



Airline Visual Identity 1945-1975

M. C. Hühne

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- The ultimate sourcebook for the best airline graphic design
- The Premium Edition: an exceptional book that pushes the limits of modern art printing technology, packaged in an exclusive hand-crafted collector's case

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

"A tactile blend of matte stock, gloss, foil and neon-accented finery, Matthias C. Hühne's book is a meticulously amassed gem that's sure to be adored by spotters and designers alike." **Monocle**

Airline Visual Identity 1945-1975 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 colours, 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. It is packaged in an exclusive hand-crafted collector's case with a metal cover similar in appearance to the aluminium alloy used to manufacture jet aircraft in the 1960s. 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.

Matthias C. Hühne is an author and owner of Callisto Publishers. A Harvard graduate, Hühne developed an appreciation for art while working as a developer of high quality commercial and residential real estate. After leaving his position as project manager with a U.S. developer, Hühne went on to found his own award-winning real estate company in 1996. Hühne collects and supports modern art as well as North American native art, and takes a special interest in commercial design and the history of architecture.

