

# AMERICAN PHOTO

JULY/AUGUST 1990  
ON DISPLAY UNTIL AUGUST 21, 1990 \$3.50  
£2.50



SPECIAL ISSUE

THE  
WORLD'S  
BEST  
ADVERTISING  
PHOTOS

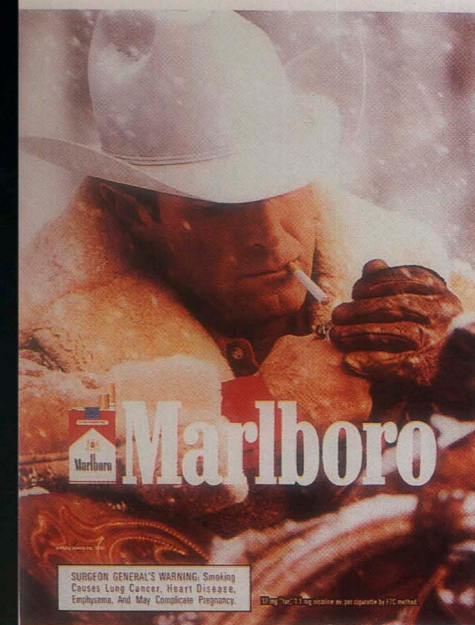


## FEATURING:

Peter Arnell	Sheila Metzner
Richard Avedon	Arthur Meyerson
Andrea Blanch	Helmut Newton
Moshe Brakha	Uwe Ommer
Greta Carlstrom	Werner Pawlok
Walter Chin	Irving Penn
Patrick Demarchelier	Herb Ritts
Phillip Dixon	Matthew Rolston
Aldo Fallai	Didier Roy
Greg Gorman	Hermann Ruth
Jean Larivière	Skrebneski
Barry Lategan	Dennis Stock
Peter Lavery	Toscani
Annie Leibovitz	Deborah Turbeville
David Levinthal	Tyen
Kurt Markus	Ellen von Unwerth
Wayne Maser	Albert Watson
Steven Meisel	Bruce Weber

## The Existential Man

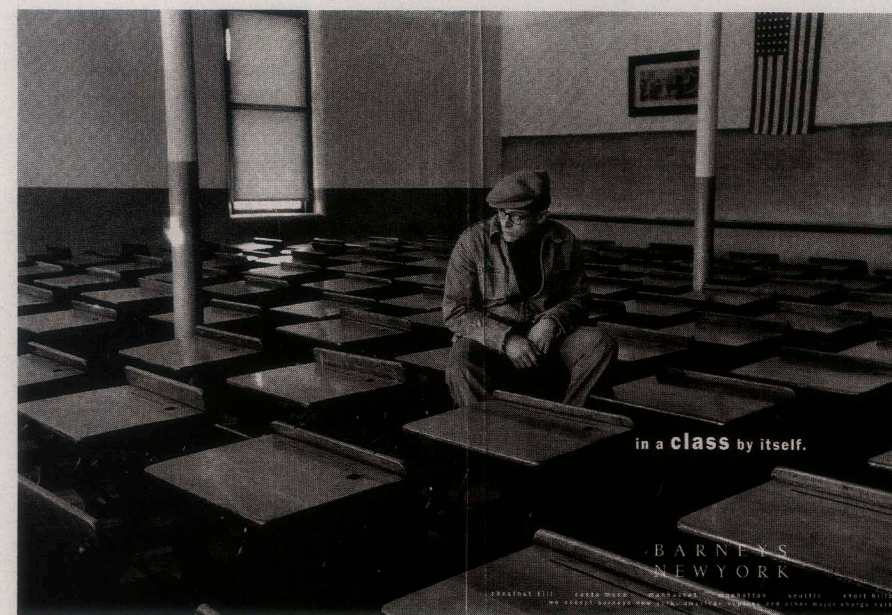
Boys and Girls, Part 2



Marlboro's archetypal mystery man

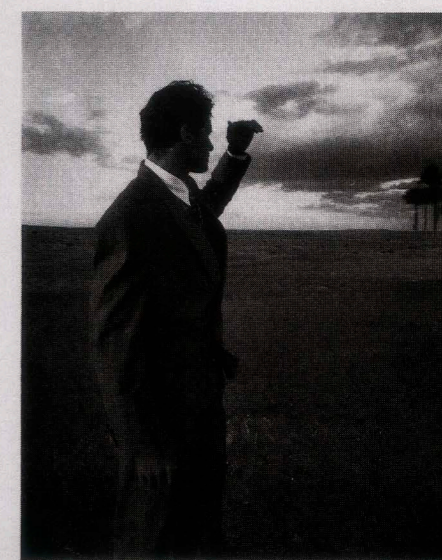


Guess by Ellen von Unwerth

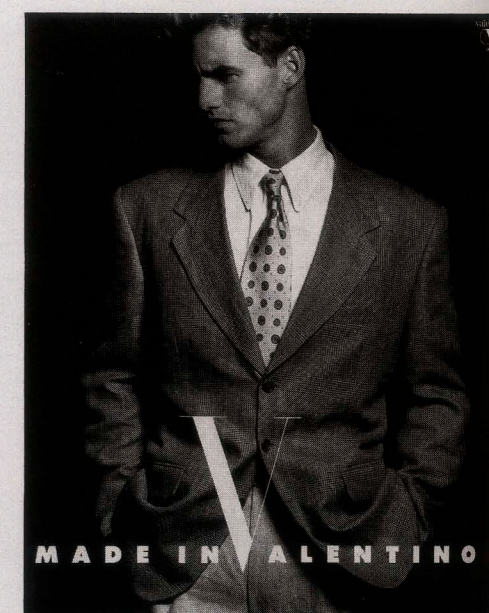


Dennis Stock for Barneys

Men have learned to cry on *L.A. Law* and relate on *thirtysomething*, but in advertising they're still glum loners straight out of classic *film noir*. Call them the men of *ad noir*: They brood. They sulk. Shadowy stucco walls are their chosen backdrops, deserted bars and forsaken plains their favorite haunts. Sitting alone, they burrow darkly into their superb sense of style, meditating in their Armanis. They never make eye contact. With anyone. Especially you. This hasn't always been true. Back in the 1950s there were elegant role models like David Ogilvy's Hathaway shirt man, a more social kind of guy who gazed at you smartly (though he did wear a patch over one eye, come to think of it). But



RENÉ LEZARD  
MODE. BEWUSST. SEIN.  
René Lezard by Werner Pawlok



MADE IN VALENTINO  
Valentino Uomo by Walter Chin