Athletic Model Guild Encyclopedia Article

Athletic Model Guild

The following sections of this BookRags Literature Study Guide is offprint from Gale's For Students Series: Presenting Analysis, Context, and Criticism on Commonly Studied Works: Introduction, Author Biography, Plot Summary, Characters, Themes, Style, Historical Context, Critical Overview, Criticism and Critical Essays, Media Adaptations, Topics for Further Study, Compare & Contrast, What Do I Read Next?, For Further Study, and Sources.

(c)1998-2002; (c)2002 by Gale. Gale is an imprint of The Gale Group, Inc., a division of Thomson Learning, Inc. Gale and Design and Thomson Learning are trademarks used herein under license.

The following sections, if they exist, are offprint from Beacham's Encyclopedia of Popular Fiction: "Social Concerns", "Thematic Overview", "Techniques", "Literary Precedents", "Key Questions", "Related Titles", "Adaptations", "Related Web Sites". (c)1994-2005, by Walton Beacham.

The following sections, if they exist, are offprint from Beacham's Guide to Literature for Young Adults: "About the Author", "Overview", "Setting", "Literary Qualities", "Social Sensitivity", "Topics for Discussion", "Ideas for Reports and Papers". (c)1994-2005, by Walton Beacham.

All other sections in this Literature Study Guide are owned and copyrighted by BookRags, Inc.

Contents

Athletic Model Guild Encyclopedia Article.....1

Contents.....2

Athletic Model Guild.....3

Athletic Model Guild

Bob Mizer (1922-1992) was the driving force behind the Athletic Model Guild (AMG), a photography studio founded in Los Angeles in 1944, and the magazine *Physique Pictorial,* which published AMG pictures. AMG produced images of nearly nude muscular men; their publication in *Physique Pictorial* was ostensibly for artists and "physical culture enthusiasts," but attained currency primarily with gay men. Before the birth of gay rights, *Physique Pictorial* and the AMG enabled the dissemination of homoerotic images; the magazine also contained idealized, sexualized drawings of macho men by such artists as George Quaintance, Spartacus, and Tom of Finland. The influence of Mizer's presentation of the male body as a beautiful sexual object can be seen in the photography of Robert Mapplethorpe, Bruce Weber, and Herb Ritts.

Further Reading:

The Complete Reprint of Physique Pictorial: 1951-1990. New York, Taschen, 1997.