

Hotrod Empire Inc. by Dirk „The Pixeleye“ Behlau

23. September 2008

## Welcome to Hotrod Empire, Inc.!

This volume of photography at hand is a portrait of the european old-school Hot Rod & Kustom Kulture scene. Besides Hot Rods & Kustoms, rockabilly-, rockabella- and rock'n'roller lifestyle takes center stage, because the old-school Hot-Rod scene consists of more than driving an old jalopy. It's the rock'n'roll spirit, the kick-ass punkrock, the psychobilly, it's about freedom and fuck-off attitude. A bow to ancient times, linked with fun and melancholia, beautiful classic pin-ups instead of modern fashion victims and fading mayflies. That is what it's all about. About the people, the art and the rock'n'roll lifestyle apart from ordinary trends, which are dictated by the media. The spirit of the 50's and 60's, friendship, value and party. People, doing their thing, shouting out „fuck the world“! And many other things, that you can't explain in a few lines. Therefore, less text, more photos explaining themselves.

Thank you all, you know who you are!

## About:

Dirk Behlau, aka „The Pixeleye“, born in 1971, is a professional designer and photographer from Cologne/Germany. Since 1999, he creates individual high-class solutions for international customers in his design-studios „Pixeleye Interactive“.

He prefers shooting „Kool Lifestyle“: american cars from the 30's till 70's, classic glamorous pin-ups, rockstars and uncommon people with attitude. He works worldwide for international publications and trademarks.

Hot Rod Empire Inc. is his second photo-book about the european old-school Hot Rod scene - his photos arise from the middle of events among like-minded people and friends.

[www.pixeleye.de](http://www.pixeleye.de)  
[www.hotrodempire.de](http://www.hotrodempire.de)



### Hotrod Empire, Inc.

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[www.szeneshop.com](http://www.szeneshop.com)

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*Pixeleye* ★ *Interactive*  
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## More information available upon request:

Huber Verlag GmbH & Co. KG, Ottenhöferstr. 8, 68239 Mannheim, Germany

Nico Imhof, Marketing/Press Tel. +49621 48361-51

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