



Lauren Greenfield: Generation Wealth

Lauren Greenfield , Juliet Schor (Contributor) , Trudy Wilner Stack (Contributor)

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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.

Lauren Greenfield: Generation Wealth Details

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From Reader Review Lauren Greenfield: Generation Wealth for online ebook

Patti says

Incredible book!

Greenfield does such a comprehensive job of examining the role of money, big money, that I was really shaken.

She connects excessive materialism, work, sex, corruption, and their effects on several generations, levels of society, and cultures far more effectively than any source I've ever seen, because she does it through pix and interviews.

Near the end, she talks to uber-rich people who've seriously questioned their addiction to wealth (mostly after they've spent time in jail or gone bust, it's true.)

I could see someone running a class around all of the topics in here. It's totally immersing.

MNBooks says

Wow, this was a worthwhile read! I requested the book from my local library and when I went to pick it up I thought, "Holly ?--this book is ridiculously big!!" I think that was kind of the point, though. It's excessively large--but it's a book about wealth, and enough never being enough. So how big is too big? How rich is too rich?

I loved the photography, but I really enjoyed reading the interviews with the people in those photos. It was fascinating to see how even the super rich were acknowledging that that life isn't normal--maybe they are even overwhelmed by that life.

We also saw that greed and desire isn't just an American problem--it's global. Iceland seems to be the only country that went back to embracing their heritage after the 2008 recession--by being themselves, they are now a top tourism destination.

There's a lot to think about with Generation Wealth... we are in an unsustainable path. Stopping and saying "I'm happy where I'm at right now" is critical. However, What if college for my kids is really going to be 500K in 15 years? Would life be easier if I just had more?? This book will leave you with more questions than answers and it may feel uncomfortable.

Maureen says

Our economy is so fucking bizarre

Tara says

Lauren Greenfield has compiled the most captivating photography book on: wealth, pop culture, and

consumerism. Her subjects range from Hollywood elite to gang members. The photos are captivating and the interviews add an additional dimension. I never spent even 100th the time on any other type of photography book EVER! I missed her show in earlier summer in LA and was happy to buy this book because it is a compilation of all her work (which is amazing). I normally would swing in the library and peruse this type of thing however, knew after seeing the number of pages that this was going to be way too intense for a quite stop over at the library. This book was something that I wanted to have in my personal collection. It is beyond a prop for ones' coffee table however, I do suggest that it is something you may want to put out to generate interesting conversation (if you have those types of friends). I am yelling out to all people that are intrigued by social anthropological themes to get this book. Not only will you not digest this once and put it away but it will take you some serious time to digest even first time through. A few pages can easily eat an hour (it is over 450 pgs!) which is how you should delve into fine wine or very rich dessert. Consume in small quantities to fully digest and appreciate. I thought it would be interesting (which it obviously is), however, was BLOWN AWAY by the content and depth of the aforementioned topics. I really was thinking about the social context even when not reading the book. HIGHLY RECOMMENDED (also a fan of her film work) !!!

Jill Meyer says

Lauren Greenfield has published a coffee table book compilation of her photograph and video work done since the late 1980's. She has followed the idea of wealth - who has it, who wants it, who earns it, who inherits it - for the past 30 or so years. Her work has been displayed in museums and art galleries and on film. Perhaps her most famous piece is a movie called "The Queen of Versailles", a grotesque but strangely charming look at a couple who is building their "dream home" in Florida. The husband and his trophy-wife have about eleventy-seven children, all cared for by their own nannies, while the mother shops maniacally, and the father hides in his study, doing business. The documentary is viewable on Amazon, and Greenfield includes stills from the movie.

But Greenfield looks at many other groups of the already-wealthy, as well as those who seek wealth. Does wealth confer class? Sometimes, if the definition of "class" is a "grill" of diamonds in a person's mouth, it does. Lauren Greenfield is fairly quiet on the definition of "wealth" and the ramifications of the acquisition and holding of wealth. Many of the people in her pictures look a bit sad - or is that my projection? I don't know and Greenfield doesn't follow up on many of the people in the photographs. That's okay, wealth - like fame - is often fleeting...

By the way, this is a very, VERY large book.

Robert says

After reading this, you'll need a shower to wash the patina of human greed and stupidity (second-hand, of course) from your skin... it's that powerful.

Jamie says

A beautiful, comprehensive look at greed, overspending, wealthy one-upsmanship. Both astounding and

nauseating. Society values money over everything else... and this is the result. Money money money....

flannery says

help this is my favorite book! i'm editing this just to emphatically recommend it to everyone but esp. rachel & lisa. "I read the federalist papers. If I want to work 100 hours a week and destroy my relationships that's my prerogative." This book was good for my mental health because it answered a few nagging questions of mine, "What's wrong with everyone?" "How come they seem to be having so much more fun than me?" "Why is everything easier for so-and-so?" You'll have to read this book to find out the answer, spoiler, it's money.

"I'd rather be dumb than be a slut, but I would rather be a slut than fat or ugly"

Jacob Williams says

I lugged a copy of this home from the library after reading a review in Current Affairs magazine. I planned to just glance through the book briefly, but ended up totally hooked. It's alternately depressing and infuriating, but thoroughly fascinating.

Joanna says

I came to this book not knowing how much I already liked Ms. Greenfield's work on The Queen of Versailles and the "Like a Girl" ad she shot for Always. I admire her analysis of our current society of consumption, and while I don't always agree with her points, I fear for our society in general after reading the book. I am also particularly glad that we know that we won't be raising our son in LA, as the level of consumption there is particularly scary.

Romany says

Beautiful photos, each one horrifying for different reasons.

Joanna says

Generation Wealth is beautiful, hideous, disturbing, and completely captivating. Lauren Greenfield accurately captures the ethos of consumer capitalism and the way it warps human behavior. The first thought that entered my mind after closing the book is the Bible verse, "For what shall it profit a man, if he shall gain the whole world, and lose his own soul?"

David Schaafsma says

Lauren Greenfield is an amazing woman, a documentary photographer and filmmaker. I read this (well, not every word of the large 515 page book), in anticipation of her new documentary film Generation Wealth. In a sense, this book/film/series of exhibitions is the culmination of her work of more than 25 years, which I might summarize as an examination of consumer culture, of the drive to wealth that consumes especially this country, though it is clearly also a worldwide phenomenon. She joins many others looking at greed, of course. Conspicuous consumption, killing us, killing and killing the planet.

I saw her documentary film The Queen of Versailles, which I highly, highly recommend as a disgusting and horrific example of a couple who built a \$75 million dollar estate and went bankrupt in the process. I thought when I read it of Hunter S. Thompson in his rage against the excesses of American culture in such works as Fear and Loathing in Las Vegas.

I also read Girl Culture, a documentary photography project, which focuses of course on girls and the drive to be rich and beautiful.

Has it always been thus, in this country? Maybe. But in Greenfield's view, in the last 25 years we are seeing something we have never seen before, something rapacious, an end in itself to pursue wealth for wealth's sake to the exclusion of anything else.

In this book we have amazing photographs from a range of our culture, those seeking fame and fortune, and also including those--as in hundreds of thousands in the recession--who failed, who crashed and burned. She not only photographs or films her subjects--and it is a tribute to her powers of persuasion that she can get so many of them to give permission, but they surely have no shame--but also interviews them and shares their testimonies.

This work is so important. It is hard to read because it shines such a disturbing light on American (and other) consumer culture and greed. It is not fun to read, but it is amazing. Get it from your library.

Here's a link to her work, which I highly recommend your checking out:

<http://www.generation-wealth.com>

Julia Fitzsimmons says

I loved this book! This book, like no other, helps me understand the dysfunction that materialism creates in American culture. The pictures are amazing and unforgettable. I read the preface to every chapter and every caption. I also saw the documentary, and was deeply affected by it. If you have children, please read this book. It will help you understand the pressures on our kids. Thank you, Lauren Greenfield, for your excellent work.

Samantha says

incredible & sobering

