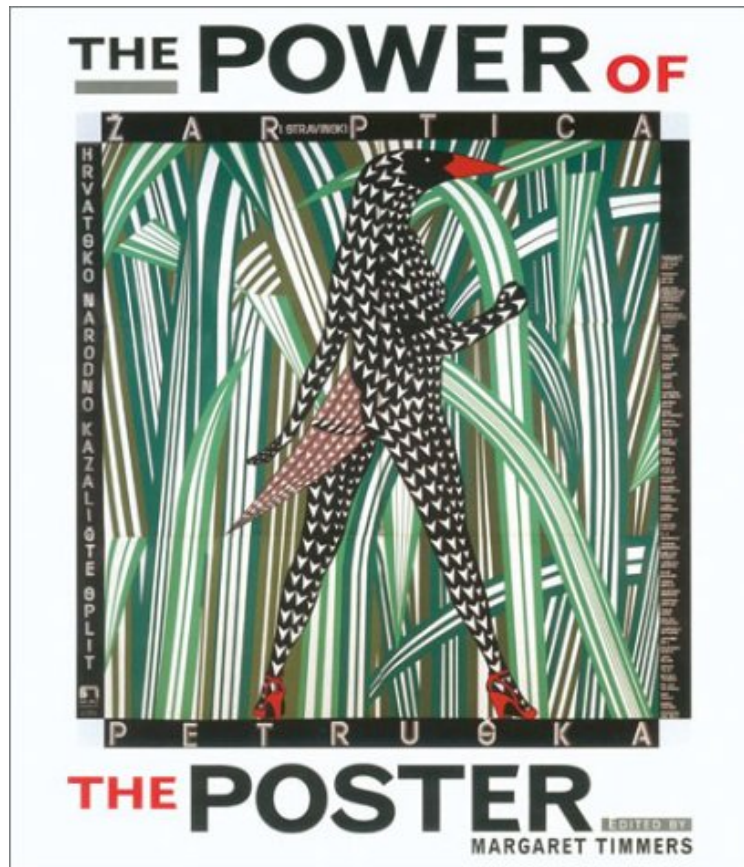


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Margaret Timmers

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[Download] Power of the Poster

Power of the Poster

Margaret Timmers : Power of the Poster before purchasing it in order to gauge whether or not it would be worth my time, and all praised Power of the Poster:

2 of 2 people found the following review helpful. first-rateBy AspidistraThe edited collection contains sophisticated, informed analyses from several different and productive perspectives. Excellent study and well written, to boot.4 of 4 people found the following review helpful. More of a catalogue than a book.By David A. PlouffeI wasn't quite sure what to expect from this book when I bought it. It ended up being a catalogue from an exhibit held at the VA Museum in England. Now, if you like posters, this is a great book, regardless. The exhibit focuses on 225 posters from the late 1800s to today. While there are some posters included from the United States and other countries, the vast majority of these posters are from Britain. As with most exhibition catalogues, the text is made up of essays from various contributors. Some of the themes presented are 'Posters as Propaganda', 'Posters for Performance', and "Commercial Advertising". If you are looking for more of a book on the history of poster art or graphic design, I would recommend Meggs' History of Graphic Design.

From its 19th-century beginnings to sophisticated modern developments, the poster has not only been a powerful

communications tool but has also reflected and shaped society. This fascinating account of the evolution of the poster reproduces 250 of the best examples of poster art from around the world. The book is divided into three sections, which look at the poster as a political statement, as a tool of advertising and consumerism, and as a work of art in its own right. Also discussed are graphic vocabulary, design, methods of production, and usage. Among the works featured are the fin-de-sicle masterpieces of Toulouse-Lautrec and Mucha; psychedelic posters of the 1960s; propaganda posters from the United States, Russia, Germany, Eastern Europe, and China; and iconic commercial posters for Levis, Hagen-Dazs, Wonderbra, and many others. Capturing the essence of their time, these posters speak out again in this colorful collection.

About the Author Margaret Timmers is also the editor of Impressions of the 20th Century-Fine Art Prints from the VA Collection.