

Press release

Introducing Close Up And Private Magazine #1 The Yellow issue.

Jason Jules



In the language of style, Yellow is bold, confident and proud. Compromise plays no part when Yellow enters the sartorial mix. Maybe (just maybe) that's why Yellow is both the cover and the title of Close Up And Private Magazine's launch-issue.

The Yellow Issue is a big, bold statement about style, men's style,

where the classic, the standard, the modest gesture is more important than trends, fads and that other f word, fashion.

Creative protagonist, Sergei Sviatchenko, has produced this epic must-have keepsake, as a natural progression from his hugely influential on-line gallery of the same name.

Here he fills the folded page with scale, intense colour, a new kind of collage...or is it portraiture? Or is it abstraction? Traditional definitions fall by the wayside, abandoned in the pursuit of a new visual language, one that reflects subtle taste and a shameless love of detail. Detail.

Detail. Detail.

Texture, clothe and hue become characters in this dramatic tryst - a drama that refuses to reveal itself all at once, but rewards anew on each return viewing.

In the mist of these signs and symbols is to be found an essay: 'Exercises in Sartorial Dematerialization' by contributing editor Angelo Flaccavento – a wealth of clues and wisdom for those who know where to look.

But some assemblage is required; notice the absence of price lists and brand names. Sviatchenko dispenses with labels and sets his focus on the grand idea - and of course on the minute detail. In doing so he allows the viewer to respond to each image on his or her own terms and within their own means. Ancient and modern, vintage and box-fresh, high street and high-end; how these terms fit into the individuals' own style vocabulary is left entirely optional.

Ultimately The Yellow Issue itself becomes a kind of men's wear accessory. Its playful use of paper-stock, its super-size format and its commitment to detail turn The Yellow Issue into a kind of aesthetic compass – a way of addressing the daily challenges of style in style. This is the definition of inspiration. This is the purpose of The Yellow Issue.

For the editor:

Close Up And Private started as an art project, focusing on the details in men's clothing in 2009, by Sergei Sviatchenko (Denmark) - a multifaceted personality: a born architect who grew into an artist, only to reinvent himself as a photographer and blogger, and Nello Russo

(Italy), a graphic designer, art director, with sharp ability and boundless patience to create the laconic moving row exactly as Sergei was imagining it. www.closeupandprivate.com

Introducing Close Up And Private Magazine #1, The Yellow issue launches at Pitti Uomo New Beat(s), the area dedicated to debuts, the 8th of January 2013 and during Copenhagen Fashion Week, Installation at Crystal Hall, Bella Center, the 31st of January 2013.

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