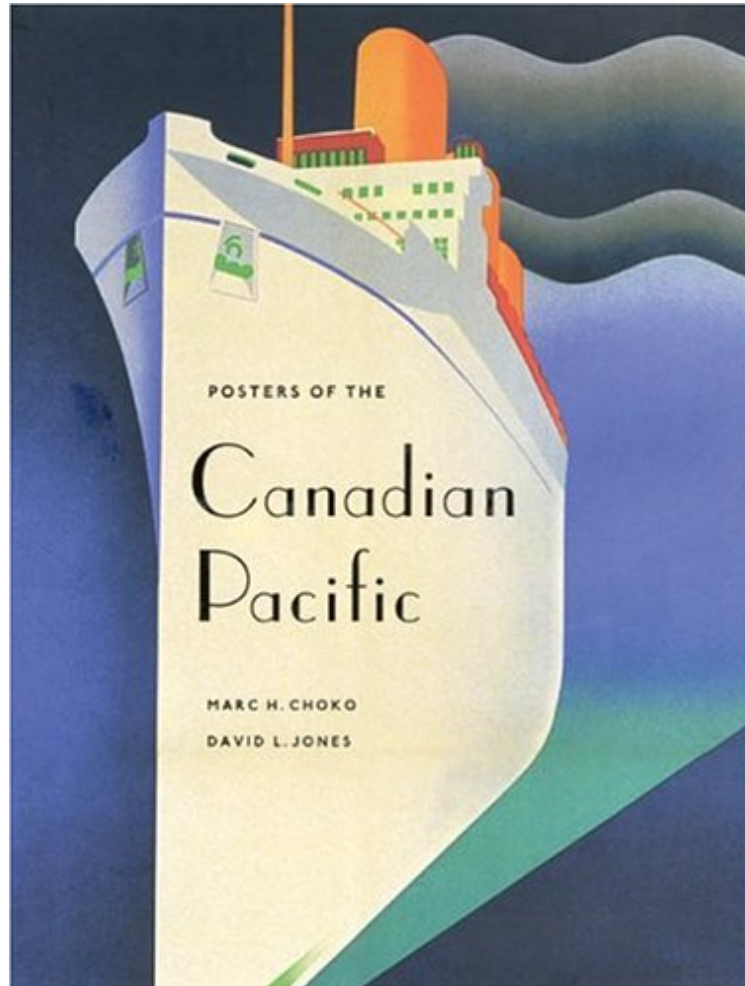


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Posters of the Canadian Pacific

Marc Choko, David Jones : Posters of the Canadian Pacific before purchasing it in order to gage whether or not it would be worth my time, and all praised Posters of the Canadian Pacific:

1 of 1 people found the following review helpful. Posters of the Canadian PacificBy B. KeeneI purchased this book to get examples of poster designs that were created during the art deco era. I really wanted to study how artist handled the use of lines, color, human figures and products during that era. The book has a variety of artistic imagery that display different methods used to create poster advertisements for the commercial industry. Not all of the posters look as the one on the cover displays. Some of the images have a lot more detail, more items, and background scenery that were not representation as the ship on the cover of the book. But, although the artwork was devisers, it was is better than I expected to see, and it helps me to use different methods for advertisements created for commercial purposes today.If you are interested in history, I think you will be happy with your purchase. If you are designer you will benefit

because the samples will give you historic samples of the way advertisements were designed in the past and inspire you to use some of the methods for your projects today. I like to take an innovative approach to graphic design solutions, and I am always seeking inspiration, thus this book is used by me for inspiration. If you are an artist you will love the samples and the use of color displayed in the images. I am very happy with my purchase, but I am looking to expand my library of historic poster art. 3 of 3 people found the following review helpful. Great Book for a Great Subject By J. Craigen A beautifully produced retrospective of the posters of a distinctly Canadian company. This book is full of large high quality reproductions of travel posters commissioned by the Canadian Pacific, ranging from classic illustrations to beautiful typography. A must have for fans of vintage travel posters or posters in general, and a good source of inspiration for designers. 0 of 0 people found the following review helpful. Beautiful Book! By nicoleri I bought this book as a present and the receiver is very happy with it. The pictures are beautiful and are very evocative of the time in which they originated. It serves as a great coffee table book.

Three hundred vintage advertising and promotional posters. During the late nineteenth century and early twentieth century, the Canadian Pacific Railway Company (CPR) was widely hailed as "The World's Greatest Travel System."

The Canadian Pacific transcontinental railroad spanned North America from the Atlantic to Pacific oceans. The company also operated luxury hotels and resorts, passenger ocean liners, cargo ships, and an airline. To promote the company and Canada to the world, Canadian Pacific produced more than 2,500 stunning lithographic and silkscreen posters -- 1,000 of which were created in its own graphic studio. Posters of the Canadian Pacific is a treasury of three hundred of the finest posters published by the company. They were displayed in Canadian Pacific offices and independent travel agencies worldwide from the 1880s until the 1970s. These posters enticed millions to visit and even settle in Canada. The posters span the years 1883-1973 with special focus on the Art Deco style posters of the 1920s and '30s. They focus on travel and leisure -- activities on ski slopes, golf courses, beaches, and luxury resorts. Other posters feature Canadian Pacific ocean liners in exotic locations around the globe such as the West Indies, Rio, Hawaii and the Orient. Posters of the Canadian Pacific will appeal to a wide audience including art lovers, history buffs and railroad enthusiasts.

Pays homage to the beauty of these timeless works of art... may cause an unstoppable urge to travel. (Passport to Travel) Design aficionados should enjoy this... a time capsule of graphic design trends in advertising and promotion. (Quill and Quire) Stunning promotional posters to entice travelers... will intrigue art lovers and history buffs alike. (Kitchener-Waterloo Record 2004-10-09) A most interesting picture of emergent transoceanic popular culture... Ample fine illustrations and readable text are served by useful artist biography, bibliography, and index. (R.W. Liscombe Choice) More than just a beautiful volume of stunning images, Posters of the Canadian Pacific is a cultural time capsule of an era when the world was infatuated with the romance of travel. (David Middleton January Magazine 2004-12-03) Many vividly reproduced full-page examples... The CPR posters were the stained-glass windows of their time. (George Fetherling Saint John Telegraph-Journal 2004-11-13) Much more than corporate advertisements. They are iconic images that contributed to a national Canadian identity... handsome collection. (Alan Hustak Montreal Gazette 2004-12-04) Bright and nostalgic commercial art. (Globe and Mail 2004-12-04) Sumptuous, lavish and beautifully produced, this exquisite volume exhibits nearly a century of poster art. (Glen Ellis Rotunda) Colorful posters depicting romantic scenery and carefree vacationers... handsome historical overview. (Lynn Van Matre Chicago Tribune 2004-12-12) From the Author Between 1883 and 1963, the Canadian Pacific Railway Company turned out more than 2,500 poster designs, including better than 1,000 of the finest examples produced by its own in-house silkscreen studio. It was a publicity effort unrivalled until the advent of the electronic age. Now more than 300 of the most eye-catching examples of these colorful posters have been faithfully reproduced in Posters of the Canadian Pacific, chronicling the fascinating tale of the railway that welded a nation from sea to sea, launched the 20th century's most extensive immigration and tourism campaign, and earned the unchallenged title of "The World's Greatest Transportation System." Read about the famous transcontinental name trains, the spectacular chain of Chateau-style hotels and the majestic "Empress" steamships that plied the seven seas. Discover the many forgotten involvements of the giant transportation octopus known as the CPR, from folksong and handicraft festivals to big-game hunting and sport fishing, and much more. Find out who created these masterpieces of popular persuasion. But most of all, feast your eyes on some of the finest and most memorable graphic images and representations ever devised, in full-color, in many cases for the first time in decades. From the simple woodcut productions of the poster's infancy, through the fine-lined work of the bank note companies, to the awesome beauty of the classic designs of the 1920s and thirties, this publication transcends nostalgia to offer a virtual museum and gallery of poster art. There's something here for everybody. Take a peek, you'll be hooked. About the Author Marc H. Choko is the Director of Design at the University of Quebec at Montreal. David L. Jones is an archivist with the Canadian Pacific Company and the author of Tales of the CPR.