

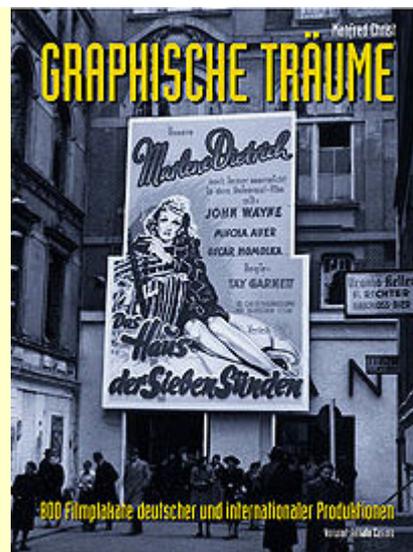


BEAR FAMILY RECORDS

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TITLE	Graphische Träume
	800 Film posters Of German and International Movies
AUTHOR	Manfred Christ
	Preface by Renato Casaro
LABEL	Bear Family Records
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SALES NOTES

.....painters are true masters, and so in their way are movie poster designers. Graphic designers had to understand the public's taste, then make them go to see movies.

But the graphic designer's art was always underrated because movies come and go so quickly. At best the designers were termed commercial graphic artists ... odd job men for celluloid dreams.

It took quite a long time – as rising auction prices reveal – for designers to get the recognition they deserve for what they produced in the 1950s and 1960s.

Posters are true masterpieces. Lettering, design, and photographs of the stars. That's what makes their work true works of art: a perfect synthesis of art and commerce.

An increasing number of people are interested in poster art, but who has enough money to get the originals and enough time to find them? For far too long too many of these posters were thrown away – very often by those who should have taken care of them.

It's private collectors who try to save these cultural artefacts – and they'll often give their last clean shirt for it.

The new book by Manfred Christ, one of the most important German collectors, gives us a look at the apogee of the movie star era. Those who are die-hard collectors and those who're not will be captivated by the magic and fascination of the poster maker's art.