



Coolness

THE PURE ELEGANCE
OF FREEDOM



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teNeues

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The Pure Elegance of Freedom

Michael Köckritz

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- A richly-illustrated homage to coolness as an attitude and an aesthetic
- An edgy project, both a documentary and a work of art, with a stunning visual execution and packed with creative energy
- Amusing, entertaining, yet also tremendously rich in layers given its interdisciplinary perspective

"This fun book may not be specifically dedicated to photography, but it's an unusual and enjoyable read – and, obviously, very cool." — Black And White Photography

Cool. Whether it's a cool guy, cool sunglasses, or a cool film – the attribute 'cool', which until the early '90s was still the definitive identifier of rebellious youth culture speech, is now encountered globally and across all social classes in an almost inflationary manner.

The adjective 'cool' is now regarded as a vague paraphrase for something positively casual and is particularly fond of offering itself to us with an aura of self-confident modernity and stylistic confidence. Unfortunately, whoever says 'cool' today often just means a fashion word, representative of who or what is currently hip and what is not. Everything that is somehow hip, trendy or 'in' is called 'cool'. Everything should, and everyone wants, to be cool.

On the one hand, 'coolness' is an empty buzzword, on the other hand, it is a self-confident, late-modern individual attitude and behavioural strategy with rebellious roots against a twisted and unjust world.

As a journalist, author, artist and media maker, **Michael Köckritz** always succeeds in setting attention-grabbing impulses in the context of contemporary and future topics as well as lifestyle and luxury worlds with good-humoured ease. As publisher and editor-in-chief, he has realised numerous book and lifestyle magazine formats that have regularly won numerous national and international awards for years. The car culture magazine *ramp*, the men's lifestyle magazine *rampstyle* and the design magazine *ramp.design* are published internationally and are considered style-setting.

