



## Cappiello: The Posters Of Leonetto Cappiello

By Jack Rennert

Posters Please, 2004. Couverture rigide. Condition: Neuf. Dust Jacket Condition: Neuf. That was and is the best way to get a passerby's attention. Surprise them with something they don't expect to see and that image is almost assured of sticking with them. That was Cappiello's philosophy and that practice is seen in the 534 full-color and fully-annotated posters illustrated herein.----- Willing to indulge every inspiration and exploit any fancy that helped to advance his artistic cause Cappiello often unusual colors-strong,vivid, sometimes seemingly dissonant. . He would call upon a conspicuous menagerie--animals both real and imagined - to serve his purpose. He was willing to conjure forth fantastic visions, ranging from fairies to devils, derived from fables, mythology or simply his own flights of fancy. Briefly stated, Cappiello is the Father of the Modern Poster, and it was from his fertile imagination that the precepts of contemporary advertising were born. This exhaustive volume proves that notion page after lavish page.-----  
----- Relié: 336 pages Editeur : The poster Art Library . 2004 .Langue : ANGLAIS .-----  
-----Relié: 336 pages Editeur : Posters Please (septembre 2004) Langue : Anglais ISBN-10: 0966420276 ISBN-13: 978-0966420272 Dimensions du produit: 3,8 x 25,4 x 32,4 cm.



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### Reviews

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