

Home / Art / Friday, January 18, 2013

PREVIOUSLY ON NOWNESS



Danny Bowien: Mission Chinese

The Culinary Rogue Reveals the Secrets of Chinatown and the Music of Sichuan Cuisine

Credits | Share: </> f t + p e c

LOVE

Silvia Prada: The New Modern Hair

Vintage Coiffes Inspire the Artist's Playful New Investigation Into Masculinity in LA

From the side-swept "executive contour" to the manicured pin-curls of the "Alexander," New York-based illustrator Silvia Prada's renderings of men's hairstyles remind us how a cut can communicate authority, sex appeal and identity—all with a proper dose of humor and glam. The Spanish-born artist has created a series of smooth graphite renderings of crops popular with gentlemen from the 1950s to the 70s, resulting in a taxonomy of silhouettes that emphasizes the thoughtfulness and care with which men have cultivated their image over the decades. "I really enjoy the idea of an alpha male who is secure, masculine and clean-cut—and who knows how to carry his hair," says Prada, whose father was a well-known hairdresser in León and who grew up surrounded by barbershop imagery. "Hair within context of identity is something quite primal, especially with men," she explains. "It provides cues to character traits—even when they're naked." *The New Modern Hair* debuts today at LA's Pacific Design Center, adding to an exhibition list that already includes shows at Deitch Projects in Manhattan and MoCA Shanghai. Paired with backdrops of abstract patterns and shapes that recall the modernist-inflected style of the Bauhaus or the graphic punch of 1980s pop abstraction, as well as some inspirational photographs and objects donated by creative friends such as the artist Robert Knoke and filmmaker Bruce LaBruce, Prada's images suggest a visual language of aspiration that goes beyond the salon.

Silvia Prada's The New Modern Hair will be on view at the Pacific Design Center in Los Angeles until February 26.

CONVERSATIONS (0)

ADD A COMMENT

Tags: Art , Slideshow , Illustration , USA , Los Angeles , Silvia Prada , The New Modern Hair , Pacific Design Center

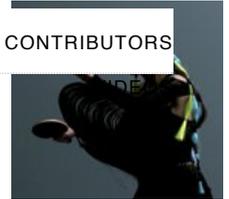
EDITORS LIST



Seu Jorge: The Model

The Brazilian Music Star Gives His New Album a...

MOST SHARED



Sooyeon Lee: Grand Slam

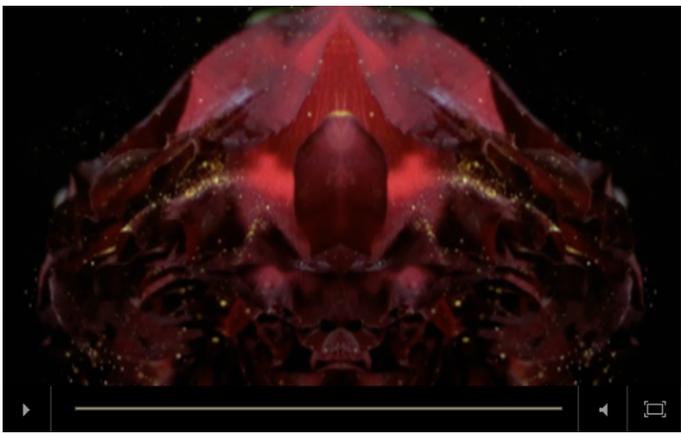
The Table Tennis Champ Stars in Matthew Donaldson's...

CONTRIBUTOR PICKS



Treehotel: Recline in Pine

An Eco-Friendly Retreat in Sweden's Enchanted Forest



ON REPLAY

Battle Box

Massive Attack's Robert Del Naja Instigates a Dark Fusion of Music, Art and Discourse in His Newest Project

Frozen roses collide with a dancing rooster in today's kaleidoscopic premiere of "Battle Box 001" by Robert Del Naja, known to Massive Attack fans as the band's co-founder, 3D. Featuring haunting vocals from Elbow frontman Guy Garvey, the track ventures into the militant dub territory of the Bristol band's 90s reign. "We used about 50 different types of roses," says co-director Dusan Reljin, who created the video's shattering visuals with his wife Hilde. "After dipping each one into liquid nitrogen we blew them up with dynamite and makeup powder. Some of them exploded really nicely and some of them were a complete disaster." Using a phantom camera to slow the footage down, the result

[\(Read More\)](#)



MOST SHARED IN ART

Thomas Demand: Paper Weight

The German Artist Talks TMZ and Evil's Kitchen from his LA Studio

Conceptual artist Thomas Demand discusses how an encounter with a picture on a celebrity gossip website instigated his latest work in today's film from *White Zinfandel* magazine, which will celebrate the release of its "Food Fights"-themed issue during this week's NADA Miami Beach fair. Based between Los Angeles and Berlin, Demand is known for building life-sized, three-dimensional paper and cardboard models of spaces, inspired by found images, that he then photographs himself and almost always ultimately destroys. This singular technique is behind his recent "Junior Suite," a work for which the Munich-born sculptor and photographer recreated Whitney Houston's insalubrious half-

[\(Read More\)](#)

PREVIOUSLY IN ART

[VIEW FULL ART ARCHIVE](#)



JANUARY 12, 2013

Sergei Sviatchenko: For Light and Memory

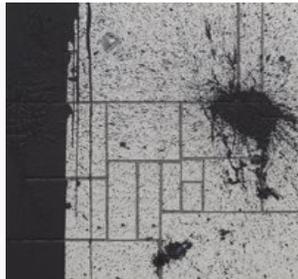
The Maverick Image Maker and Style Connoisseur Is Celebrated in Berlin



JANUARY 10, 2013

Maxwell Snow: The Lady of Shalott

The Downtown Artist Takes Inspiration from Victorian Poetry for a Sultry New Series



DECEMBER 30, 2012

Predictions Week 2013: The Art World's Year Ahead

Arts Arbiter Bettina Korek and Curator-Entrepreneur Maria Baibakova On What's Coming



DECEMBER 22, 2012

Christmas Decorations of the Future: Part 3 (of 3)

Margot Bowman Concludes Her Surreal Vision of the Holiday Season



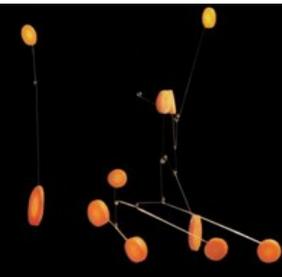
DECEMBER 21, 2012

Christmas Decorations of the Future: Part 2 (of 3)

Extraterrestrial Christmas Adornments Come to Life in Margot Bowman's Fantastical Animations



DECEMBER 20, 2012



DECEMBER 19, 2012



DECEMBER 14, 2012



DECEMBER 5, 2012



DECEMBER 5, 2012

Christmas Decorations of
the Future: Part 1 (of 3)

Illustrator Margot Bowman
Imagines the Ornaments of
Tomorrow in a Three-Part
Celebration of Christmas 2062

Alexander Calder:
American Legend

A Snack-Filled Kinetic Tribute to
the Great Sculptor

KAWS: Companion at the
Parade

The Artist Takes Manhattan
With His Inflatable Cartoon
Creation

A Happy Man: Jonas
Mekas

The Godfather of Avant-Garde
Cinema Celebrates His 90th
With a Major Retrospective and
World Premiere

Jonas Mekas: Guns of the
Trees

Reflections On Sixty Years Of
Filmmaking Accompany
Unseen Archival Footage of the
Filmmaker at Work.

LOAD MORE

SIGN UP FOR EMAILS

SUBSCRIBE

ABOUT US PRESS
SITE CREDITS

AWARDS

PRIVACY

TAG INDEX

SITEMAP

TWITTER

FACEBOOK

YOUTUBE

TUMBLR

PINTEREST

FOURSQUARE

INSTAGRAM

RSS FEEDS

NOWNESS previews the latest in fashion, art, cinema,
entertainment, culture, music, gastronomy, design, travel, and
the world of luxury.