

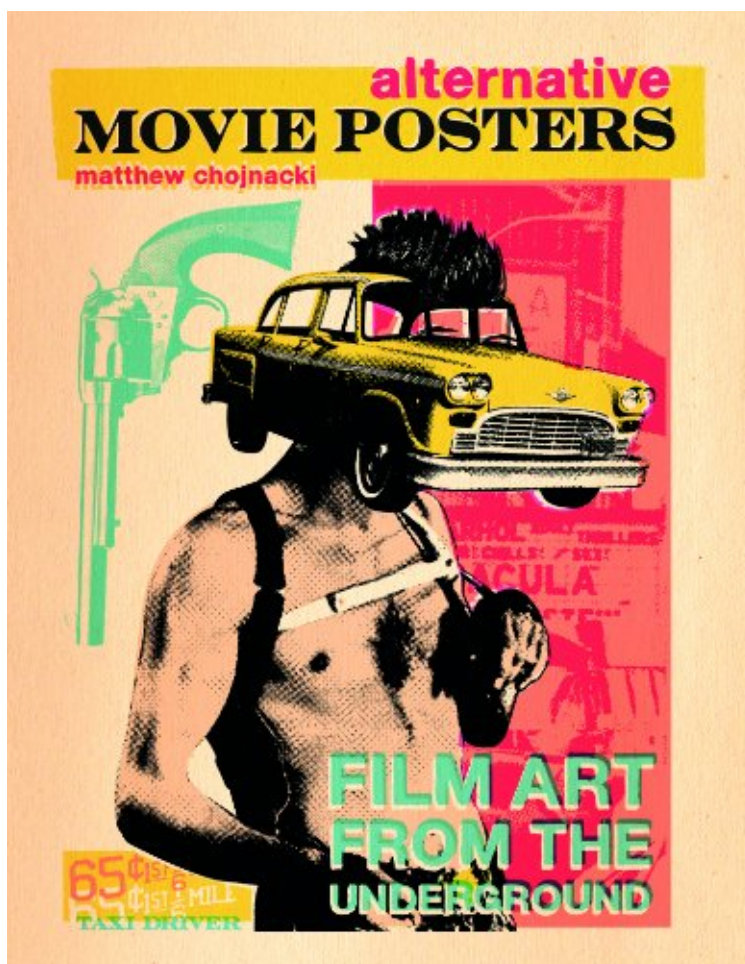
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(Free download) Alternative Movie Posters: Film Art from the Underground

## Alternative Movie Posters: Film Art from the Underground

**Matthew Chojnacki : Alternative Movie Posters: Film Art from the Underground** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Alternative Movie Posters: Film Art from the Underground:

1 of 1 people found the following review helpful. Alternative Movie Posters bringing the Art back to DesignBy S. M. RobareSo many of the posters and ad campaigns for modern film are boring and uninspired, designed by committee and lacking any heart, soul or art. But there is a fascinating response to this bland design in film art, and in his new book Matthew Chojnacki explores this phenomena. Alternative Movie Posters: Film Art from the Underground dives into the limited run screen prints, glycees and digital prints created for revival and festival screenings of movies that have been cropping up over the last decade. There's been a movement to bring the intimacy and limited edition of band gig posters to the film world where thousands of artists celebrate screenings with interesting conceptual designs. For those of us that don't want to do battle with the shopping cart at Mondo (trying to land a copy of their popular, insanely

fast selling screen prints), or who can't afford to keep up with all of the amazing artwork with these alternative posters, Chojnackis book is a great archive highlighting the work of over a hundred different artists from all over the world. Much like he did with his previous book, Put the Needle on the Record, he really does an amazing job curating this collection of independent artwork. Whether its double page spreads highlighting a specific artist or using these opposing pages to compare and contrast between artists, focusing on a particular style, medium, or similar concepts, there was a lot of care put in the arrangement of the designs. There are over 200 posters spanning the gamut of the past 80 years of film, from stark expressionistic takes on M through to unbelievably creative spatial collages for The Dark Knight Rises. For lovers of film and design Chojnackis Alternative Movie Posters is a welcome raft in the sea of uninspired corporate design. Not every piece of artwork in the book will win you over, but all of them go a long way to recapturing a time when studios actually seemed to care about producing and commissioning true works of film inspired art. Each work is accompanied by artist commentary including poster specific inspiration, the art, films and other artists that influence their work, as well as what they use to create and their thoughts on film. The book also annotates each piece with biographical info and how to contact the artists to find further work or commission some of your own. Though the book doesn't focus on any specific genre or era of film, for children of the 80s there is a lot of work focusing on the films we grew up loving. Tron, Robocop, The Dark Crystal, Gremlins, Goonies, Labyrinth, The Burbs, The Lost Boys, Ghostbusters, Beetlejuice, Big and a ton more! I also love that Chojnacki didn't limit himself to work being released in America, the roster of artists is truly international and an interesting mix of well known and up and coming designers. I was just as excited to spot artwork from folks I recognize like Joe Simko, Tim Doyle and Jason Edmiston, as I was to be introduced to folks like Gary Pullin (contributing outstanding Teen Wolf and Street Trash posters), Laurie Shipley (with a great Revenge of the Cheerleaders piece), Rocco Malatesta (with a great eye for minimalism and spacial conceptualization in his Raging Bull piece), and Ryan Luckoo (who did a phenomenal job with the Dark Knight Rises.) If you have a film buff, artist, or designer on your Christmas list this year, do yourself a favor and pick up Matthew Chojnackis Alternative Movie Posters: Film Art From the Underground (and while you're at it, pick up a copy of Put the Needle on the Record too.) You won't be sorry you did! 1 of 1 people found the following review helpful. Perfect! By Paige Lorenzo I got this book for my film buff boyfriend for Christmas and it was PERFECT! He loves all kinds of movies from obscure films, to artsy foreign features, to big blockbusters, and this book has everything! The book also has awesome little information boxes that go with each poster discussing facts and details about the author and the mediums used to create the posters. We use it as a coffee table book and all my friends have opened it at some point and spent time ogling the pictures. A must have for any film lover! 1 of 1 people found the following review helpful. Very creative takes on many of the most popular films! By Scott I'm in love with the alternative poster hobby. This book is a great compilation of many that are actually in print, and those that were just mere ideas created for fun. Can't wait for the next edition.

Film poster art is back with a vengeance. Alternative Movie Posters: Film Art from the Underground is the first book to take a comprehensive look at the spectacular art of underground film posters. In an era of studio posters that endlessly rely on enhanced head shots of film actors, this book chronicles a network of designers reinventing film posters and bringing "the art" back to the one-sheet. This dynamic group of illustrators have reinvigorated the public's interest in film artwork, crafting stunning pieces for classic and cult flicks. Underground film posters sell out within minutes due to their limited quantities, and are now the most coveted posters by ardent moviegoers. Alternative Movie Posters presents this eclectic medium through more than 200 posters from over 100 groundbreaking artists (hailing from 20 countries), coupled with fascinating commentary and behind-the-scenes information. With a smart, fresh visual perspective, Alternative Movie Posters celebrates classics like Star Wars, A Clockwork Orange, The Godfather and The Shining as well as cult favorites including The Big Lebowski, Blade Runner, Fight Club and Pink Flamingos.

One of the 26 best coffee table books of 2013 (#13) -- The Daily Beast Featured in USA Today, The New York Times, the Los Angeles Times, the Chicago Tribune, and The Huffington Post. 2013 Holiday Gift Guide mentions: The A.V. Club, Fast Company, Under the Radar, and The Verge. "Cool one-sheets abound." -- Entertainment Weekly "Terrific." -- San Francisco Chronicle "An eye-candy fest." -- Spin "Coffee table book of the year." -- Indie Book Awards "Visually inspiring. We're blown away." -- Nylon Guys Magazine "The collection of talent assembled here is phenomenal." -- Geek Magazine "If you've ever seen a movie poster and thought, 'I can do better than that!' this is the book for you. See it as a challenge or an inspiration." -- Mental Floss Magazine "Incredible designer posters." -- The Verge "Stunning." -- Fast Company "Your new favorite coffee table book. A visual feast for film nerds." -- Movies.com "Spectacular. Gone is the cookie-cutter design, and in its place are singular works of the imagination that evoke the spirit and heart of the film." -- The Cleveland Plain Dealer "You gotta have it." -- Poster Collective "A thrilling spectacle. Unexpected and imaginative new twists on iconic movies and their posters." -- Creative Bloq "A must have! These posters breathe with pure art and creative concept." -- YouTheDesigner "An extraordinary compilation showcasing a diverse range of styles, from cartoonish to highbrow." -- San Diego City Beat "Beautiful. Film design without studio rules." -- De Filmkrant (The Netherlands) "Incredible works of art." -- Best Movie

(Italy)"The return of classic design to film posters." -- Brainstorm #9 (Brazil)"Two-dimensional images can still evoke awe, fascination, terror, and excitement, and this book tackles it." -- Rappler (The Philippines)"Shows the intelligence and pop culture savviness of these artists and their ability to reflect the essence of a film in one single image." -- Le Journal Graphic (France)"A crushingly cool masterpiece of pop culture. You'll swoon over this volume" -- Fangoria.

From the AuthorJust released --Alternative Movie Posters II: More Film Art from the Underground!About the AuthorMatthew Chojnacki is a freelance writer and film/music historian living in Cleveland, Ohio. This is Chojnacki's second book. His first was the award-winning '80s vinyl cover art compendium Put the Needle on the Record