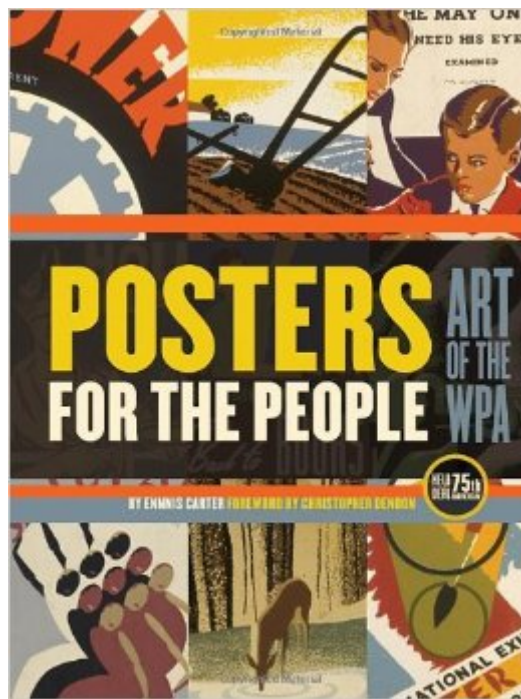


The book was found

Posters For The People



Synopsis

This lavishly illustrated volume amasses nearly 500 of the best and most striking posters designed by artists working in the 1930s and early 1940s for the government-sponsored Works Progress Administration, or WPA. *Posters for the People* presents these works for what they truly are: highly accomplished and powerful examples of American art. All are iconic and eye-catching, some are humorous and educational, and many combine modern art trends with commercial techniques of advertising. More than 100 posters have never been published or catalogued in federal records; they are included here to ensure their place in the history of American art and graphic design. The story of these posters is a fascinating journey, capturing the complex objectives of President Franklin Roosevelt's New Deal reform program. Through their distinct imagery and clear and simple messages, the WPA posters provide a snapshot of an important era when the U.S. government employed hundreds of artists to create millions of posters promoting positive social ideals and programs and a uniquely American way of life. The resulting artworks now form a significant historical record. More than a mere conveyor of government information, they stand as timeless images of beauty and artistic accomplishment.

Book Information

Hardcover: 224 pages

Publisher: Quirk Books (September 1, 2008)

Language: English

ISBN-10: 1594742928

ISBN-13: 978-1594742927

Product Dimensions: 9.3 x 1 x 12.1 inches

Shipping Weight: 3.6 pounds (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars See all reviews (12 customer reviews)

Best Sellers Rank: #382,317 in Books (See Top 100 in Books) #23 in Books > Crafts, Hobbies & Home > Antiques & Collectibles > Posters #66 in Books > Arts & Photography > Graphic Design > Commercial > Advertising #1778 in Books > Arts & Photography > History & Criticism > Criticism

Customer Reviews

A timely publication to tie in with the seventy-fifth anniversary of the New Deal and it's a worthwhile addition to the only other book on the subject: Christopher DeNoon's *Posters of the WPA*. Ennis Carter has edited a lovely book of almost five hundred posters, divided into twelve sections. Though

there were thousands produced the selection here will give you a good idea about the style and themes. Having looked through the book several times I feel there a couple creative styles shown in the posters: the solid color modernist ones with their angled headlines in geometric type promoting industry and the more whimsical folksy ones for art shows and plays. All of them reflect what is possible with the cheap silkscreen process so there is an absence of photos or anything that required a graduated tone. Fortunately the technique more or less makes artists and designers go for something simple and direct using two or three colors. Most of the posters use silkscreen though I was surprised to see some that were captioned as 'Hand painted on board', surely there weren't many produced like this. The cultural event ones had to present a lot of type detail for name of the event, players, location and ticket prices whereas the ones that could be called propaganda presented a straightforward message: Careless talk costs lives! The book's production is first class with good paper and printed with a 175 screen and nicely all the posters have a drop shadow which lifts them off the page.

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