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## Posters American Style

**Therese Thau Heyman : Posters American Style** before purchasing it in order to gage whether or not it would be worth my time, and all praised Posters American Style:

3 of 3 people found the following review helpful. Beautiful and valuable.By QuickhappyAn exquisite collection of mostly American posters. Most are from the last century, with a healthy sampling from WWI and WWII, as well as sampling of rock art, commercial posters, and sports posters. A great strength of the book is the attention it devotes to the representations and self-representations of women and ethnic minorities. Some of the most powerful pieces in the book are the many protest posters from the 1960s and 1970s. The book offers minimal text to analyze the work; instead concentrating on high quality prints from an excellent and wide-ranging assortment of American posters. A valuable and beautiful fragment of history.8 of 8 people found the following review helpful. Way Cool book.By A CustomerThis is a great book. It showcases posters and other visual messages from sports, government, counterculture

and activist groups, and advertising from the late 1800's to the present. Some of the posters are very illuminating of the times in which they were created, and they show how our societal ideas have evolved (for better or worse) since. It is fascinating and enjoyable reading.

Contains 120 posters by popular American artists, such as Robert Rauschenberg, Georgia O'Keeffe, Rupert Garcia, Ben Shahn, Will Bradley and Norman Rockwell. Heyman draws conclusions about the position of posters in the overall history of visual communication.

From *Library Journal* As Elizabeth Broun, director of the National Museum of American Art (NMAA), states in the foreword, the power of posters is that "Image and text are distilled to their essence, readable at a glance and assimilable on the deepest levels." Visiting curator Heyman has pulled 121 of these from the NMAA's collections for an exhibit that will travel from Washington, DC, to West Palm Beach, Santa Barbara, and Oakland. To highlight the distinctive "American" flavor in these posters of the past century, Heyman has organized them together by category, such as "Patriots and Protesters" or "Sports." There is James Montgomery Flagg's famous image of Uncle Sam ("I want you for the U.S. Army") as well as an unknown artist's draft-resistance poster of Joan Baez and her two sisters ("Girls say yes to boys who say No"). There are examples of the very simple posters for Harper's Weekly, famous movie posters, psychedelic concert posters from the Sixties, and more recent environmental and AIDS posters. Aside from the lavish reproductions, there is a glossary, brief biographies of the makers, an extensive bibliography, and a chronological index. Highly recommended for all collections. ?Joseph C. Hewgley, Nashville P.L., TN Copyright 1998 Reed Business Information, Inc.