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SEPTEMBER 19, 2011

### BACK THAT BOOK UP

Posted by Caroline Dworin



The successful musician with an extracurricular passion can, if he's also a fine businessman, turn that passion into art. Thus the rapper Sean (Diddy) Combs presents his entrepreneurial venture, "Culo by Mazzucco," a photographic coffee-table collection of women's backsides.

Diddy's book, a two-hundred-and-forty-eight page collaboration with the photographer Raphael Mazzucco and the record producer Jimmy Iovine, is due out on November 22nd from Atria Books. According to Amazon.com, some of those ordering advance copies also purchased "Butt Babes: young, fresh, sexy, firm," by Dave Naz, and Gary Shteyngart's "Super Sad True Love Story: A Novel."

If the promotional music video (shown below but moderately NSFW) serves, Culo's photographs will be sumptuous and sculptural, with reclining rumps, stretching rumps, rumps writhing and slumbering, rumps in black and white and color; bottoms belonging to women whose tops turn back to give the viewer a cool come-hither stare. The tagline: "The World Is No Longer Flat."

The Web site defines "Culo" as a "movement" in art, fashion, and pop culture. "No matter if you were raised to call it derriere, tush, rear end, or booty, culo is the new epicenter of female sexuality, desire, and empowerment." Adds Mazzucco: "The conversation about creating a book of asses is not your garden-variety cocktail party fare."



**KEYWORDS** Culo by Mazzucco; Raphael Mazzucco; Sean P. Diddy Combs; butts; photography; rumps



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