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(Free) New Poster Art

## New Poster Art

**Cees W. de Jong, Stefanie Burger, Jorre Both : New Poster Art** before purchasing it in order to gage whether or not it would be worth my time, and all praised New Poster Art:

1 of 1 people found the following review helpful. New Poster ArtBy R. PutmanNew Poster ArtAs a collector of poster art, I found this book to be valuable in identifying new artists experimenting with this medium. The book is worth the cover price.

Over 200 of the best, most creative, and most striking international posters of recent times. Even today, among the ever-increasing welter of digital media and abundance of images, the poster remains a key means of disseminating information and an important medium for designers' artistic expression. But how does a designer transform a blank piece of paper into a seductive image? Are there any abiding principles, or as it sometimes seems does anything go? The works featured in *New Poster Art* have been created by the world's most prominent designers, and the majority come from the past fifteen years. As is clear from these pages, posters have become a testing ground for artistic innovation, boasting breathtaking levels of conceptual and visual experimentation and skill. Featuring work by Bose,

Brade, Morla, Pesce, Sagmeister, Tartakove, Troxler, and many more, the book proves that the poster is still a major form of graphic communication. Illustrated throughout

From Publishers Weekly This book contains some of the best posters created world-wide in the past fifteen years, forming an enormously eclectic collection of political, commercial and purely artistic specimens. The introduction, co-written by Burger and Both, identify elements of the medium—typography, color, image—and locate the creative action in their manipulation, but also in the medium's repurposing; before the information age explosion, the poster was most commonly used for advertising or announcements. As Burger and Both note, there are "so many possibilities that one can no longer speak of a clear trend." One can, however, easily find the power and immediacy of these examples, like Alejandro Magallanes's straightforward political backhand *Behind the American Dream* (a view of Mickey Mouse's backside with a long rat's tail), and Fons Hickman's series of skewed, ghostly photographic portraits *When Eyes Could Still Speak*, playing with focus, lighting and negatives while advertising a silent film festival. Brief bios of each artist, including Americans Jennifer Morla and Michael Gericke, round out this colorful, compulsively browsable volume. Copyright Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. About the Author Cees W. de Jong is a Dutch designer, publisher, and curator.