

British Modern: Graphic Design Between the Wars



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The first book to focus on British design of the Art Deco period, "British Modern" is an essential reference for graphic artists, designers, Anglophiles, and anyone with an interest in advertising or art history. Adding to their acclaimed Art Deco design series, authors Steve Heller and Louise Fili have here collected a wealth of original artifacts - over two hundred reproductions - from the 1920s through the 1940s. These include examples from publicity for cultural events, consumer products, fashion, industry, and travel. Signs, posters, product packaging, and magazine covers offer inspiration for the designer and present an engaging portrait of the time and place in which they were created.