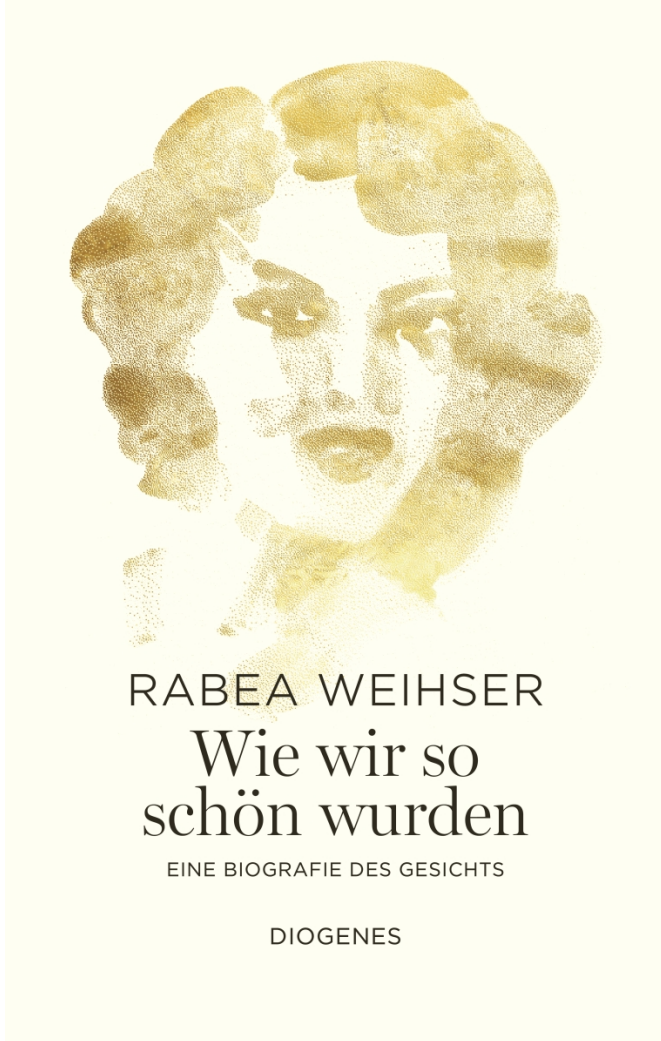


Rabea Weihser

How We Became so Beautiful

Published by Diogenes as *Wie wir so schön wurden*
Original title: *Wie wir so schön wurden*



Nothing captivates our attention more than a face. Is it friendly, open, beautiful? Bare of makeup, airbrushed, disfigured? Does it draw us in, or repel us? And why?

The way people style themselves reveals much about their desires, but also about their society. From the Pharaohs large eyes to the even faces of social media beauties, Rabea Weihser guides us into the insane, multifaceted cosmos of ideals. This exciting expedition to the heart of our aesthetic preferences changes our view on beauty and the faces of our time. Smart, inspiring and insightful.

Book factsheet

History, Current Affairs, Contemporary Literature
352 pages
11.6 x 18.4 x 2.3 cm
March 2025

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Persian (Qoqnoos)

Praise

How We Became so Beautiful

»When Rabea Weihser writes about the face, she's actually writing about everything. About the façades and the dungeons, the deco and the dramas behind it, about vibrant dreams and cold compulsions.« – Thomas Pletzinger / (German author)

»This book is an incredibly wise and elegant long essay on conceptions of beauty.« – Hannah Lühmann / Welt am Sonntag, Berlin

»In an amusing and evidence-backed manner, Rabea Weihser leads us through the history of changing beauty ideals, which is a history of imitation and metamorphosis.« – Linda Stift / Die Presse, Vienna

»She looks back in history, cites philosophers, sociologists, cultural researchers, neuroscientists [...] with thoroughness and analytical accuracy, humanism and laconic wit, an absolute delight to read.« – Tanja Rest / Süddeutsche Zeitung, Munich

»Magnificent! An elegant measuring of aesthetic customs, preferences, absurdities and mysteries.« – Prof. Daniel Hornuff / (Author)

»Her observations are so clever, thought-provoking and entertaining that one could listen to her for hours.« – Daniel Schreiber / (Author)

»A humorous analysis of the face, from the ancient world to contemporary beauty trends.« – Myself, Munich

»This book shows that our gaze on these faces also has a story, and tells it in a captivating, enlightening, and contemporary way.« – Barbara Bleisch / (Author)

»One instantly gets the sense: this author strikes a chord.« – Alexander Mayer / MDR, Leipzig

»A comprehensive analysis of why beauty has always been political.« – Die Zeit, Hamburg



Photo: Fabian Raabe / © Diogenes Verlag

Rabea Weihser, born in 1981 in northern Germany, studied musicology, German philology and business administration. She joined *Zeit Online* in 2006 as a music editor, where she also headed the culture section from 2014 and developed a German language online feuilleton. In 2021, she moved to the renowned basketball team Alba Berlin for two seasons, becoming the first cultural director of the German league. She was a lecturer at the Humboldt University and the University of the Arts, among others, and lives in Berlin.

Praise (cont'd)

»On more than 300 pages, she has collated scientific and humanist research on the topic, and commented on it in an intelligent, philosophical and entertaining form.« – Daniela Tomasovsky / Die Presse, Vienna

»It is enjoyable how she critically points out the racism, sexism, and eurocentrism behind [beauty] ideals, without depreciating the joy in decorating oneself.«

– Ralf Stiftel / Westfälischer Anzeiger, Hamm

»The look into a mirror is different after reading this book.« – Madame, Munich

»[The book] sparkles with irony and wit, with an intellectuality that never appears boastful.« – Katharina Schmitz / Freitag, Berlin

»Weihser works through all the problem areas, but not only on an aesthetic level; she also examines the ethical fashions that are always tied to concepts of beauty.« – Silke Hohmann / Monopol, Berlin

»This book, it must be said, is very, very rich in content.« – Andrea Gerk / Deutschlandfunk Kultur, Cologne

»Observed with surgical precision and very entertainingly written.« – Marlene Sørensen / Harpers Bazaar, Munich