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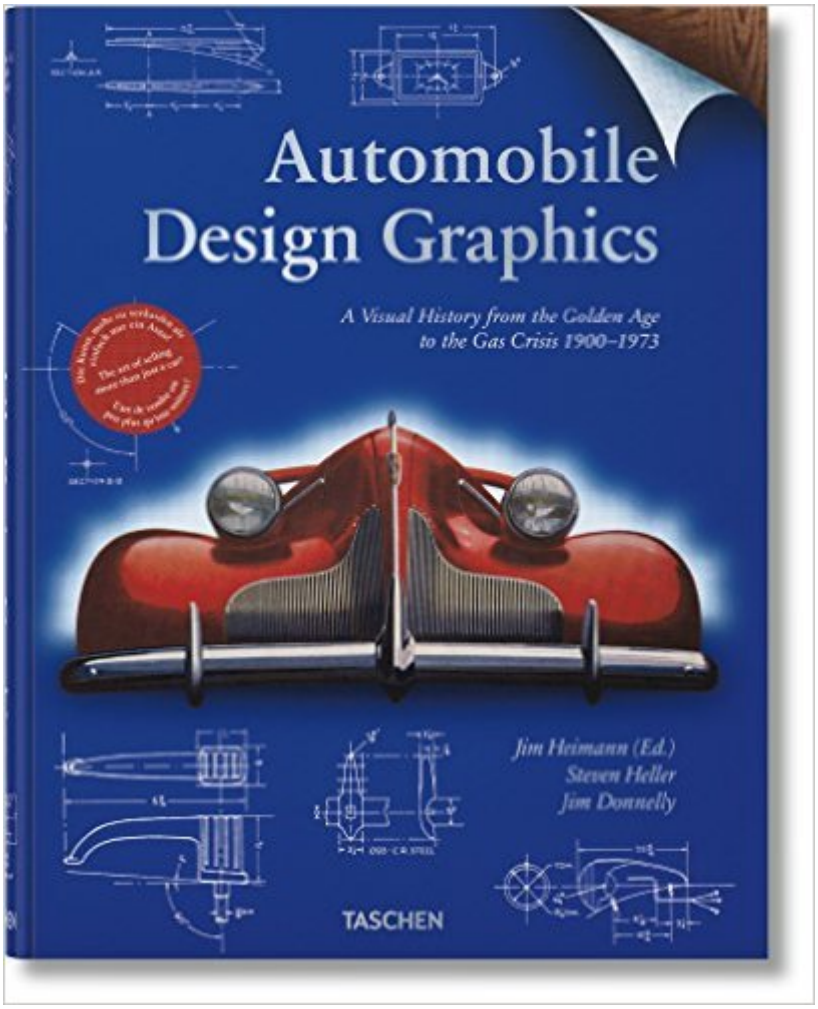
Automobile Design Graphics



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Synopsis

Dream a little dreamThe art of selling more than just a carIn the heyday of the automobile, marketing cars was an exacting process. Selling the public one of their major life purchases involved not only traditional advertising but also a crucial item that extolled the virtue of the cars: the brochure. Often oversize and sumptuously produced, including acetate overlays with fabric and paint swatches, brochures were only available at dealer showrooms or auto fairsâ “hence specimens of antique and vintage car brochures are rare collectorâ ™s items today.Frequently overlooked in design and automotive histories, this ephemera offers lucid mirror image of American tastes, consumerism, and buying habits since the dawn of the automobile. Automobile Design Graphics presents for the first time a comprehensive overview of this mostly forgotten breed of collateral advertising. From the most obscure (Tucker, Ajax, Columbia) to the most iconic (General Motors, Ford, and Chrysler), this visual history brings together over 500 reproductions from these rare and collectible customer brochures. Across eight decades, they present not only some of the finest cars, but also some of the best illustration and graphic design of the 20th century.Ancillary examples of automotive literature, including the elaborate dealer manuals are also featured, alongside essays by automobile and cultural historian Jim Donnelly and preeminent design historian Steven Heller. Testament to a bygone era when cars were, quite simply, the stuff dreams were made of, this book is a visual and informative pleasure for car enthusiasts, designers, and pop culture aficionados alike.Text in English, French, and German

Book Information

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Customer Reviews

Very nicely done! If you enjoy automobile advertising art you should be pleased with this book. As the extended title indicates, the ads cover the years 1900-1973. The contents are divided into four time periods - 1900-1929, 1930-1946, 1947-1961 & 1962-1973. The selection of images are well chosen and cover a pretty good swath of marques. I've been a collector of magazine advertising art for a number of years and appreciate this contribution to the field. The process of selecting which images to use in compiling a collection like this is obviously quite subjective, and will never meet with everyone's complete approval. I was a bit disappointed to see a number of my favorite pieces excluded. However, there are a number of wonderful ads that I've never seen and am pleased they're now accessible. For my tastes, the editors could have left off in 1961. I don't think the artwork and production quality after that date is equal to what preceded it. I wouldn't knock off any points on that score because the book clearly indicates which years it covers. As for the physical merits of this book - four stars is about right. I like the weight and finish of the paper and the binding appears very durable. A dust jacket would have been a nice touch but a lot of publishers like to skip this expense. I would have given the book 5 stars but I thinks it's a bit overpriced. Taschen, has a reputation for offering a lot of bang for the buck. On this occasion they went the other direction. I have a keen interest in the subject so I overlooked the price. At $35-$40 this would have received that fifth star.** This book was just released (only a couple of days ago). How is it that there are over thirty outside sellers offering this book for sale on - deeply discounted. I understand the remainder market but could Taschen be dumping this book only days after its release? Very strange! And given this, how is it is charging so much. Either is trying to squeeze a little extra out of this particular title or Taschen wouldn't offer them much of a discount. How did all those other sellers obtain their inventory? - and at such a reduced price. Curious Indeed!! Guess I'll have to reassess my habit of pre-ordering. Appears to be a costly policy.

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