Ocean Liner Posters

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Cadringher is a passionate collector of ocean liner memorabilia, and her collection forms the backbone of the book. Text from Massey brings the history of these great ships to life, making this a wonderful book for anyone who loves these ships or is a fan of great graphic design.

- Yachting Magazine

Ocean Liner Posters tells the story of travel from a glamorous by-gone era through the poster art used to advertise and promote the great shipping lines. For a century, ocean liners were the only way to travel from one continent to another. Millions of passengers traveled on these routes. Millionaires, occupying luxurious suites with dream decors and emigrants in search of a future, meager savings in hand, huddled in third class along with tourists, soldiers and traders, all shared their journeys on the largest form of transportation ever built.

This book charts the evolution of ocean liner posters from the first ship poster reproductions of the latter part of the nineteenth century, when the vessel's image appeared alongside information about the routes taken, through the Art Nouveau era, when the image of the ship began to take a key role in terms of visual importance. The Art Deco period allowed masters of poster art such as Adolphe Mouron Cassandre to create enduring works for the likes of Normandie or the Atlantique. The book continues tracing the timeline of these posters, through the postwar period until the demise of transatlantic routes, through to the sixties, which saw the poster being modernised.

Gabriele Cadringher was born in Varese, Italy. During some years spent in the port city of Genoa, Gabriele discovered the magnificent ocean liners voyaging from Europe to America, actually near the end of the era of the large ships which had been, for many years, the only way to cross the seas and the oceans from one continent to another. A passion was born! She started to collect and restore memorabilia and furniture from the main ocean liners (Normandie, Queen Mary, Ile de France, Berengaria, etc) and put together one of the largest collection of original posters from the maritime companies. This book has allowed Gabriele to share these great images, and spread knowledge and awareness of the significance of this unique era, complete with its art and memorabilia.

Anne Massey is professor of Design History at Kingston University and Deputy Director of the Modern Interiors Research Centre. She is co-editor of Interiors: Design, Architecture, Culture and has published widely on the subject of interior design. Her books include Interior Design since 1900, Designing Liners: Interior Design Afloat and Chair. Television appearances include BBC4’s Glamour's Golden Age and Channel 4's Titanic: The Mission.