



A.M. CASSANDE

america

The Poster Art Of A M Cassandre

Robert K. Brown, Susan Reinhold



The Poster Art Of A M Cassandre:

The Poster Art of A. M. Cassandre Robert K. Brown, A. M. Cassandre, Susan Reinhold, 1980 *The Poster Art of A.M. Cassandre* Robert K. Brown, Susan Reinhold, 1979 **A.M. Cassandre** Henri Mouron, 1985 Poster and theatre designer lithographer painter and creator of typefaces Cassandre one of the greatest commercial artists of this century was born in the Ukraine in 1901 and lived for almost 80 years A friend of Balthus and De Chirico whose art he deeply admired he reconciled the ideas of such contemporary avant garde movements as Cubism Surrealism and Neue Sachlichkeit with the demands of commercial art Today Cassandre s posters are avidly collected by individuals and museums Since the primary purpose of a poster is to generate consumer interest it is rare to find mint examples most of them were intended as temporary displays to be posted on kiosks and walls or to be hung in the offices of travel agents or transport companies Happily the illustrations in this volume reproduce perfect impressions of his finest posters including the celebrated Dubonnet piece the Normandie poster and the ones for Path records and the Etoile du Nord train Cassandre s unerring graphic sensibility was expressed in a brilliant manipulation of typography and image With extraordinary imagination he transformed mechanistic elements into components of an almost classical grandeur He also had a splendid colour sense This study written by his son Henri Mouron is the first to deal with Cassandre s unique achievement With almost 400 illustrations including work for the theatre and for the great typesetters of the time as well as his posters it is a fascinating insight into the world of commercial art and an indispensable tool for those interested in the applied arts and advertising Inside jacket flap *Posters by Cassandre [pseud.]* Museum of Modern Art (New York, N.Y.), 1936 *I Heart Design* Steven Heller, 2011-03-01 I Heart Design is a collection of favorite designs as selected by 80 prominent graphic designers typographers teachers scholars writers and design impresarios Designers have preferences like modern over postmodern serif over sans serif decorative over minimal but designers could not be engaged in design practice if they did not love design The reasons for such a charged emotion varies from individual to individual but there are certain commonalities regarding form function outcome and more Design triggers something in all of us that may be solely aesthetic or decidedly content driven but in the final analysis we are drawn to it through the heart Designs featured include the iconic CBS eye the stark Kodak identity the Coca Cola bottle and of course The Rolling Stones Sticky Fingers album cover **Modern Art**, 1930 *History of Modern Design* David Raizman, 2003 An exploration of the parallel development of product and graphic design from the 18th century to the 21st The effects of mass production and consumption man made industrial materials and extended lines of communication are also discussed *Posters* A. M. Cassandre, 1948 **The Influence of Industrialization and Modern Art on the Poster Designs of A.M. Cassandre** Susan M. Brown, 1998 [Reading Graphic Design History](#) David Raizman, 2020-12-10 *Reading Graphic Design History* uses a series of key artifacts from the history of print culture in light of their specific historical contexts It

encourages the reader to look carefully and critically at print advertising illustration posters magazine art direction and typography often addressing issues of class race and gender David Raizman s innovative approach intentionally challenges the canon of graphic design history and various traditional understandings of graphic design He re examines icons of graphic design in light of their local contexts avoiding generalisation to explore underlying attitudes about various social issues He encourages new ways of reading graphic design that take into account a broader context for graphic design activity rather than broad views that discourage the understanding of difference and the means by which graphic design communicates cultural values With a foreword by Steven Heller Artists, Advertising, and the Borders of Art Michele H. Bogart,1995 In the first study of its kind Michele H Bogart explores in unprecedented detail the world of commercial art its illustrators publishers art directors photographers and painters She maps out the border between art and commerce and expands our picture of artistic culture and practice in the twentieth century with unexpected pairings of Norman Rockwell and Andy Warhol J C Leyendecker and Georgia O Keeffe the Metropolitan Museum of Art and Pepsi Cola the avant garde and the Famous Artists Schools Inc **An A-Z of Type Designers** Neil Macmillan,2006 This illustrated A Z features outstanding type designers from around the world from Gutenberg to the present day Arranged alphabetically by designer s name the book contains over 260 biographical profiles Entries are illustrated by key typefaces taken from a wide range of sources including type specimens original posters private press editions and magazine covers and also give a list of work and where applicable further reading references and a website address An essential reference for typographers graphic designers and students the book also features a full index and eight short texts by leading typographers Jonathan Barnbrook Erik van Blokland Clive Bruton John Downer John Hudson Jean Francois Porchez Erik Spiekermann and Jeremy Tankard that cover a variety of different aspects of type design including typeface revivals font piracy designing fonts for corporate identities and the role of nationality in type design *Cultural Excursions* Neil Harris,1990-10-15 Selected essays written over a period of fifteen years **The Posters that Won the War** Derek Nelson,2015-03-18 The production recruiting and War Bond posters of World War II were America s weapons on the wall Millions of posters of hundreds of unique designs cascaded off the presses and onto the American landscape raising hopes in the dark days after Pearl Harbor and convincing folks on the home front that their efforts were the key to victory Encouraging the people of America to do their part to aid in the war efforts as well as take care of themselves these War Bond posters were a beacon during World War II Posters That Won the War expertly preserve the most important posters of the World War II era Inside Posters That Won the War find beautiful prints of the posters of World War II Through times of emotional and physical struggle in postwar America artists did their best to engage a sense of safety and lovingness for their fellow Americans The result was a beautiful array of posters that will remain priceless always These Weapons on the wall are a crucial piece of American history that will never be forgotten If you are searching for a gift for the history buff in your life or an addition for your own library Posters That Won the War will

delight them for years *Meggs' History of Graphic Design* Philip B. Meggs, Alston W. Purvis, 2016-05-16 The bestselling graphic design reference updated for the digital age Meggs History of Graphic Design is the industry's unparalleled award-winning reference. With over 1,400 high-quality images throughout, this visually stunning text guides you through a saga of artistic innovators, breakthrough technologies, and groundbreaking developments that define the graphic design field. The initial publication of this book was heralded as a publishing landmark, and author Philip B. Meggs is credited with significantly shaping the academic field of graphic design. Meggs presents compelling, comprehensive information enclosed in an exquisite visual format. The text includes classic topics such as the invention of writing and alphabets, the origins of printing and typography, and the advent of postmodern design. This new sixth edition has also been updated to provide the latest key developments in web, multimedia, and interactive design. Expanded coverage of design in Asia and the Middle East, emerging design trends, and technologies. Timelines framed in a broader historical context to help you better understand the evolution of contemporary graphic design. Extensive ancillary materials including an instructor's manual, expanded image identification banks, flashcards, and quizzes. You can't master a field without knowing the history. Meggs History of Graphic Design presents an all-inclusive, visually spectacular arrangement of graphic design knowledge for students and professionals. Learn the milestones, developments, and pioneers of the trade so that you can shape the future. **A.M. Cassandre** A. M.

Cassandre, 1948 **Art Deco** Judith Miller, 2005-10-03 The definitive all-color guide for any Art Deco enthusiast. Showcasing over 1,000 individually priced items and with up-to-date tips and advice from bestselling expert Judith Miller, this glorious guide will show you all you need to know about Art Deco. Art Deco contains affordable collectables and classic pieces and showcases popular Art Deco collecting fields. From Clarice Cliff to Chanel, an array of styles are covered here with historical information, collectors' tips, and price guides. A must-have for all Art Deco collectors. **Biographical Sketches of**

Cartoonists & Illustrators in the Swann Collection of the Library of Congress Sara Duke, 2014-01-31 Inside this book are short biographical sketches about the many artists represented in the Library of Congress Swann Collection, compiled by Erwin Swann, 1906-1973. In the early 1960s, Swann, a New York advertising executive, started collecting original cartoon drawings of artistic and humorous interest. Included in the collection are political prints and drawings, satires, caricatures, cartoon strips and panels, and periodical illustrations by more than 500 artists, most of whom are American. The 2,085 items range from 1780-1977, with the bulk falling between 1890-1970. The Collection includes 1,922 drawings, 124 prints, 14 paintings, 13 animation cels, 9 collages, 1 album, 1 photographic print, and 1 scrapbook. **Germany and the Americas**

Thomas Adam, 2005-11-07 This comprehensive encyclopedia details the close ties between the German-speaking world and the Americas, examining the extensive Germanic cultural and political legacy in the nations of the New World and the equally substantial influence of the Americas on the Germanic nations. From the medical discoveries of Dr. Johann Siegmund, surgeon general, to Simon Bolívar, to the amazing explorations of the early 19th-century German explorer Alexander von Humboldt.

whose South American and Caribbean travels made him one of the most celebrated men in Europe Germany and the Americas examines both the profound Germanic cultural and political legacy throughout the Americas and the lasting influence of American culture on the German speaking world Ever since Baron von Steuben helped create George Washington s army German Americans have exhibited decisive leadership not only in the military but also in politics the arts and business Germany and the Americas charts the lasting links between the Germanic world and the nations of the Americas in a comprehensive survey featuring a chronology of key events spanning 400 years of transatlantic history

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