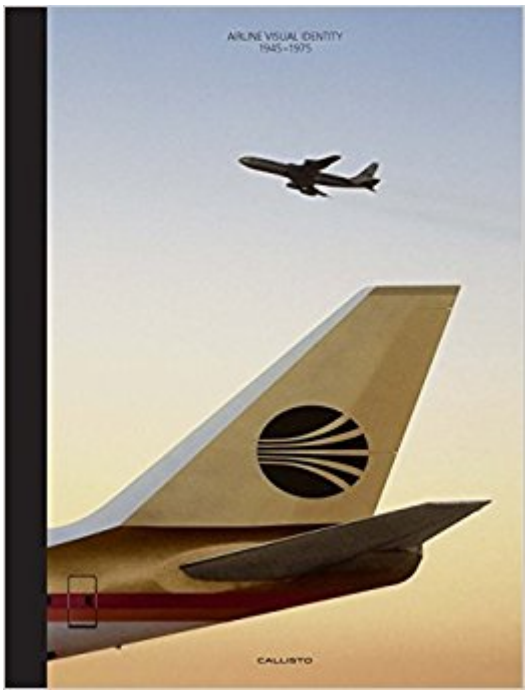
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Airline Visual Identity 1945-1975



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Synopsis

A super stylish journey: The ultimate sourcebook for the best airline graphic designThis edition rounds up the most imaginative, influential and surprising designs of the airlines' commercial art from the Ã¢â ¬Å“golden age of flying.Ã¢â ¬Â• Arguably no other book has been produced with such technical sophistication in recent years. It provides an unprecedented outline of the development of the visual identities of thirteen pioneering airlines, combining innovative research and stunning, museum-like presentations of hundreds of spectacular aviation posters, other illustrations and photos. Conceived by some of the world's top creative minds, such as Ivan Chermayeff, Otl Aicher, Massimo Vignelli, Academy Award winner Saul Bass, or advertising titan Mary Wells Lawrence, the designs found in the book's case studies also illustrate the shift from traditional methods of corporate design and advertising to comprehensive modern identity branding programs which took place in the same period.To reproduce all of the images as precisely as possible, a total of seventeen different colors, five different varnishes, and two different methods of foil printing and embossing were used. The result is a book of exceptional vivacity that pushes the limits of modern art printing technology. The Premium Edition has received glowing reviews in leading media around the world, including The New York Times, Newsweek, CNN, New Republic, Slate, Adweek, and dozens of others in the United States, France, Britain, Germany, China, Japan, Switzerland, Austria, Australia, Spain, Italy, Norway, etc.

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Customer Reviews

Perhaps the most handsome book published in the Western world in the past two years.

(Newsweek, November 8, 2015)A meticulous overview of the vivid posters and design elements of the leading airlines. (New York Times, August 27, 2015)A tactile blend of matte stock, gloss, foil and neon-accented finery, Matthias C. Huhne's book is a meticulously amassed gem that's sure to be adored by spotters and designers alike. (Monocle, March 17, 2015)

A visually superb history of some of the great airlines through their respective posters and advertising. It also harkens back to an era when air travel was stylish and aspirational, and far less of a commoditised service as it is today. Hopefully there'll be a second book covering other great airlines such as Qantas, KLM, Singapore Airlines, SAS, etc.

Stunning graphic history of airline advertising art, livery and identity. Spectacular images and fascinating narrative of the history/development of major US and foreign airlines during the heyday of art/illustration. Big book well worth the price and deserving of the praise heaped on it by others.

BEAUTIFUL !!!! Worth every penny. The printing process and the inks used are perfection!!!!! An AMAZING BOOK that will be a true collectible. I have over 10,000 books and this in in the top 3%.

this book is so incredible.

Love it! I bought 3, although I can think of 10 friends that would them this book too.

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The production value on this book is absolutely insane.

awesome pictures....frame able

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