



Heal's Posters

Advertising Modernism

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ISBN	9780993587894
Publisher	Artmonsky Arts
Binding	Paperback / softback
Territory	World excluding US & Canada
Size	175 mm x 215 mm
Pages	124 Pages
Illustrations	100 color, 48 b&w
Price	£10.00

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A survey by Nicklaus Pevsner in the 1930s estimated that some 80-90% of manufactured goods in England were shoddy and poorly designed. When it came to furniture only a handful of manufacturers would have escaped such condemnation. Prime among these was Heals of Tottenham Court Road – manufacturer, retailer, and, with its top floor Mansard Gallery, the Mecca for Home Counties cognoscenti of 'modernism'. Most furniture manufacturers advertised their wares in the press but Heal's was a rare exception in the industry in its use of posters.

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