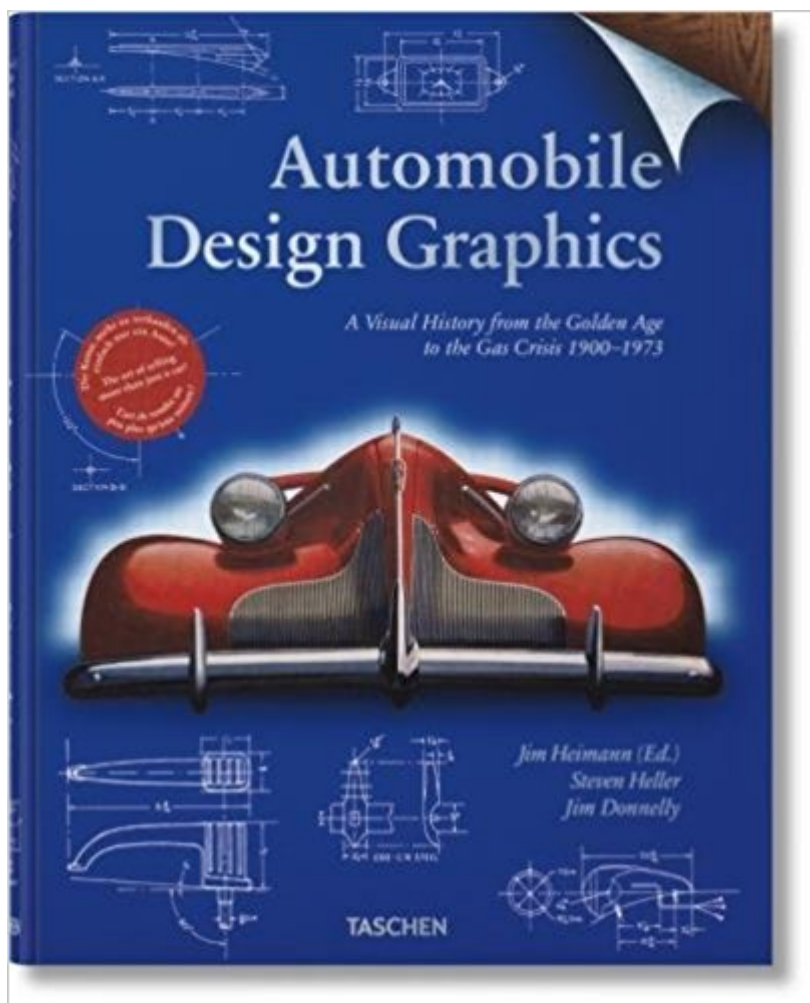


The book was found

# Automobile Design Graphics



## Synopsis

Dream a little dream  
The art of selling more than just a car  
In 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 oversized and sumptuously produced, including acetate overlays with fabric and paint swatches, brochures were only available at dealer showrooms or auto fairs. Hence specimens of antique and vintage car brochures are rare collector's items today. Frequently overlooked in design and automotive histories, this ephemera offers a 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

“A unique specimen of how car buyers’ desires have changed over the years, illustrated by the best American illustration and graphic design of the last century.” (Bloomberg.com)

“These 20th-century brochures were more than manuals—they offered stunning fantasies that reveal the intensity of American car culture.” (fastcodesign.com)

“Testament to a bygone era when cars inspired dreams, this book is a visual and informative pleasure for car enthusiasts, designers, and pop culture aficionados.” (The Telegraph, London)

“Automobile Design Graphics [ ] tells the story of a vision of the American Dream made real through steel and chrome.” (BBC.co.uk)

The editor: Cultural anthropologist and graphic design historian Jim Heimann is Executive Editor for TASCHEN America, and author of numerous books on architecture, pop culture, and the history of the West Coast, Los Angeles, and Hollywood. His unrivaled private collection of ephemera has been featured in museum exhibitions around the world and in dozens of books.

The contributing authors: Steven Heller is the co-chair of the School of Visual Arts MFA Designer as Author Program. For 33 years he was an art director for The New York Times, and currently writes the “Visuals” column for The New York Times Book Review. He is the author of 120 books on graphic design, illustration, and satiric art.

Jim Donnelly is senior editor of Hemmings Motor News, the world’s foremost source on automotive heritage, and has written for Hemmings Classic Car, Sports & Exotic Car, and Muscle Machines. He is the author of the racing biography, Miller’s Time.

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 think 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 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.

Taschen does not disappoint. Great graphics and a look back at a time when a car literature was almost an art form.

Exactly as explained. Wonderful illustrations. Loads of content. Perfect in every way.

acceptable book two languages is confusing

Very nice

Great coffee table book for any car guy

Excellent book on a previously ignored subject, in which the author is extremely well-versed.

great look at past auto advertising.....Illustration was king.

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Lighting, ... for Beginners, Artists, Illustrator, Adobe) Car: The Definitive Visual History of the Automobile My Dad Had That Car: A Nostalgic Look at the American Automobile, 1920-1990 Straphanger: Saving Our Cities and Ourselves from the Automobile Cool Colorado: Automobile culture in the Rocky Mountain West, Manitou Springs & Colorado Springs, Colorado : annual conference, August 23 through August 26, 2000 Consumers Guide To Automobile Claims Settlement Mercedes in Peace and War: German Automobile Workers, 1903-1945 Ferrari Calendar- Calendars 2017 - 2018 Wall Calendars - Car Calendar - Automobile Calendar - Ferrari 16 Month Wall Calendar by Avonside VW Camper Calendar- Calendars 2017 - 2018 Wall Calendars - Car Calendar - Automobile Calendar - VW Campers 16 Month Wall Calendar by Avonside Porsche Calendar- Calendars 2017 - 2018 Wall Calendars - Car Calendar - Automobile Calendar - Porsche 16 Month Wall Calendar by Avonside Citroen Classic Car Calendar- Calendars 2017 - 2018 Wall Calendars - Car Calendar - Automobile Calendar - Citroen Classic Cars 16 Month Wall Calendar by Avonside Porsche Calendar- Calendars 2016 - 2017 Wall Calendars - Car Calendar - Automobile Calendar - Porsche 16 Month Wall Calendar by Avonside Highliner: The Nature, Philosophy and Science of Automobile Driving ASE Test Preparation - A4 Suspension and Steering (Automobile Certification Series) The Art of the Automobile: The 100 Greatest Cars The New Lemon Law Bible: Everything the Smart Consumer Needs to Know About Automobile Law Seeing Europe by Automobile: A Five-Thousand-Mile Motor Trip Through France, Switzerland, Germany, and Italy; with an Excursion into Andorra, Corfu, Dalmatia, and Montenegro

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