



Airline Visual Identity 1945-1975: in Hand-crafted Collector's Case

M. C. Huhne

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A super stylish journey: The ultimate sourcebook for the best airline graphic design

This edition rounds up the most imaginative, influential and surprising designs of the airlines' commercial art from the "golden age of flying." 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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