



Stedelijk Museum Posters by Color

Introduction by Rein Wolfs

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- **Extensive Collection:** Features 1,000 iconic posters from the Stedelijk Museum's renowned graphic design collection, offering a rare look into its vast archive
- **Historical Insight:** Captures design trends and cultural movements from 1950–1980, providing context to the evolution of graphic design during this pivotal period
- **Visual Appeal:** Showcases striking, diverse poster designs, making it an essential visual resource for design enthusiasts, students, and professionals
- **Cultural Significance:** Explores the role of posters as powerful storytelling tools, reflecting societal shifts, advertising, and visual communication in the mid-20th century
- **Museum Quality:** Produced in collaboration with the Stedelijk Museum Amsterdam, known for its world-class exhibitions and dedication to contemporary art and design
- **Ideal for Collectors:** A must-have for graphic design aficionados and collectors, offering rare glimpses into the rich history of 20th-century poster art

The Stedelijk Museum Amsterdam is home to a vast and impressive collection of over 100,000 items, with 20,000 dedicated to graphic design. Inspired by the exhibition *Everyday, Someday and Other Stories 1950–1980* in gallery 1.23, this book showcases a selection of posters from the museum's extensive graphic design collection. Beginning with 1,000 iconic posters, the publication offers an in-depth exploration of visual storytelling, design trends, and cultural history from the mid-20th century, providing a unique insight into the evolution of graphic design.

The book includes an introduction by **Rein Wolfs**, Director of the Stedelijk Museum, along with an insightful interview featuring Thomas Casto and the invited graphic designers.

