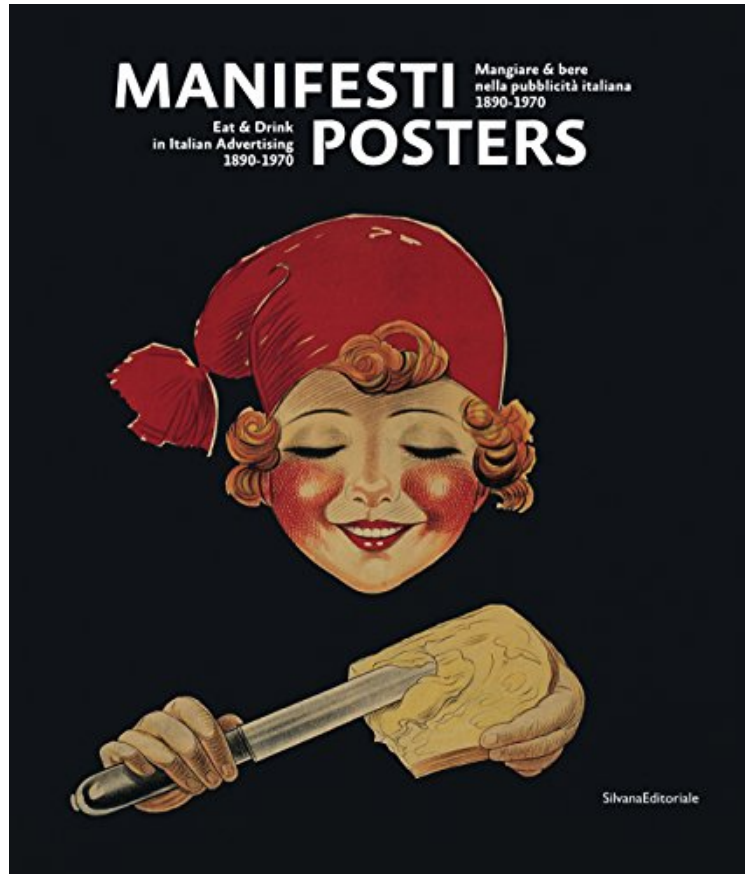


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Posters: Eat Drink in Italian Advertising: 1890-1970

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This book offers the opportunity to delight in the graphic creativity of the advertising of Italy's major food producers, including Cinzano spumante, Perugina chocolate, Saiwa biscuits and Voiello pasta, as well as campaigns launched by Cirio and Star. Compiling a substantial collection of covers, it provides an overview of Italian imagery from the late nineteenth century to the period of postwar reconstruction, through the draughtsmanship of artists such as Cappiello, Dudovich, Codognato, Mauzan, Seneca and Boccasile. With texts by Mario Piazza, an architect, graphic designer and curator, and Alessandro Bellenda, collector of 20th-century Italian graphics, Posters: Eat Drink in Italian Advertising captures the history of Italy's vibrant graphic design and advertising scene, surveying posters that have now become

vintage collectibles and whose influence on contemporary advertising is profound.