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Posters: The Sea Voyage

Advertising and Cruises in Italy from 1885 to 1965

Paolo Piccione

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- A continuation of Silvana Editoriale's *Posters* series, this volume presents the most significant examples of advertising graphics produced by Italian shipping companies between 1885 and 1965

The graphics range from the advertising produced for the first steam ships of the 1880s to those for the ocean liners of the 1920s, cruise liners of the 1930s and, finally, those for the last transatlantic lines in the 1960s. *Posters: The Sea Voyage* collects placards, posters, announcements, advertising leaflets, brochures and pamphlets produced to promote passenger ships, cruises, sea journeys and Atlantic crossings. In addition to identifying these graphics, text by architect and scholar Pablo Piccione contextualises and historicises the development of Italian graphic styles and tastes. Text in English and Italian.

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