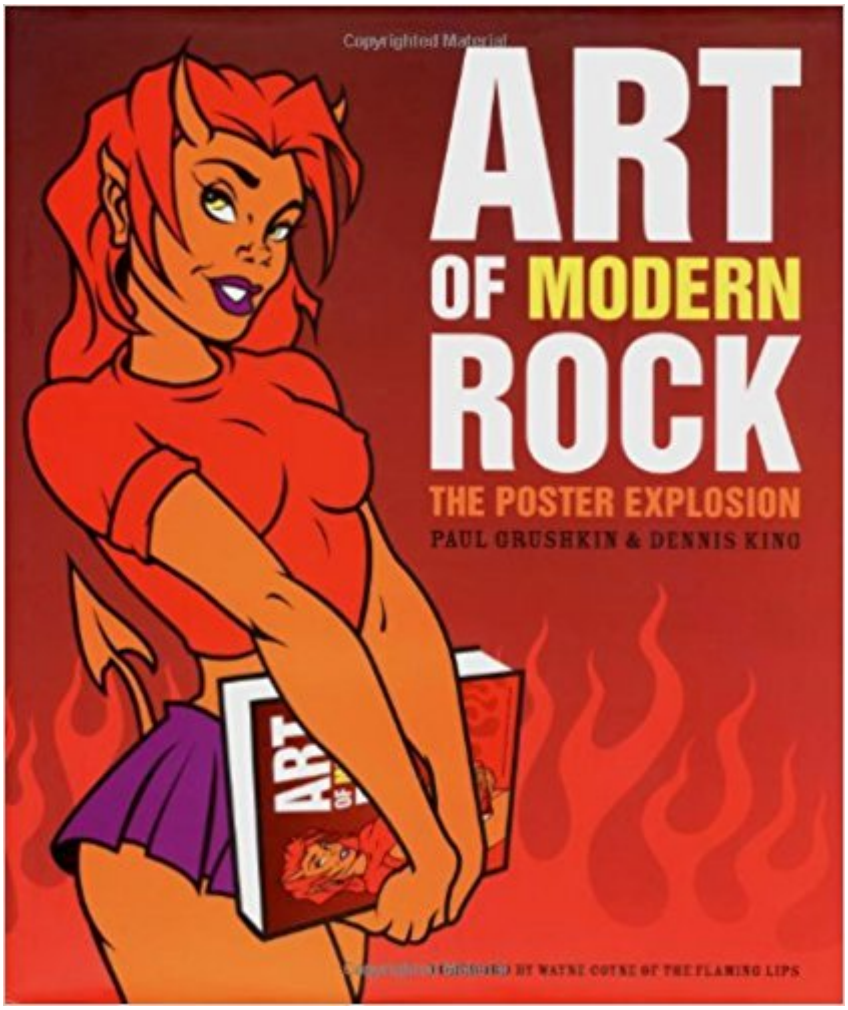
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# Art Of Modern Rock: The Poster Explosion




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## Synopsis

Authoritative, eye-popping, and massive, Art of Modern Rock is the first and last word on contemporary concert posters. An art form that has grown hand-in-hand with the independent music scene, heralding small and large gigs alike, the posters have emerged from visually creative street-level notices to prized collectibles rendered in a variety of styles and media. Today's poster artists combine the expressive freedom pioneered in the poster revolution of the 1960s with the attitude and the do-it-yourself approach of the punk scene, creating an unprecedented surge of innovative poster production on an international scale. Featuring over 1,600 exemplary rock posters and flyers from over 200 international studios and artists, Art of Modern Rock is the long-anticipated sequel to coauthor Paul Grushkin's The Art of Rock. Profiles and quotes from the pioneers in the field and their emerging heirs share nearly 500 gloriously packed pages of poster after mind-blowing poster. As brash and colorful as the burgeoning scene it documents, Art of Modern Rock is the must-have book for music and poster fans and collectors.

## Book Information

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## Customer Reviews

If MTV is any indication, the face of rock'n'roll needs plastic surgery. Sure, Britney's got a hot belly and Beyonce a glorious booty, but sex is this close to selling itself out. Soon, people will be demanding money shots in their milk commercials. Where's an intelligent consumer to find imagery that both tickles the brain and plugs one into popular culture? Try Paul Grushkin and Dennis King's Art of Modern Rock, which showcases in full color more than 1600 rock posters and flyers by some 200 international artists, from veterans like Frank Kozik to up-and-comers a la Leia Bell. More than

a sequel to Art of Rock (Abbeville, 1987) Grushkin’s best-selling survey of psychedelic posters from the 1960s and 1970s this is the definitive document of a tens-of-thousands-strong countercultural revolution that began in the late 1980s with the grunge movement and continues today from New York City to San Francisco to...Des Moines and Denton, TX? "Wherever there’s a ’kid’ a teenager, a twentysomething, or even a thirtysomething who is on the cutting edge of music there’s someone cranking out posters," Grushkin asserts. In fact, more rock posters have been made in the last ten years than in the history of rock’n’roll. To hear Grushkin tell it, this explosion has to do with how today’s teenagers access music, i.e., without seeing great LP art, as Grushkin did in his youth, and, increasingly, without walking into a music store. With MP3 looming large, "the art that always defined your relationship to the music" is disappearing. In the spirit of the hippies, punks, and alternative rockers before them, young music fans have been filling the void themselves. Via the Internet, these kids track their favorite bands as they tour and call up promoters about doing posters for shows. While some may go digital, many still rely on the old-school (read: cheap) silk-screen method, which King-who holds one of the largest rock poster collections in the world-credits with starting the poster revolution. "It’s almost political: all these people realizing that they have the power to create and disseminate their own imagery," he says. The insane eclecticism of the featured artists called for a thematic organization; readers will witness the many incarnations of that rock poster staple, the devil, for instance. Heightening the effect is King’s clever layout, which mimics both a gallery wall and a web site. The final product is a pastel-cum-Day-Glo gem that will make music fans into art fans and vice versa. -Library Journal, Editor’s Pick Concert posters, as any rockologist will tell you, are the Van Goghs and Matisses of the music scene. And in 1987, author Paul Grushkin cobbled together an encyclopedia of the genre’s best in an eight-pound hernia of a book called "The Art of Rock." In the 17 years since, the rise of graphic-art technology, digital music and local indie-rock scenes has sparked a second wave of eye-popping posters. So Grushkin and collector Dennis King teamed up for a sequel. "When you’ve got the Bible," says Grushkin, "there’s gotta be a New Testament, right?" Hence, "The Art of Modern Rock": an exhilarating volume of 1,800 posters from grass-roots artists hyping local shows by bands like the Beastie Boys, the Flaming Lips and many more no one’s heard of. Like its older sibling, it flat-out rocks. -Teen Newsweek

Paul Grushkin is the author of the best-selling The Art of Rock: Posters from Presley to Punk and an acknowledged expert in rock merchandise. He lives in the San Francisco Bay Area.Dennis King is a premier collector and dealer of rock posters and memorabilia. He lives in Berkeley,

California.Wayne Coyne is the lead singer and primary video director and poster artist for the Grammy-nominated band the Flaming Lips. He lives in Oklahoma.

As one of my earliest  purchases, (2004) I am still impressed no matter how many times I opens this book. The incredible art that embodies the concert or poster they made for so many amazing bands, truly puts a smile on any guests' face. This is the first book picked up on my coffee table. Every. Single. Time. Wether you have seen the poster before, were at the actual concert or show, or it's your first time picking it up, you are sure to be impressed.

In a word, Outstanding!! First of all don't let the sheer size and weight of this beast of a book fool you. It cradels itself into your arms like it should be attached through a usb cord directly to your frontal lobe. It is all here, from the artist you want to see and read about to the stunning recreations of the posters themselves. This book will not dissapoint, in any way. If you have a problem with this book then you probably have a problem watching a beautiful sunset or a stunning rainbow after a rain shower, in other words you can't be helped. Focusing the majority of it's time on the explosion in the silkscreen movement of poster art, it holds nothing back. Kozik, Coop, Kuhn, Uncle Charlie, Houston, Jermaine, Emek, Mcpherson, Bell, and many many others. This is not a sit down and read kind of book, this is a true coffee table book, one could spend countless hours shuffling through the pages and find something new everytime. If you are a die hard collector or if you have a curious streak about what all the fuss is, do yourself a favor, buy this book. It is one purchase you will never regret!!!!!!

Excellent selection of rock posters. The book is a big format so it makes the art that much more fun to look at (not all posters get a full page, obviously, but still). For those of you who can't get to that store in Berkeley (or who don't feel like putting up with the curmudgeonly proprietor), this book is a decent substitute.

I bought this book for my nephew who makes his living as a graphic artist. He was wowed big time. There isn't much editorial content or philosophy here. What you get is a look at some exciting work up close. I don't know of any other way to view this many poster and fine art pieces about the ephemeral world of Rock Music. These posters go up before the show and then are usually gone when the show is over. A great collection.

Packaging was way beyond anything I would have ever expected and fast service! Book arrived and I am enjoying every bit of it!! Thanks!!

Thanks for the fast delivery! This is a book I've wanted for some time now. I's got tons of great gig poster and screen printed poster art from many of the leaders in rock-n-roll poster art. It' serves as a great insight into many of modern art and pop art masters!!!

First off, the book is huge! It is well laid out and documents the poster periods and movements well. It is a great inspiration for art styles and concepts as well as informative. My only small criticism is with the poster identifiers at the bottom of each page. The credits are numbered, but there are no corresponding numbers by each poster. So it just takes a little longer to identify them visually. A minor issue. But the quantiy and quality outshine any lay out issues the book may have.

Unbelievable! This book has managed to capture the burdgeoning poster movement and the many approaches from the wide variety of artists who wrangle this renegade artform in an extraodinary collection of diversity. From metal to rap, emo to noise, every genre of music and art is represented in this beautiful tome. The first book, Art of Rock, is phenomenal, but this one runs the extra distance and is spectacularly divine. Guaranteed hours upon hours of viewing pleasure!!

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