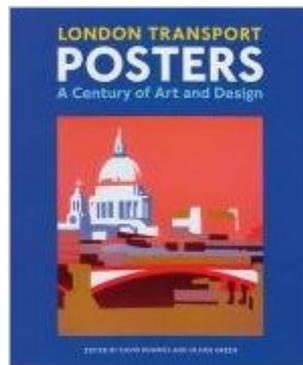# The book was found

London Transport Posters

Synopsis

"London Transport Posters" celebrates a century of outstanding graphic design commissioned by the Underground, London Transport, and its present-day successor, Transport for London. This book explores the organisation's pioneering role as Britain's greatest patron of poster art, a unique role developed in the early twentieth century under the visionary leadership of Frank Pick. The selected artworks and posters, many published here for the first time, reflect a dazzling variety of period styles and techniques, produced by an extraordinary range of artists and designers attracted by the Underground's world-wide reputation. The resulting legacy includes works by practitioners as diverse as John Hassall, Edward McKnight Kauffer, Laura Knight, Man Ray, Paul Nash, Graham Sutherland, Abram Games, William Roberts, Howard Hodgkin and David Shrigley.Drawing on newly researched sources in the archives of London Transport Museum and Transport for London, this book discusses and illustrates the different styles and themes emerging from the posters over the last hundred years. These include the contrasting approaches of commercial graphic designers and the group of modernist avant-garde artists commissioned by the Underground in the 1920s and 1930s; the use of posters to support the expansion of the Tube by attracting new audiences and selling an aspirational vision of suburbia; the important role of women in the development of poster advertising both as designers and consumers; the different uses of the transport poster during two world wars; the changing fortunes of the poster in the post-war period; and, the public view of posters from 1908 to the present day.More than 250 images are drawn from the London Transport Museum's collection of over 5000 posters and artworks, which represents the most complete graphic archive of its kind to be assembled by a single organisation over so long a period anywhere in the world. "London Transport Posters: A Century of Art and Design" is richly illustrated with examples of posters from all periods, and will be an invaluable reference book and visual resource for all those with an interest in twentieth-century design.

Book Information

Hardcover: 240 pages

Publisher: Lund Humphries Pub Ltd; First Edition edition (September 1, 2008)

Language: English

ISBN-10: 0853319847

ISBN-13: 978-0853319849

Product Dimensions: 10.3 x 9 x 1.1 inches

Shipping Weight: 2.8 pounds

Average Customer Review: 5.0 out of 5 starsÂ Â See all reviewsÂ (3 customer reviews)

Best Sellers Rank: #1,801,049 in Books (See Top 100 in Books)   #378 inÂ Books > Arts & Photography > Other Media > Prints   #406 inÂ Books > Arts & Photography > Graphic Design > Commercial > Advertising   #4540 inÂ Books > Arts & Photography > Graphic Design > Techniques

Customer Reviews

When you think of patrons of the arts, you might think of the Medici family, or the Guggenheims, or maybe one of today's billionaires. You might not think of commercial or governmental enterprise. But in the twentieth century one particular London organization became a patron to a particular art form, and chances are that even if you have never been in London, you have seen the results. London Transport, in its own self interest, became a supporter of poster art, and the graphics that resulted have been hugely influential. _London Transport Posters: A Century of Art and Design_ (published by Lund Humphries in association with London Transport Museum, and edited by David Bownes and Oliver Green, with eight other contributors) is a colorful presentation of truly great poster art. There are probably few advertisements that you'd spend money on and frame, but these handsome, informative, amusing, and persuasive posters have always generated enough enthusiasm that London Transport has had to print up extras not for the Tube stations or bus stops, but also for people to take home. The book explains how this successful partnership between commerce and art came to be and has continued.Much of the credit for the patronage goes to the managing director of London Transport between the wars, Frank Pick, who came to the job in 1908. There were two great graphic steps Pick took to provide unity to the Underground system. One was to persuade calligrapher Edward Johnson to produce a distinctive set of letters that would be used for the Underground's signs and publicity. The other was to choose draughtsman Harry Beck to provide a tube map.

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