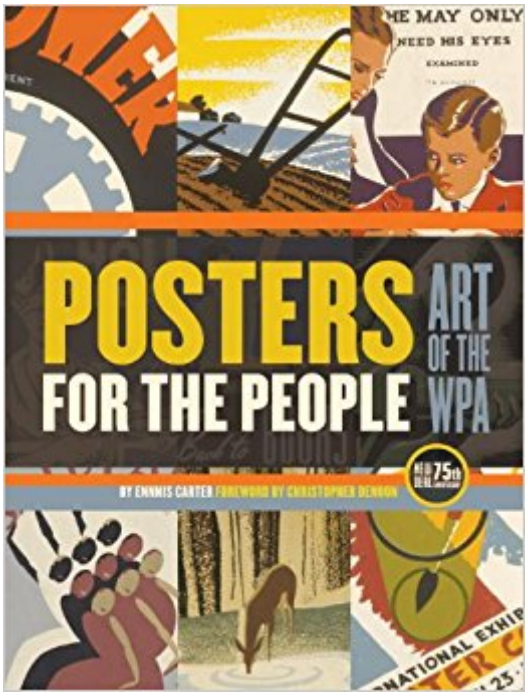
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Posters For The People: Art Of The WPA



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Synopsis

This lavishly illustrated volume amasses nearly 500 of the best and most striking posters designed by artists working in the 1930s and early 1940s for the government-sponsored Works Progress Administration, or WPA. Posters for the People presents these works for what they truly are: highly accomplished and powerful examples of American art. All are iconic and eye-catching, some are humorous and educational, and many combine modern art trends with commercial techniques of advertising. More than 100 posters have never been published or catalogued in federal records; they are included here to ensure their place in the history of American art and graphic design. Ã Â The story of these posters is a fascinating journey, capturing the complex objectives of President Franklin RooseveltÃ¢â ¬â„¢s New Deal reform program. Through their distinct imagery and clear and simple messages, the WPA posters provide a snapshot of an important era when the U.S. government employed hundreds of artists to create millions of posters promoting positive social ideals and programs and a uniquely American way of life. The resulting artworks now form a significant historical record. More than a mere conveyor of government information, they stand as timeless images of beauty and artistic accomplishment.

Book Information

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Customer Reviews

Ennis Carter is the founder and director of Design for Social Impact in Philadelphia. Established in 1996, Design for Social Impact is among the first and foremost graphic design workshops devoted exclusively to promoting public-interest issues. Carter is also the driving force behind the WPA

Living Archive, an online public project begun in 2002 to preserve the legacy of posters the U.S. government produced between 1935 and 1943 to promote New Deal programs and civic issues.Ã Â Christopher DeNoon is the author of Posters of the WPA (Wheatley Press, 1987). DeNoon is the leading expert on the history of the Federal Art ProjectÃ¢â ¬â„¢s WPA Poster Division and its graphic output. He is co-owner of Fibula Studios, a design and production studio of handcrafted jewelry, in Albuquerque, New Mexico.

This book only briefly describes the history and operation of the poster division of the WPA. The rest of the book is a picture book with a boatload of posters illustrated and arranged in 12 different categories. Its a must have for screen printing enthusiasts and lithographers who enjoy analyzing prints (posters) for number of colors and order of printing.

Every modern graphic designer simply owes it to him/herself to study the great posters from America's WPA chapter of the 1930's and 40's. Influenced by Art Deco and German Plakat-style, these are gorgeous, precisely composed public service announcements on many subjects, whose novel colors and stylized geometry still look wonderfully hip, spare and lean. One suspects that these posters might be even more impressive than the very events they announced. Lovers of Art Deco, Moderne, Streamline, Midcentury aesthetics simply must have this very complete and authoritative book. Highly recommended.

Fascinating

This was a gift for my brother. It arrived on time. I ended up returning it because the part he was really interested in was small and so he didn't like it as much as he thought. I still gave it 5 stars though because nothing was wrong with it.

A very interesting book. It taught me about the WPA of which I had no knowledge. The posters are beautiful and would love to be able to find some originals.

Beautiful book. I bought it for my son who is interested in the WPA and posters. Really interesting way to think about history. Beautiful reproductions. Nicely designed. It's a keeper.

Exactly the book I was hoping it would be. Well done!

I bought this as a gift for my wife and she really enjoyed it. The layout is very simple and modern, focusing more on the posters than any extraneous information or explanation. And it is full of beautiful art.

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