

AS IT WAS

PORTRAIT OF THE SWINGING SIXTIES IN LONDON

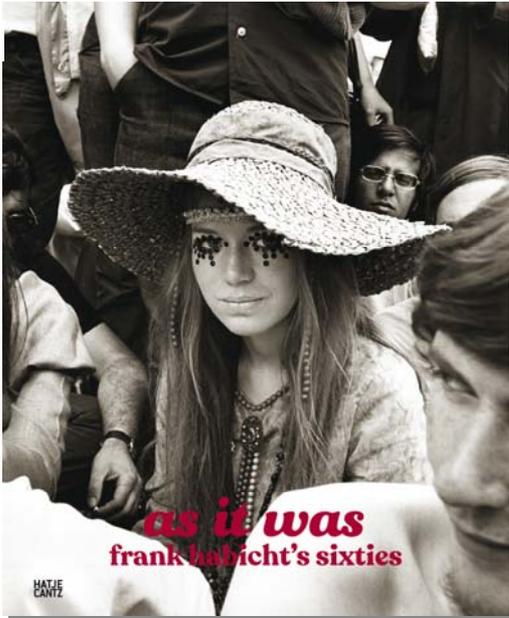
Frank Habicht's photographs of the 1960s in London are evidence of a generation in upheaval. His luxurious new volume, contrasts pop with tradition and provides readers with an immediate sense of the vitality of the Swinging Sixties, with all of that decade's revolutionary aestheticism. *As It Was* is Habicht's treasure-chest of the swinging, groovy, hippie, and psychedelic Sixties in London. It offers an eye-opening contribution to the history of a country that is currently undergoing yet more social transformation. This photobook features his iconic work and many images published for the first time.

Berlin, December 4, 2018 — When the German photographer Frank Habicht arrived in London in the 1960s, the pop revolution of the swinging sixties was still in the starting blocks. Flower power, free love, “make love, not war”—these are the mottos of a progressive youth culture that longed for profound social and political changes, and expressed this longing in fashion, music, and lifestyle. Habicht immediately fell in love with the lively spirit of his generation, and his photographs captured the distinctions between old traditions and new ideas in the British capital. In the ensuing years his pictures of this social transformation met with widespread response.

In 1969 Valerie Mendes wrote about Frank Habicht in the renowned *Metropolis Magazine*:

London without her people would be dead indeed. Habicht finds not the clothes but the men and women who wear them; not the places, but those who live and work within the city. In the contrast-ing textures of skin and water, trees and hair, soft body curves against metal and stone, he traces an intricate pattern of the London heart and its restlessness.

Frank Habicht (*1938) grew up in Hamburg, where he also studied at the Schule für Fotografie (School of photography). In the early 1960s he moved to London, where he quickly became one of the most in-demand photographers of pop culture. He has photographed for publications such as *The Guardian*, *Die Welt*, *Camera Magazine*, and *Twen*, and has produced portraits of music and film greats such as Mick Jagger and the Rolling Stones, Jane Birkin, Serge Gainsbourg, Christopher Lee, and Vanessa Redgrave. His work was featured as part of “Strange & Familiar” at the Barbican in 2016. Today he lives in New Zealand.



**AS IT WAS
FRANK HABICHT'S SIXTIES**

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Frank Habicht, Valerie Mendes, graphic design by
Julia Wagner, grafikanstalt

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ABOUT HATJE CANTZ

Hatje Cantz is a groundbreaking international publishing company specializing in art, architecture, and photography. Since 1945 Hatje Cantz has been using its profound expertise and enthusiasm for craftsmanship to produce and publish books of the highest quality. We currently release around two hundred new titles annually.

Especially in the digital age, Hatje Cantz regards itself an element linking museums, artists, galleries, collectors, and art lovers. Conveying knowledge - in terms of both content and visuals - as well as an enthusiasm for art is always at the heart of our engagement.

In keeping with our ambition to make it possible to experience art beyond the medium of the book, Hatje Cantz has launched the EDITION GERD HATJE as we continue to expand our portfolio of strictly limited, signed editions featuring works on paper, photographic works of art, and art objects.

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