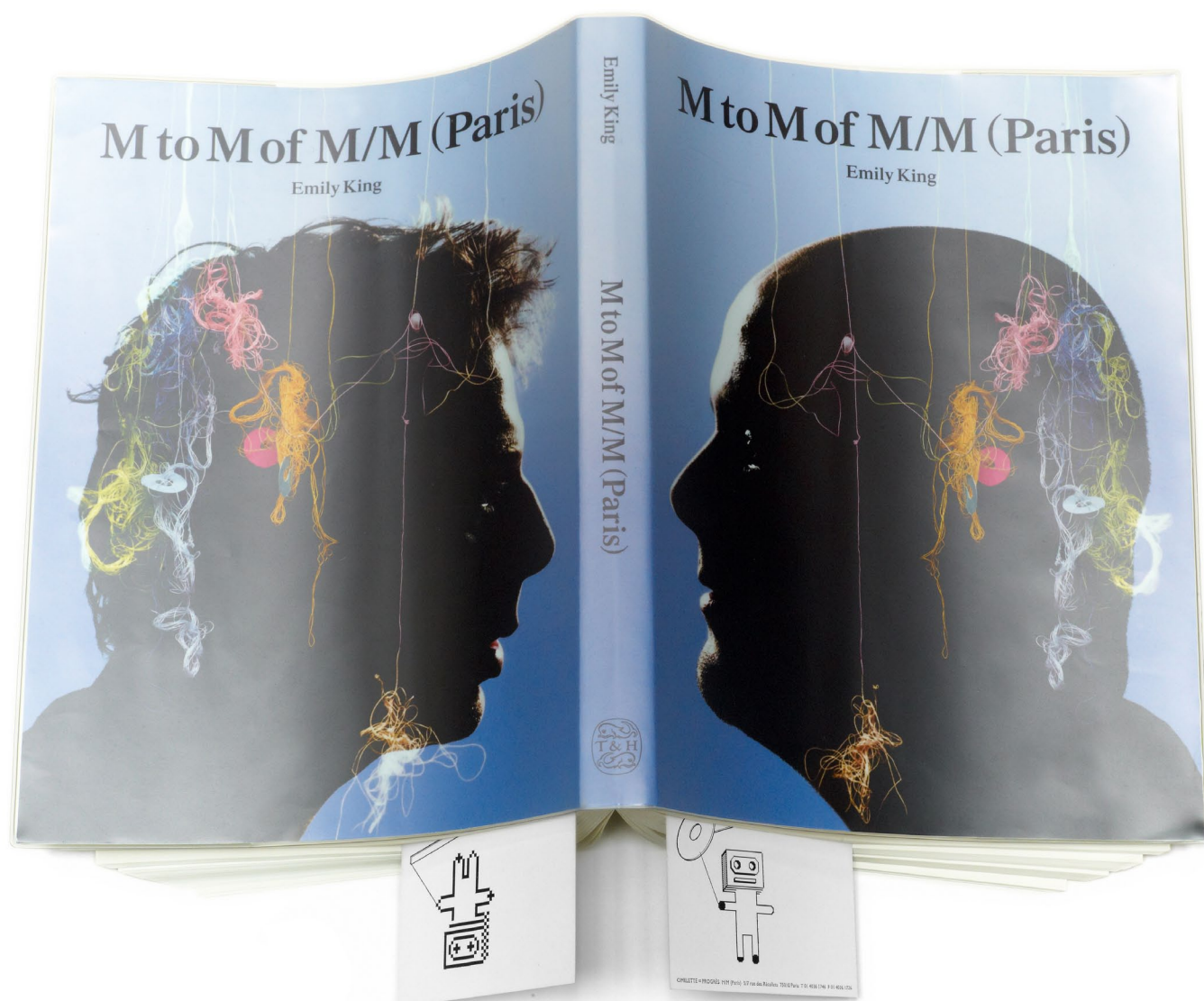


# M to M of M/M (Paris)

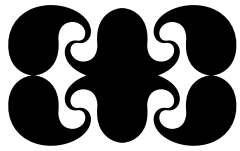
A 528-page monograph presenting for the first time twenty years of works by M/M (Paris), one of the most emblematic and influential design practices and art partnerships of the twenty-first century.



Emily King  
**M to M of M/M (Paris)**  
Foreword by Hans Ulrich Obrist  
Designed by Graphic Thought Facility

Paperback, with plastic dust jacket  
Over 1000 illustrations all in colour  
35 x 26 cm, 528pp

£42.00 — October 2012



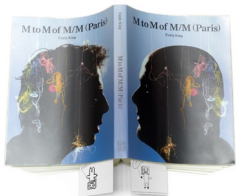
**Michaël Amzalag and Mathias Augustyniak originally established M/M (Paris) as a graphic design studio in 1992.** Their close associations with the music, fashion and art worlds have led to their becoming one of the most distinctive and acclaimed creative voices of their generation, within graphic design and beyond.

**Published to mark their twentieth anniversary, this is the definitive monograph. It records hundreds of their mind-blowing projects, each represented in illustrations and photographs and arranged alphabetically from 'M' to 'M'.**

While print, drawing, photography and an unconventional approach to typography lie at the heart of M/M's work, they have also produced films, objects or interiors. **'Our work is about expressing the idea of a dialogue. We transfer elements from fashion to music to art and back again, and keep using different mediums,'** they explain.

Each work they produce is unique, but certain elements recur and reverberate — leitmotifs that draw their output, despite its range, into a unified whole.

The monograph features collaborations with the finest from a spectrum of creative worlds, including fashion works with the likes of **Balenciaga, Calvin Klein, Stella McCartney, Marc Jacobs** and **Yohji Yamamoto**; music works with **Benjamin Biolay, Björk, Kanye West** and **Madonna**; magazines such as *Vogue Paris*, *Arena Homme+* or *Interview*; art projects and exhibitions at the **Centre Pompidou, Tate Modern** and **Guggenheim Museum**.



**About the author:**

**Emily King** is a graphic design historian and curator who has written widely on design-related subjects. She lives in London.

Interviews with some of their closest collaborators — such as **Björk, Nicolas Ghesquière, Pierre Huyghe, Inez van Lamsweerde & Vinoodh Matadin, Sarah Morris** or **Glenn O'Brien**, as well as Amzalag and Augustyniak themselves, tell M/M's story. These texts reveal their areas of interest, define their position both within graphic design and beyond and shed new light on the duo's creative process. Internationally renowned art curator **Hans Ulrich Obrist** contributes a preface, while contemporary artist **Philippe Parreno** offers an essay about their joint projects.

These multiple conversations and recollections of shared experiences paint an overview of the evolution of the creative world since the early 90s.

**This ambitious monograph is a rare document and unparalleled insight into the work and minds of Europe's most thoughtful and influential image-makers.**

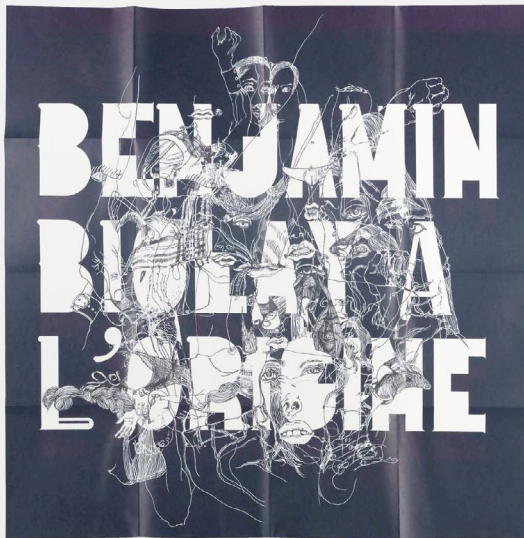
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Benjamin Biolay



À l'origine - 2005  
CD album - 46 x 3 - 46 x 5 cm  
Art and design by M.O. (Paris) - Virgin France

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Benjamin Biolay



Mama - 2004  
CD album with die-cut sleeve  
Art direction and design by M.O. (Paris) - Photographs by Jean van Lamsweerde & Vincent Michélin  
Hemmes/Chêne Productions

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*I can't imagine myself with a cover done by an artist other than them.  
Every time, it's like they give me my finished record. It's like a wonderful gift.*  
**Benjamin Biolay**, singer

Balenciaga



Spring/Summer 2001 Advertisement  
Creative direction, art and design by M.O. (Paris) - Photography by Jean van Lamsweerde & Vincent Michélin  
Styling by Marie-Laure Sarrail - Models: Caroline Babin

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Balenciaga



93

*Their world is like a labyrinth, and there's always a new path.  
You don't know where you're going, but it takes you to another world.*  
**Nicolas Ghesquière**, fashion designer



## Björk



Meditate, 2004  
 11" album sleeve  
 As I draw and design by AJLA (Pork) / Photography by Ines van Lamsweerde & Vinoodh (Isabel) / Hair by Shopteller / Make up by Andreas Henschel / One Little Indian  
 Björk launches a new character each time she releases an album. AJLA sees this time as the protagonist of the musical universe created in the record. The mask of Meditate sees the character bed from the human side and the album's central character is stripped bare but for a necklace spelling the title in bones.

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## Björk



ANGELINE HENCKES, 2004  
 Metal and enamel  
 Designed by AJLA (Pork)

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*One of the reasons we work so well together is that we don't sit down with bullet points and put down a master plan. It's like the total opposite. Björk, musician*

## MMK



Fashion Archives 1990-2000, 2008  
 Exhibition view, 'Not in Fashion: Fashion and Photography in the 90s', MMK, Museum für Moderne Kunst Frankfurt am Main  
 Original posters, jacket reprints, fashion public affairs, miniature mock-ups, CDs, all presented using a selection of elements designed by AJLA, (Pork) (2004), (Pork) (2004), (Pork) (2004)

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## MMK

AJLA have a long shared interest in formalizing methods for the display of their work in museums and galleries. Designing this installation for an exhibition of 1990s fashion imagery, they raised several of their own objects, including frames, tables and a hanging system. The entire installation became part of the permanent collection of the museum.

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*They treat art as another channel, as part of the chain of signs. For me, that is what is most radical about their work.*  
**Nicolas Bourriaud, curator**

Hans Ulrich Obrist



OUI, Portrait as a Visual Identity (at the scale of a man) 2006  
Identity  
Designed by AUSA (Paris)

The curator Hans Ulrich Obrist has collaborated with AUSA over the last few years and in various settings. Designing books for him under the auspices of several different publishers, they created his high-profile graphic form he can use both as a means of advertising his presence and as a shield to hide behind.

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Hans Ulrich Obrist



The Conversation series 2006  
Softcover collection 12.5 x 18 cm  
Designed by AUSA (Paris) - Published by Walter König

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*M/M are among the most inventive and defining graphic designers of their generation. [...] I am excited to see how they will continue to change the rules of the game in the future, again and again.*  
**Hans Ulrich Obrist, curator**

Pierre Huyghe



DISCUTTER 2006  
Exhibition view, "Célestin Park", Musée d'Art Moderne de la Ville de Paris  
Neon signage designed by AUSA (Paris) for Pierre Huyghe

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Pierre Huyghe

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*There is authorship and a strong political stance behind their work with signs, and that is what I'm interested in.*  
**Pierre Huyghe, artist**





Interview Magazine June 2009  
Creative direction, art and design by J.M. (Pia B.) Right photograph by Jean van Lamsweerde & Vincent Vanhaesebroeck Styling by Joni Kinn  
Alberto Corbelli and Liam Gillick photographed by Mario Sorrenti Styling by Laetitia de L'Escaille

256



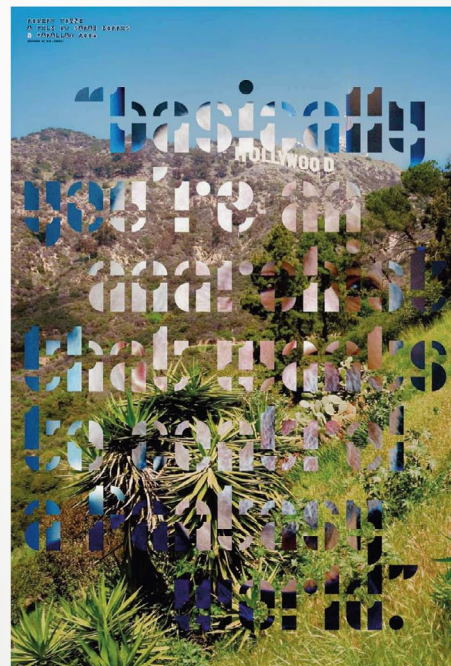
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*It's an artistic way to work,  
and I've always felt that there's no reason not to do things to an artist's standard.*  
**Glenn O'Brien**, editor and writer



Los Angeles, A Film by Sarah Morris, 2005  
Art Project series, December 2005, 100 x 100 cm. Unmounted edition  
Art and photography by Sarah Morris. Inset stills © Parasite Films

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Robert Trumbo, A Film by Sarah Morris, 2007  
Art Project series, December 2007, 100 x 100 cm. Unmounted edition  
Art and photography by Sarah Morris. Inset stills © Parasite Films

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*What I really appreciate about Mathias and Michaël is that they flicker between very mainstream forms  
and very marginal forms in a way that questions these categories in the first place.*  
**Sarah Morris**, artist



## No Ghost Just A Shell



NO GHOST JUST A SHELL  
Exhibition view, Tate Modern, London  
Artists who responded to the call to use Anselm Kiefer's Daniel Grosse-Franche, Pierre Joseph and François Corbié.  
J.M.W. designed further posters to promote some of the projects that featured the character.

344

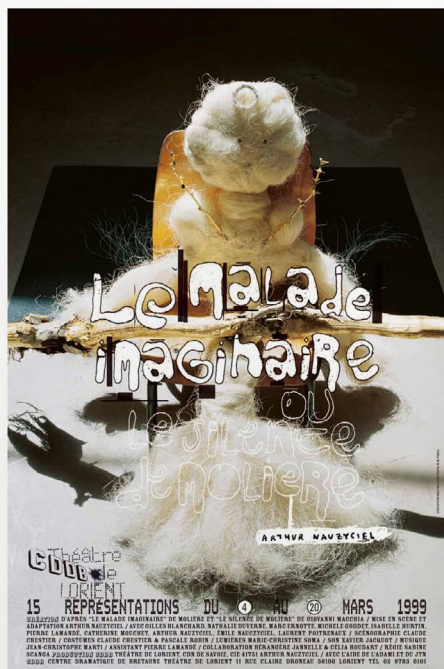
Left to right: No Ghost Just A Shell (Pierre Huyghe & Philippe Parreno), 2001  
Anselm Kiefer (Daniel Grosse-Franche), 2001  
Theorie du Tricoteur (Pierre Joseph and Anselm Kiefer), 2002; Witness Screen (François Corbié), 2002  
Requiem (J.M.W. designed further posters to promote some of the projects that featured the character), 2001.  
The J.M.W. designed further posters to promote some of the projects that featured the character.

345

We begin to play a game where art extends to design, where pictures fade into words,  
where an object cannot be differentiated from its exhibition.

**Philippe Parreno, artist**

## Théâtre de Lorient

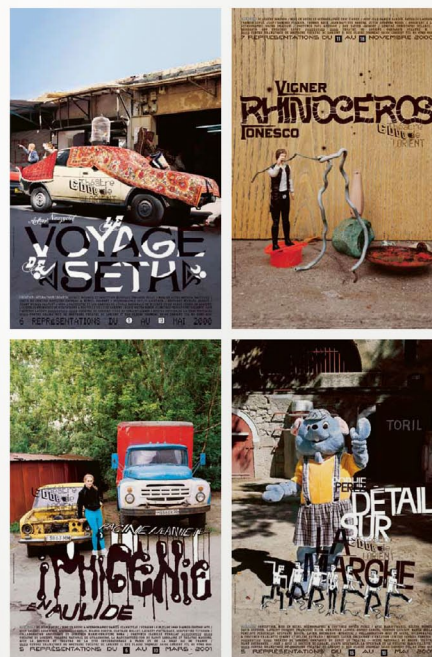


Le Malade Imaginaire ou le silence de Molière, 1999  
4-color silk-screen poster, 120 x 110 cm. Art and photography by J.M.W. (Paris)

This poster is inspired by the last scene of the movie *Aladin* by Jean YVES. It is an image that speaks of theater in the same way as the poster for *Le Malade Imaginaire*. Before J.M.W. designed the poster, the director had sent them a box asking that they might create letters in the shape of people. Their response was to use the letters of the box to make the typeface.

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## Théâtre de Lorient



Le Voyage de Sein - 2000 • Rhinocéros - 2001  
Impression en couleur, 2001. Silles sur le marché et sein - 2001  
4-color silk-screen posters, 110 x 110 cm  
Art and photography by J.M.W. (Paris)

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They've completely revolutionized the art of graphics for theatre.

**Éric Vigner, director**



Vogue Paris



Vogue Paris is 429 - October 2003  
Photography by Inez van Lamsweerde & Vinoodh Matadin. Styling by Marie Amélie Servé.  
Model: Anne Collier for Loro Piana.  
429 encouraged each of the three main styles of Vogue Paris to work in a different and personal style. They hoped that the characters of the people working on the magazine would become visible on its pages.

429

Vogue Paris

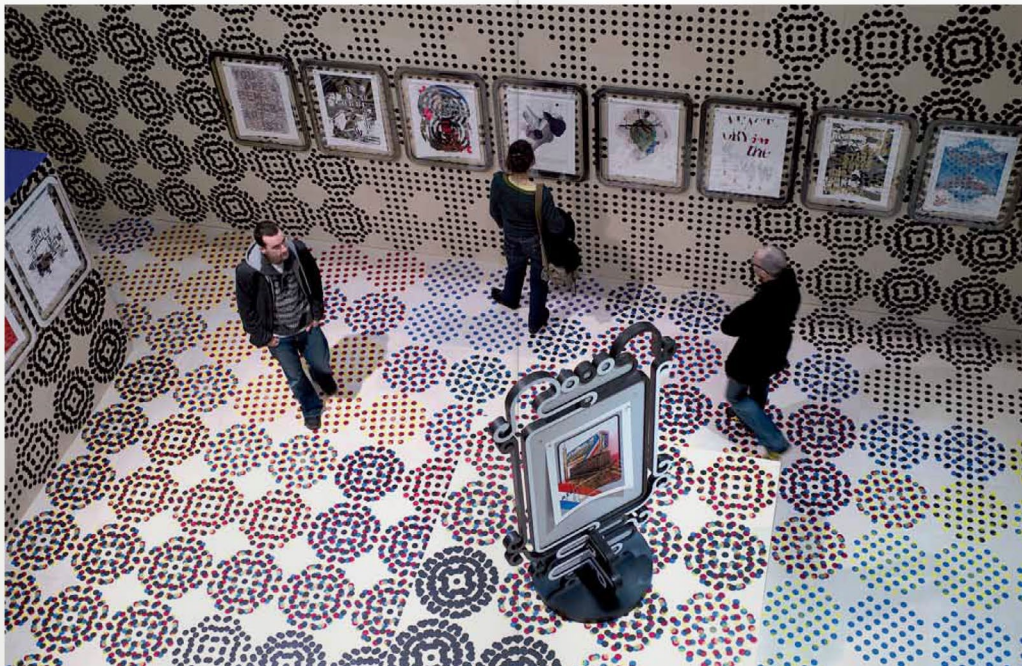


Le plus bel âge - Vogue Paris is 429 - October 2003  
Photography by Inez van Lamsweerde & Vinoodh Matadin. Styling by Marie Amélie Servé.  
Model: Anne Collier for Loro Piana.  
429 encouraged each of the three main styles of Vogue Paris to work in a different and personal style. They hoped that the characters of the people working on the magazine would become visible on its pages.

429

Together with M/M we have four brains. It's much easier than doing something all by yourself.  
**Inez van Lamsweerde & Vinoodh Matadin**, photographers

Vision tenace



Vision tenace - 2003  
Exhibition view, Centre Pompidou, Paris  
Art Project (Reproduction) presented in Culture [P&P] and Société anonyme  
Floor and walls covered by Paul Neale's installation, installation unique

429

Vision tenace

429

The overarching, most impressive thing with M/M, which became evident quite early on, is that they had a longterm vision in terms of developing a body of work.

**Paul Neale (Graphic Thought Facility)**, graphic designer



## Yohji Yamamoto



Spring/Summer 1998 Catalogue  
 Seven 24-page booklets enclosed in hand-bound kumihimo cover, with text printed in letter press, 25.5 x 22 cm  
 Creative direction and design by M/M (Paris) Photographs by Inez van Lamsweerde & Vinoodh Matadin Model: Manne Rizer  
 Each catalogue is based on a particular character developed by M/M in collaboration with the photographer.  
 The cast is taken out of books, in this case French Romanticism. In the case of the two catalogues featuring the model Manne Rizer, the protagonist evolved from one season to the next: from a beauty imprisoned in a box to a wild thing roaming the countryside.

472



473

*There is a very special sense of contemporaneity in Mathias and Michaël's work.*  
**Irène Silvagni, fashion consultant**

## Thoumieux



Chandelier - 1916  
 Brass, hand-blown glass and electric coil system - 90 x 120 x 120 cm

476

## Thoumieux



Chair - 1916  
 Metal frame with woven seat - 51 x 45 x 100 cm

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*The idea of the book was to create a compass to archive our work,  
 not just in the studio, but also in the world.*  
**M/M (Paris)**