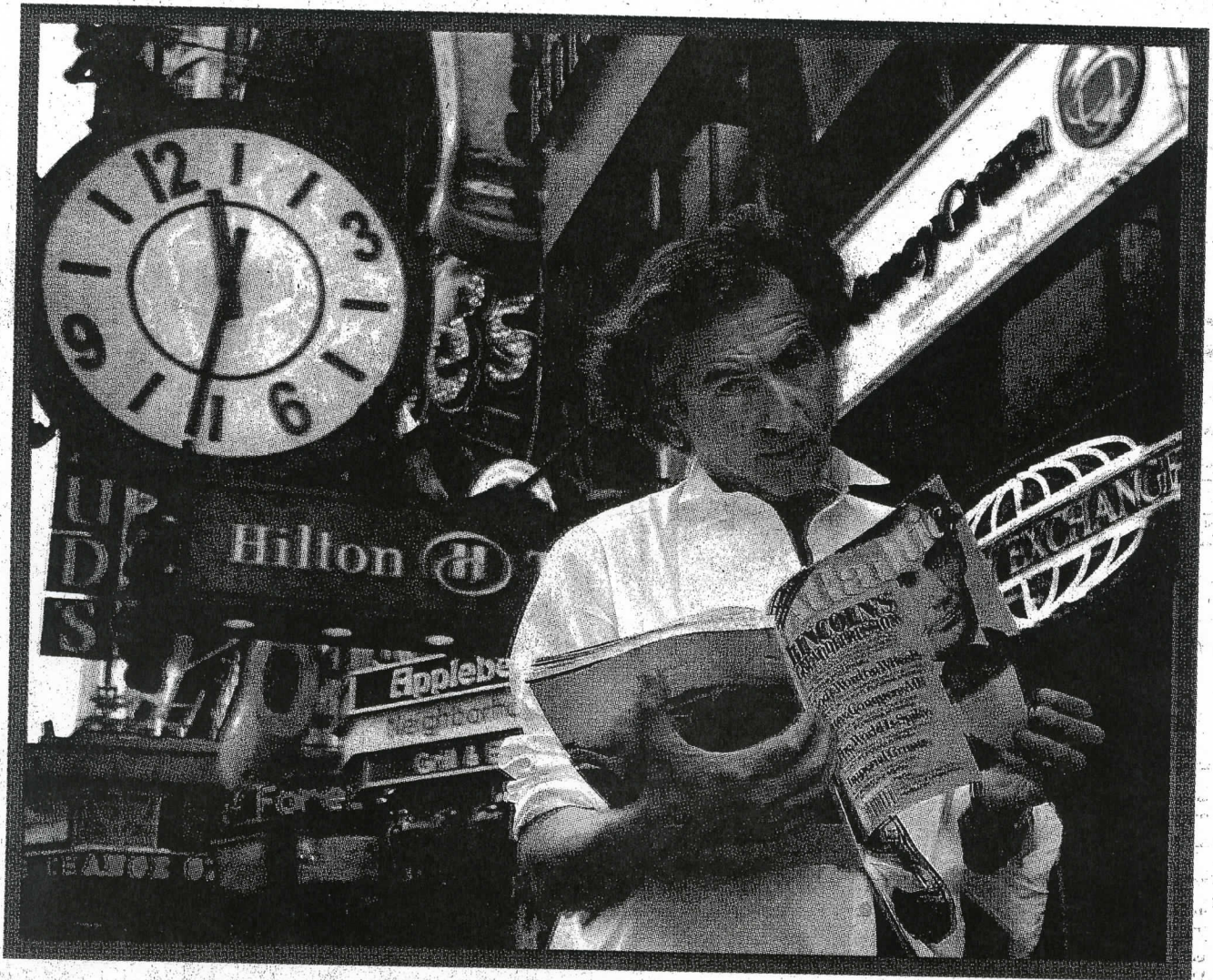


STYLE & CULTURE



IN NEW YORK: *Lévy, seen at Times Square, says his book is "a more or less faithful mirror . . . that I hold out to Americans. It seems fair to me that Americans should be the first to say whether they recognize themselves or not."*

GILLES BASSIGNAC *Gamma*

A gamble on star power as well as Lévy's ideas