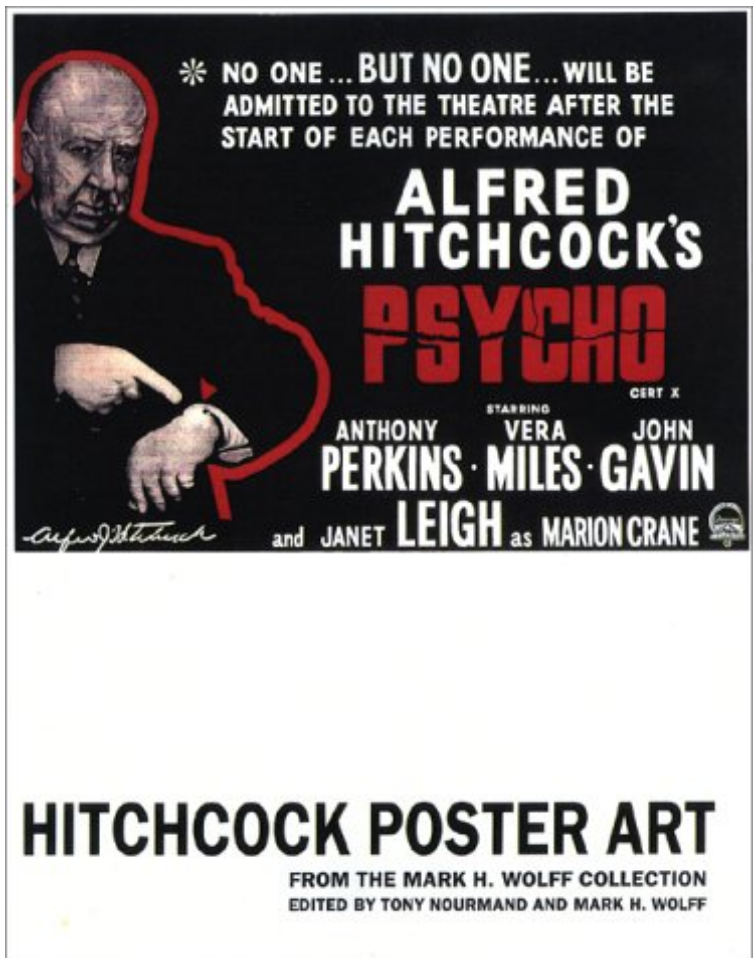


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(Read free) Hitchcock Poster Art

## Hitchcock Poster Art

**Mark Wolff, Tony Nourmand : Hitchcock Poster Art** before purchasing it in order to gage whether or not it would be worth my time, and all praised Hitchcock Poster Art:

0 of 0 people found the following review helpful. Excellent photographs of a truly outstanding vintage poster collection. Bravo!By Mark H. WolffThis expertly comprehensive art book, written expressly to honor Hitchcock's centennial in 1999, remains an utter pleasure visually from start to finish. Bravo!0 of 0 people found the following review helpful. Five StarsBy Sergio EisenExcelent conditions3 of 5 people found the following review helpful. three starsBy A Customerthe poster art is a nice blend of american and foreign and nicely captures the evolution of the medium, but the accompanying text is seriously worthless, consisting of synopses for each film written in the worst middle-school syntax and replete with glaring typographical errors. it would have been nice to read some informative blurbs about the poster art itself, and about how hitchcock, a master or self-publicity, advertised his pictures more broadly. the cover shot on the book is from the buzz-generating psycho campaign, yet the text accompanying the

psycho posters mentions nothing of the policy of excluding tardy movie-goers from the picture so as to maximize the experience. the interested reader may find a broader collection of images online, although without the crisp clarity of the photographs in this book. three stars primarily because of the disappointing text.

Alfred Hitchcock's style was unmistakable, and his films more than ever are revered the world over. Any list of the greatest films of all time is sure to include titles like Psycho, Dial M for Murder, Vertigo, and North by Northwest. In this lavishly produced book, Wolff and Nourmand have collected all the best promotional art--including posters, lobby cards, and other promotional materials--of Hitchcock's entire career, including material so rare that the copy photographed for this book is the only one known to have survived. Among the treasures displayed: an American poster for *Woman to Woman*, the 1923 film for which Hitchcock wrote the screenplay and served as assistant director and art director; a poster for the first film he directed, *The Pleasure Garden* of 1925; and material from classic films like *Strangers on a Train* and *To Catch a Thief*. Hitchcock Poster Art provides a fascinating look at the international scope of the master's influence and appeal.

The 100th anniversary of Alfred Hitchcock's birth brought about numerous retrospectives of his career, but Hitchcock Poster Art is perhaps the most fitting tribute for such a master of visual images. This stunning compilation contains posters for each of Hitchcock's films--even one from an early silent for which Hitchcock served as screenwriter and assistant director. The collection is incredibly thorough, including posters from foreign releases, lobby cards, and cover art from movie tie-in novels. The art itself is splashy and gorgeous, but this title is far more than eye candy. What a delight to track the evolution of film posters themselves over Hitchcock's 50-plus-year career, and to witness the stylistic differences between countries--the posters from Poland are disturbingly stark, especially in contrast to the colorful work from Japan. Another fascinating visual progression is how Hitchcock's image was used as his career unfolded, whether looming over the characters in *Marnie* or slyly inserting an L into *Strangers on a Train*.

Hitchcock fans and movie lovers of all stripes will relish this celebration of a true film genius. --Ali Davis  
From Library Journal  
The centenary of Alfred Hitchcock's birth continues to inspire new books about the enigmatic genius.

Hitchcock Poster Art is a visual feast of movie posters and lobby cards, some previously unseen, spanning the director's career. The reproductions, from Hitchcock specialist Wolff's collection, represent all 39 films and include posters from over ten countries as well as a few book and magazine covers. Posters from *Diabolique* and other films influenced by the director are also represented. This fascinating look at movie promotion from the 1930s through the 1960s is indispensable for film collections and an affordable purchase for public libraries, too. Film historian Mogg's

*The Alfred Hitchcock Story* is less biography than filmography. Similar in format to Robert Harris's *The Films of Alfred Hitchcock* (1976), it examines individual films, providing a brief synopsis and examining Hitchcock's technique and direction, from the early silent films through the 1970s. Essays by Dan Auiler (*Hitchcock's Notebooks*, LJ 3/1/99) and other contributors are interspersed. Tantalizing illustrations and quick summary boxes with alternate titles, first screening date, producer, country, and duration mark each film. Although Mogg doesn't break new ground, his book is a worthwhile addition to popular collections. AKelli N. Perkins, Herrick P.L., Holland, MI Copyright 1999 Reed Business Information, Inc. About the Author Mark H. Wolff, from whose collection many of the featured posters come, has been avidly collecting Hitchcockiana for over twenty-two years. Tony Nourmand, the owner of the Reel Poster Gallery in London, is a recognized authority on film posters and travels the world in search of rare material.