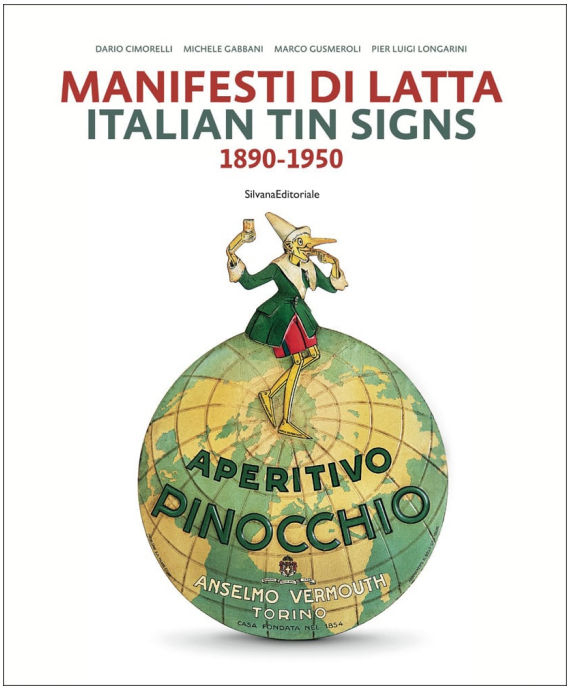
TITLE INFORMATION
Tel: +44 (0) 1394 389950
Email: uksales@accartbooks.com
Web: https://www.accartbooks.com/uk



Italian Tin Signs

1890-1950

Dario Cimorelli

Michele Gabbani

Marco Gusmeroli

Pier Luigi Longarini

ISBN	9788836638918
Publisher	Silvana
Binding	Hardback
Territory	UK, Ireland, Scandinavia, Iceland, Germany, Greece, Eastern Europe, & Austria. Arab States non-exclusive. Selected territories in Asia, non-exclusive
Size	280 mm x 240 mm
Pages	256 Pages
Illustrations	300 color
Price	£35.00

- The volume traces the history of tin signs in Italy from their birth to their diffusion, from 1890 to 1950, using a selection of almost one thousand works

A novel and exciting journey that will allow the reader to grasp the essential difference between a tin sign and an advert on paper: what varies is not only the support, in reality, but also its function as an advertising instrument and its various fields of application. Alongside an army of anonymous designers and illustrators and other sometimes better-known painters, we find the names of the great poster artists of the era – Cappiello, Dudovich, Mauzan, Sepo – who sign off these little big masterpieces in tin, using vivacious and brilliant colours. Text in English and Italian.







Published 8th Oct 2018