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# Lauren Greenfield: Generation Wealth (9780714872124)



## Synopsis

A highly anticipated monograph from the internationally acclaimed documentary photographer and filmmaker Lauren Greenfield: *Generation Wealth* is both a retrospective and an investigation into the subject of wealth over the last twenty-five years. Greenfield has traveled the world - from Los Angeles to Moscow, Dubai to China - bearing witness to the global boom-and-bust economy and documenting its complicated consequences. Provoking serious reflection, this book is not about the rich, but about the desire to be wealthy, at any cost.

## Book Information

Series: 9780714872124

Hardcover: 504 pages

Publisher: Phaidon Press (May 15, 2017)

Language: English

ISBN-10: 0714872121

ISBN-13: 978-0714872124

Product Dimensions: 9.4 x 1.9 x 12.4 inches

Shipping Weight: 7.2 pounds (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars 9 customer reviews

Best Sellers Rank: #55,265 in Books (See Top 100 in Books) #23 in [Books > Arts & Photography > Photography & Video > Collections, Catalogues & Exhibitions](#) #24 in [Books > Arts & Photography > Photography & Video > Photojournalism & Essays > Photo Essays](#) #132 in [Books > Politics & Social Sciences > Sociology > Class](#)

## Customer Reviews

"From Bel Air to Beijing, Lauren Greenfield has an unparalleled gift for capturing modern wealth in all its baroque permutations. Her images are viscerally intimate-sometimes comic, sometimes tragic, and always unforgettable. *Generation Wealth* is that rare masterpiece that will keep you engrossed from cover to cover and lingering on the memory of its images long after you've put it down."

—Kevin Kwan, bestselling author of *Crazy Rich Asians* "Generation Wealth is a comprehensive study of excess and evolution. Revolting and revelatory, sobering and stunning.

Lauren Greenfield is the Doris Kearns Goodwin of the visual medium." —Jamie Lee

Curtis "Lauren Greenfield's photographs range from hilarious to terrifying, sometimes in the same image. The images are unjudgemental dystopian shock and awe somewhere at the end of Empire and yet moving: she makes it personal. It could have been me." —Brian

Eno"Greenfield is a prodigious talent, and this book is a masterpiece. If I had the privilege of putting together the time capsule left underground for future generations, I am certain that Generation Wealth would be in the box." ["Juliet Schor"](#)Generation Wealth takes us down the yellow brick road where we are able to see who we, as a collective, are becoming. Like Studs Terkel with a camera, Greenfield's lens allows us to watch the transmogrification of the American Dream of success through hard work, modesty and discipline turn into a nightmare of conspicuous wealth, excess and addiction... Whether the photographs are humorous, heart-wrenching or both we never feel judgement, just observation and that observation gives us room to know we are all complicit in varying degrees." ["Jennifer Beals"](#)If Mark Twain said that the lack of money is the root of all evil, what is the presence of money? An excess, overabundance, surfeit of money? Money leaking out of every pore? Grotesque, effulgent amounts of money? When I think of money, I think of the possibility of being left alone with my own thoughts and dwindling abilities to concentrate on something. I don't necessarily think of throne rooms, peacock feathers, gilded Corinthian columns, barstools covered with whale scrota. Lauren Greenfield's Queen of Versailles taught me a simple principle: Never allow yourself to be photographed on your throne (even though I don't think there's much danger of that, for me). Her new magnum opus, Generation Wealth, takes us into a new Dantesque version of hell. Not the devil frozen in his own tears. But perhaps something worse. A wilderness of bad taste. If nothing exceeds like excess, here we have a set of powerful examples. It's as if we suddenly realized that Donald Trump is the decorator of the world." ["Errol Morris"](#)A staggering indictment of materialism." ["Smithsonian"](#)With a golden cover and 650-odd images inside, [Generation Wealth] is a sociological record of the extreme measures taken to acquire and spend money, what Greenfield calls "the influence of affluence." ["The New York Times"](#)[A]n anthropological deep-dive into the way the very idea of wealth has infected the human psyche globally." ["Los Angeles Times"](#)

Lauren Greenfield is an Emmy-award-winning photographer and filmmaker. A preeminent chronicler of youth culture, gender, and consumerism, her documentary The Queen of Versailles won the Best Documentary Director Award at Sundance in 2012. Her photographs have been widely published, exhibited - and collected - and her Super Bowl commercial, Like a Girl, went viral and swept the advertising awards of 2015. Juliet Schor is an author, economist, cultural critic, and professor of sociology at Boston College. Her research focuses on the economics of work, spending, the environment, and consumer culture. Trudy Wilner Stack was Curator of Exhibitions & Collections at the Center for Creative Photography, the University of Arizona for over a decade, after holding

positions at the Pennsylvania Academy of the Fine Arts, the International Center of Photography, and the Birmingham Museum of Art. She has curated dozens of exhibitions of contemporary and historical photography around the world, and is a frequent contributing author and lecturer.

I preordered this book from the publisher back in March and it arrived a month later substantially impressive in content and presentation. Those unfamiliar with Ms. Greenfield may want to have a look at her Author's Page to appreciate the focus of her past work - I think this book is a grand summary. Her films "Queen of Versailles" and "Thin", available for viewing here on [YouTube](#), exemplify her hands-off approach to cataloging the excesses of conspicuous consumption. "Generation Wealth" does the same mercifully without the breathy fawning of Robin Leach. There's a lot to take in here. We are introduced to those who have the means to display wealth (or whose parents do) as well as those who don't but for varied reasons are compelled to convey the appearance of being a Have when they are very much Have Nots. We meet inner city teens and drug dealers, members of all classes really. There are interviews presented in the Humans of New York manner - the reader doesn't always know what questions were asked but the results are thought provoking. I will leave it to others to go into further detail and explore the social implications especially since I've not had the time to read through the entire book but instead am simply randomly opening it and exploring whatever was on the page. This morning before writing this I opened it to find the late Imelda Marcus sitting sadly and alone in a lavishly appointed room.

I read an excerpt from her book and decided to check out the entire tome. I had high expectations, and she met and even exceeded them. The photos help to humanize the excesses of these people, both rich and wannabes, as they spend and acquire to fill the unquenchable thirst for happiness and fulfillment. From the extraordinarily rich one-percenters who surprisingly still stress over money, to unemployed parents spending thousands they can't afford on their daughter's Quinceañera, we come to sympathize with these people who are revealed to be fools chasing after happiness the wrong way.

The author seems to have exhibited prescient curiosity throughout her literary career. The content appears particularly relevant at this time of political chaos. The photographs are well chosen and illustrative of her subject matter.

It's completely fascinating and the pictures show how she was trusted and given full access into

"this other world", there are detailed stories of each photo which make the images even more compelling.

great bookin depth photography and study of society

Nice book and good service

This is a great work, but my friends and family are fighting over who gets to dive in to the book next.

Love it !

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