



Ballyhoo!: Posters as Portraiture (Paperback)

By Wendy Wick Reaves

University of Washington Press, United States, 2008. Paperback. Condition: New. New.. Language: English . This book usually ship within 10-15 business days and we will endeavor to dispatch orders quicker than this where possible. Brand New Book. Awarded the Washington DC Book Publishers design and effectiveness competition Honorable Mention in the category of Illustrated Text from a Small- to Medium-Size Nonprofit Publisher and Third Prize in the category of Illustrated Jacket or Cover from a Small- to Medium-Size Nonprofit Publisher Ballyhoo! looks at the poster as a form of popular portraiture. These celebrity likenesses are dramatic--and often enormous--but in fact, what a poster communicates about an individual is usually secondary to its principal message: Barnum and Bailey announcing the arrival of their circus, the Woodbury Soap company using Veronica Lake to promote its matched make-up, Greta Garbo advertising the Swedish version of Queen Christina, or Bette Midler publicizing her 1973 concert at the Palace Theater. By interweaving the three themes of poster art, celebrity promotion, and advertising, Ballyhoo! suggests how a famous face can enhance the message of the poster and, conversely, how posters have defined and disseminated images of prominent Americans. Furthermore, posters provide an instructive glimpse of an era s...



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