

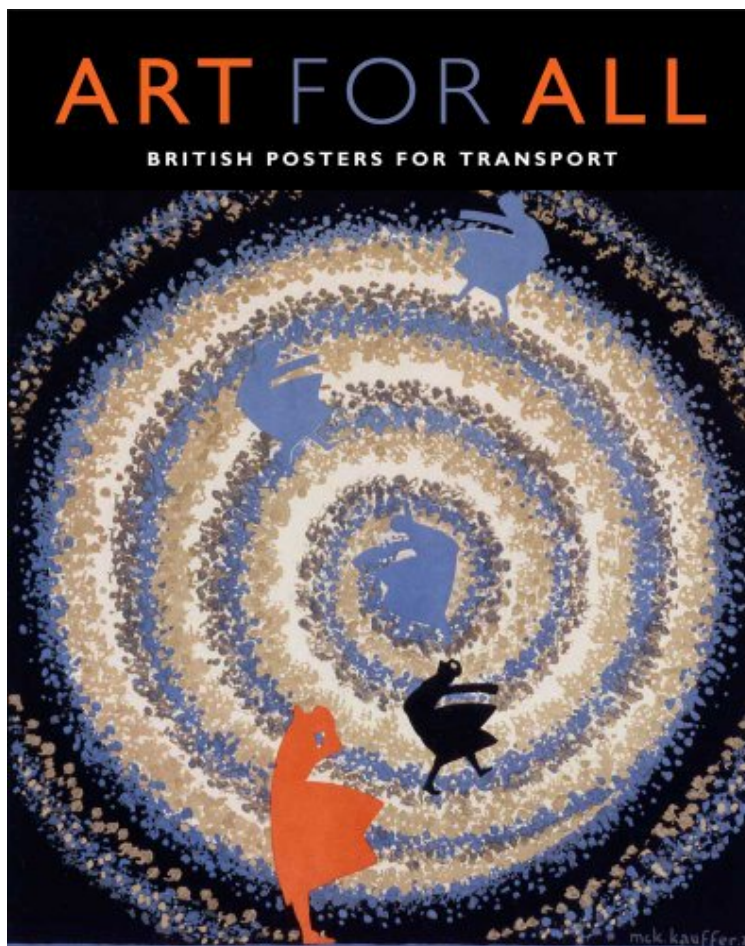
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Art for All: British Posters for Transport

Teri Edelstein, Neil Harris, Michael Twyman, Oliver Green, Peyton Skipwith : Art for All: British Posters for Transport before purchasing it in order to gage whether or not it would be worth my time, and all praised Art for All: British Posters for Transport:

1 of 1 people found the following review helpful. Wonderful book: scholarly and delightfulBy OngeblozzenA survey of British Transport posters from the early 1900s through the 1970s. The colorful London Underground posters were especially inventive, clever and informative, and became part of the identity of the city and its commuters. A must have for anyone interested in graphic design of the 20th century with excellent and informative essays.

In 1908 London Underground began a comprehensive publicity program that became one of the most successful, adventurous, and best-sustained promotional operations ever attempted. The posters commissioned not only encouraged travel on the capitals burgeoning public transport system; they also helped to foster a civic identity for metropolitan London. The four national rail lines created in 1923, inspired by this example, created their own campaigns. This richly illustrated volume celebrates the designs, highlighting works that are among the triumphs of

20th-century poster art. Designed to accompany an exhibition at the Yale Center for British Art, *Art for All* features more than one hundred works executed for the Underground and the railways. The exhibition and catalogue will explore the evolution of transport posters in 20th-century Britain. It will feature the career of E. McKnight Kauffer, perhaps the greatest of these poster artists; the role of women designers; the printing techniques that brought the designs to life; and the strategies of display developed by the transport systems. Both a visual delight and a work of scholarship, *Art for All* pays tribute to these extraordinary exploits in public design.

"These posters, with their vivid images augmented by bold lettering, resulted in art that was also good for business. . . . This attractive publication contains 145 outstanding, mostly color, illustrations."--W. S. Rodney, *Choice*