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Love and Kisses

The History of the Postcard

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- A rich and varied history of the illustrated postcard as an art form and transformational communication tool

In Florence, *cassettai* refers to the special group of street vendors who take their name from the drawer-like containers in which they display their wares. They have belonged to the association of the same name since 1909; today they are recognized as an important part of Florence's historical and cultural heritage. They are both promoters and protagonists of a volume on the history of the illustrated postcard, in whose diffusion they have traditionally played an important role.

The history of the postcard intersects closely with that of the art of the last two centuries, beginning with the emergence of photography. Over time, the postcard became an art form in its own right; it also had a hand in transforming communication, providing travelers with the opportunity of recording spontaneous impressions while forever capturing a picture of the visited site.

Sponsored by the association of the *cassettai*, the volume offers a rich and varied overview of the illustrated postcard, which was once an extremely popular means of conveying messages through words and images. Still today, the postcard holds its own in a world dominated by more modern and rapid means of communication, while retaining its connection with a fascinating history, one imbued with culture, identity, beauty and romanticism.

Text in English and Italian.







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