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# Travel Italia: The Golden Age Of Italian Travel Posters



## Synopsis

Written and designed by Lorenzo Ottaviani, *Travel Italia* is a must-have gift for anyone who loves Italy or the art of poster design. As Milton Glaser, the most celebrated graphic designer in the United States, said: "At last a book that documents the long overlooked history of Italian poster design with understanding and elegance. A beautiful piece of work." Organized by region, this passport to Italy features over 160 vintage full-color posters from 1920 through 1960 commissioned by the Italian State Tourism Board and the Italian State Railways. From the 1920s through the 1960s, well-known artists of the time, such as Mario Puppo, A.M. Cassandre, and Mario Borgoni, among others, dedicated their creative talent to promoting and increasing tourism in Italy. Although their styles were different, all of them contributed to the creation of a remarkable body of design work we now know as the golden age of Italian travel posters. Visit the romantic Venetian lagoons in gondola row boats; experience Florence's Renaissance and the "Eternal City" of Rome; tour Naples at the foothills of Mount Vesuvius, and see Palermo, the Sicilian capital with its French-Norman, Byzantine, and Arabic influences. Discover Italy's smaller, hidden treasures such as, Bellagio, the Pearl of Lake Como; the elegant spas of Salsomaggiore; the Umbrian jewel-town of Spoleto; the luscious Isle of Capri; Taormina on the East Coast of Sicily; the Ligurian fishing village of Portofino, and Alassio on the Italian Riviera, home of the beautiful Bellenda collection.

## Book Information

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## Customer Reviews

Champagne corks. Ski slopes. Sailboats. Delicious coffee. Scenic vistas. Iconic monuments.

Historical sites. Bucolic countrysides. Rivers and oceans. Warm bed and breakfasts. Italian culinary delights. They're all here and reproduced in gorgeous color in this luscious collection of Italian travel posters. Ottaviani's inspired design sets this book apart from other poster "collections" by virtue of his romantic heart. With each page, the design sweeps you away as if you are being whispered to by an Italian lover--in Firenze, in Capri, in Milano, and more. "Travel Italia" would make a perfect gift for the Italiophile (is that a word?) in your life. Or, it would be a great way to introduce Italy to someone you care about. It's a very romantic book (without being sexual) and makes you want to take a journey to this beautiful country--with every turn of the page. So why did I give "Travel Italia" four stars? Because I don't believe in perfection. But "Travel Italia" comes close. This book has sensuality coursing through its veins. Take this journey. You won't look back.

This is one of the best collection of period posters I have seen in years. It helps the fact that the subject is Italy, with its beautiful sites, but the selection clearly shows the impeccable taste of its author, who is, not by accident, a designer himself. What's really interesting also is that you'll learn about places you probably never heard of before, so it works as a travel guide as well! A great gift for art and travel enthusiasts.

It doesn't get any better than this. These posters were all produced to create an emotional response in the viewer - and they clearly still have that power. Many of these images make you want to step into the scenes they portray, back into a time before WWII, or just after that great war when women all looked like Sophia Loren or Gina Lollobrigida (or strived to), and all the men looked like Rossano Brazzi. The romance of the lake district, of the Amalfi Coast, of the ruins in Rome ... all surprisingly free of people, just waiting for you to enjoy. As a designer, these posters really get my creative juices flowing. The curves, the blocks of color, the bold vertical lines - some art deco examples make you want to cry, they're so good. And all very Italian.

Beautifully curated and paced, this is an exquisite collection of Italian travel posters -- truly the golden age of poster art. The illustrations, the typography, and the detailing in each example are such a pleasure to sit and study. A nice surprise at the end is the well-researched section about the artists, which is something you don't often see in these collections. I "bumped into" this book... so glad I did.

A really gorgeous, beautiful book full of wonderful romantic images. It is also very informative with

information about the various artists and techniques used. Every page reveals yet another enticing invitation and the colours are rich and vibrant. The book really surpassed my expectations.

If you enjoy vintage travel posters and Italy - this book will be perfect. Nice layout - most of the posters are a nice size on each page, not postage stamp size - good color.

This book is gorgeous. A must-have for anyone that likes travel or vintage posters. It's a wonderful coffee table book.

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