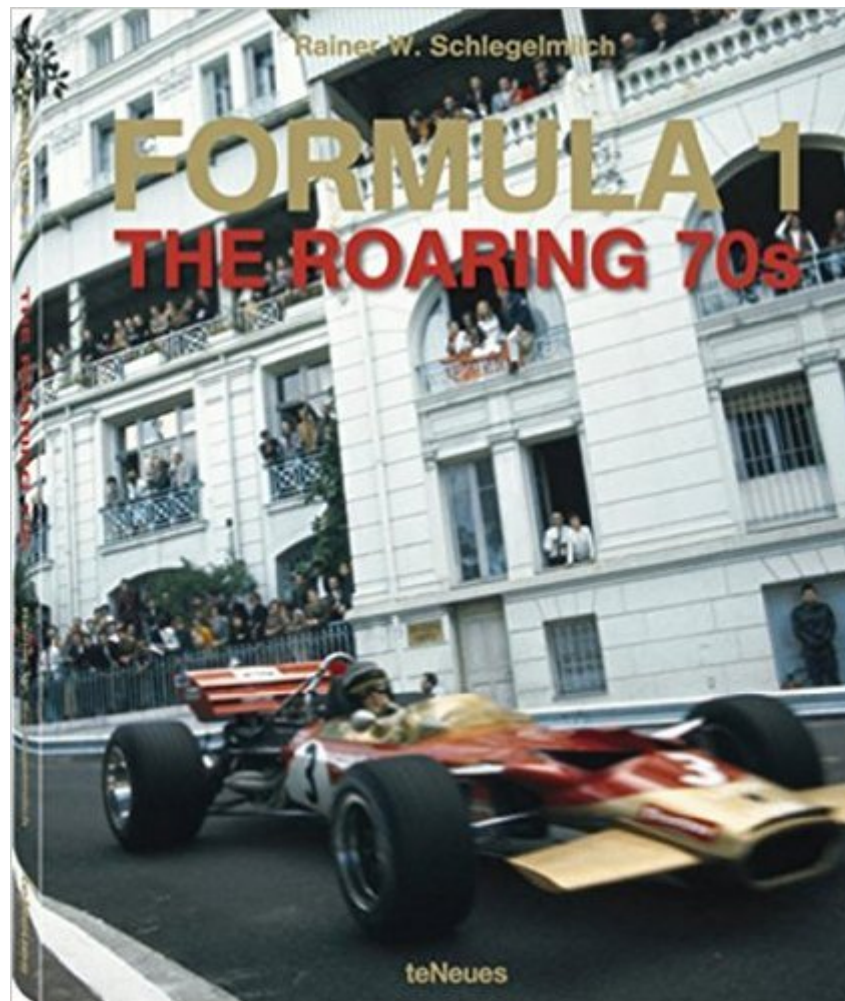


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Formula 1: The Roaring 70s (English, German, French, Spanish And Italian Edition)



Synopsis

Legendary sports photographer, Rainer W. Schlegelmilch has created a striking homage to the turbulent milestones set in the racing world in his latest collaboration with teNeues, "Formula1: the Roaring 70s." Schlegelmilch not only showcases some of the best shots taken from the track and pit, but defines the essence of an era for one of the most thrilling sports in the world. Schlegelmilch's color photography is emotive, intriguing--directing readers toward a sentiment far removed from the hard edged camera of today's professionalism. Those halcyon days really did have a special charm all their own, which you can now enjoy as you admire all the stars of the decade: Jackie Stewart, Emerson Fittipaldo, Niki Lauda, Mario Andretti. Even the uninitiated will become true fans.

Book Information

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Customer Reviews

Formula 1: The Roaring 70's is the second installment of an incredible decade by decade history of Formula 1 racing. Rainer W. Schlegelmilch is a master photographer that captured the essence of the 1970's. I love this book almost as much as Schlegelmilch's first book on the 1960's, The Golden Age of Formula 1, (The Golden Age of Formula 1). The contrast is incredible between these two books. The 1960's book was almost all black and white, the 70's all color. The 60's focused on the gorgeous cars and the courage of the drivers. The 70's book is more about the spectacle and grand view of the races and the lovely female entourage that showed up around the drivers. Where there were virtually no sponsors in the 60's, the 70's was all about the growing corporate sponsors and their effect on the sport. Schlegelmilch's technique with the camera changed and how he saw the

racing world around him. In the 60's the photographs are almost all perfectly tack sharp and grain free. In the 70's he begins to experiment with faster shooting, more grain, blurring of the race cars, and, a technique I don't care much for, the zoom lens or twisted camera blur (sadly this technique caught on and is still around auto racing). Schlegelmilch is without question a master photographer. It appears that during the 70's he has taken thousands of photographs at hundreds of races. The choices he makes for this book are remarkable. The book tells a wonderful story of how much the cars changed during the 70's. The photographs are presented in mostly chronological order.

Rainer Schlegelmilch's "The Golden Age of Formula 1", the prequel to the volume here, covered the 1960s, and is a beautiful book. In a way, it had to be -- there's a romance, glory and ever present danger in the early days of Formula 1 that lends itself to the photographer's expertly trained lens. Add to that the beautiful cars and handsome people of the era and it is an engrossing trip back through time. "Formula 1: The Roaring '70s" has a harder task. The elegant almost-cylindrical shaped cars of the prior decade had given way to aerodynamically enhanced machines plastered with corporate sponsors. The captions throughout make mention of these changes, lamenting the end of private entrants. And the elegant drivers of the earlier years had given way to big hair, bushy sideburns and ridiculous glasses (see Jackie Stewart). On the positive side, there was arguably more sport and less spectacle as F1 had begun to introduce safety features that acknowledged that real men were piloting the cars. But as for the book, it's a beautifully produced, 200+ page work, aided immeasurably by the author's vast knowledge of his subject. Schlegelmilch is obviously a gifted photographer, but not one who randomly happened to wander into a rich location -- he captures the grit and subplots of F1, with a nice focus on personalities: Lotus boss Colin Chapman at work, for example, and especially Jochen and Nina Rindt. The sport is bigger than the machines -- personalities and locations are a huge part of it, and are portrayed nicely. There are many photos of wives and girlfriends throughout (not complaining, just being diligent here...) You do get the sense that Schlegelmilch cares about the people who are part of the F1 panorama, and that adds a nice dimension to his work.

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