

## **George Holz: Holz Hollywood. 30 Years of Portraits, daab Verlag Köln 2015**

### **Foreword: Renate Gruber**

#### Beauty and Glamour

A love of beauty is common to almost all of us, and every man likes to think himself best able to recognize its presence. But human standards of taste, judgement and discernment vary tremendously and standards of female beauty – as well as male – are among those most susceptible to differences of opinion. Therefore it would be both hopeless and senseless to try to find a common denominator for this most controversial of attributes. If this were not so, one picture would do for all, and there would be no point in producing this book.

Looking at George Holz' photographs surprises me – they have 'allure', a certain unexplainable 'élégance' in a very European style. His vita tells me, that his great teacher and 'Guru' Helmut Newton ( 31. October 1920 Berlin – 23. January 2004 Los Angeles) still looks over his shoulders, while photographing his delicate models, actresses and celebrities. George moulds his goddesses with infinite care.

In the phenomena of a moment a fine photograph creates an 'élite' image, an icon – that is and will be for ever this famous lady or an unknown beautiful girl.. Very often in black and white, his images touch you, they are above reality – his intense admiration and respect for graceful women.

In the year 1930 Sir Cecil Beaton ( 14. January 1904 - 18. January 1980 Broadchalke) published in London his 'Book of Beauty' and writes:

'What makes a beauty? We despair, we have little inkling of the secret, for often in no way do beauties resemble one another. Some taunt us with their Rubenesque stature, others are of only modest 'embonpoint', some are decadent and thin, some are sugary as china shepherdesses, many delight us with their imperfections.'

That was more than 80 years ago – still valid.

Going to Hollywood as a photographer is not easy. So many beauties have been there and will always be photographed – and since the invention of photography in August 1839 – donated to the world by the French government – there has been an infinite variety of renderings of feminine beauty. Yet – the delicate knowledge, what makes an image great, George Holz has in his genes – and therefore this book of grace and charm will be a success.