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## Madison Avenue

*Mathias Braschler*

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#6089559 in Books Scalo Publishers 1999-09Original language:English, GermanPDF # 1 .74 x 9.24 x 11.62l, #File Name: 390532816X128 pages | File size: 46.Mb

**Mathias Braschler : Madison Avenue** before purchasing it in order to gage whether or not it would be worth my time, and all praised Madison Avenue:

3 of 3 people found the following review helpful. The Cosmos as a StreetBy A CustomerSwiss photographer, Mathias Braschler, shoots the denizens of New York's famed Madison Avenue. Taking his camera, over an 8 month period, up and down this one avenue, he reveals an urban portrait in naked black and white. These portraits show all the flaws, addictions, energy, broken dreams, fatigue and hopes of the myriad of people who live or work on Madison. Braschler shows us "the good, the bad, and the ugly", the immigrants, the executives, the old, the style-makers, and the rich. Most portraits are enhanced with one line quotations by the subjects, authenticating Braschler's stark vision. Although a "coffee-table" style book, the realities are occasionally sufficiently distressing to make strong social comment. At other times there is amusement, poignancy, and poetry.

Book by Braschler, Mathias