

The Copy Book Bibliotheca Universalis

Covering the world history of costume, dress, and style from antiquity through the end of the 19th century, this grand work, originally published between 1876 and 1888, remains completely unique in its scope and detail.

A history of the circus from its origins in the Roman times, through its establishment in Western Europe, and to the modern day circus—absolutely diverse and captivating Circuses have existed since Roman times, but centuries later, the circus world has never been more diverse and captivating, the global success of Cirque du Soleil testament to its enduring and universal appeal. Traditional family circuses for kids, arty cirque-style shows for adults, circuses in tents or in theaters, circuses with animals or without, cabaret-style hybrids on the burlesque circuit—this is an expert guide to their extraordinary history and culture. The circus requires a unique type of performer, people who blend the discipline of sports stars with the razzmatazz of showbiz; itinerant but clannish entertainers who have often had circus blood in their families for generations; world class gymnasts who risk death twice daily and help take down the big top afterwards. This history offers a journey into this unique world, each chapter an access-all-areas pass to a different circus, talking to the trapeze flyers, clowns, animal trainers, and showmen about their lives, work, families, customs, and traditions.

Burton Holmes (1870-1958) travelled the grand boulevards of Paris to China's Great Wall, from the construction of the Panama canal to the 1906 eruption of Mount Vesuvius. Holmes delighted in finding "the beautiful way around the world" and made a career of sharing his stories, colorful photographs, and films with audiences across America. As a young man, Holmes was mentored by John L. Stoddard, a pioneer of the U.S. travelecture circuit, who passed on his well-established mantle when he retired. Holmes roamed the globe throughout the summer and traversed the United States all winter, transforming the staid lecture tradition into an entertaining show.

The photos and memoirs of Marilyn Monroe's first photographer, brief fiancé, and lifelong friend. Part of TASCHEN's Bibliotheca Universalis series, André de Dienes' deeply personal archive spans from Norma Jeane the aspiring model to Marilyn Monroe, the global and deeply troubled star, just days before her untimely death. The result is an...

Mapping Latin America

Impressionist Art, 1860-1920: Impressionism in France

Selections from the Polaroid Collections of Photography

From Revolution to Modernization

Cities of the World

The Little Book of Big Penis

Enter a land of tranquil cobbled squares, rustic earthenware, and lavender fields. In this survey of Provençal homes and interiors, discover all of the rural charm that enraptured such artists as Vincent van Gogh and Picasso. From lavish chateaus to quiet, antique retreats, this updated edition is complete with insightful captions, enthralling...

Brightly coloured prints, portraying model behaviour or a better future, have been a ubiquitous element of Chinese political culture from Imperial times until present. As economic reform swept the People's Republic in the 1980s, visual propaganda ceased to depict the tanned and muscular labourers in a proletarian utopia, so typical of preceding decades. Instead, Western icons of progress and development were employed: high-speed bullet trains, spacecraft, high-rise buildings, gridlocked free-ways and projections of general affluence. Socialist Realism was phased out by design and mixed-media techniques that were influenced by Western advertising. This lavishly illustrated study traces the development of the style and content of the Chinese propaganda poster in the decade of reform, from its traditional origins to its use as a tool for political and economic purposes.

Writing copy is often assumed to be a natural talent. However, there are simple techniques you can employ to craft strong written content with ease. This new, expanded edition teaches the art of writing great copy for digital media, branding, advertising, direct marketing, retailing, catalogues, company magazines and internal communications. Using a series of exercises and up-to-date illustrated examples of award-winning campaigns and communication, *Copywriting, Second Edition* takes you through step-by-step processes that can help you to write content quickly and effectively. Including insightful interviews from leading copywriters, as well as illustrated case studies of major brands that explore the challenges involved in creating cutting-edge copy, this book will provide you with all the tools you need to become a confident and versatile creative copywriter.

Know thyself: Explore the complex and amazing universe that lives beneath your skin From the eccentric museum La Specola in Florence comes this amazing collection of waxworks depicting human anatomy in all its dazzling complexity. A selection of wax bodies and body part and organ studies from the museum's collection is presented here; from skeletons to vein structures, organs to nerves, and arteries to the delicate pores of the skin, the human body is mapped out in meticulous and exacting detail. Texts explaining the human anatomy in layperson's terms and exploring the historical and cultural

significance of the wax figures complete this "total body experience".

Living in Provence

Encyclopaedia Anatomica

Alchemy and Mysticism

A Book for All Readers

Movies of the 80s

D&AD. the Copy Book

Reproduction of the original: A Book for All Readers by Ainsworth Rand Spofford

The classic guide to creating great advertising now covers all media: Digital, Social, and Traditional Hey Whipple, Squeeze This has helped generations of young creatives make their mark in the field. From starting out and getting work, to building successful campaigns, you gain a real-world perspective on what it means to be great in a fast-moving, sometimes harsh industry. You'll learn how to tell brand stories and create brand experiences online and in traditional media outlets, and you'll learn more about the value of authenticity, simplicity, storytelling, and conflict. Advertising is in the midst of a massive upheaval, and while creativity is still king, it's not nearly enough. This book is an essential resource for advertising professionals who need up-to-date digital skills to reach the modern consumer. Turn great ideas into successful campaigns Work effectively in all media channels Avoid the kill shots that will sink any campaign Protect your work Succeed without selling out Today's consumer has seen it all, and they're less likely than ever to even notice your masterpiece of art and copy, let alone internalize it. Your job is to craft a piece that rises out of the noise to make an impact. Hey Whipple, Squeeze This provides the knowledge to create impressive, compelling work.

30枚のポストカードから成るイラスト集。

100 Ans de Pubs de Mode

The Most Beautiful Illuminated Bibles of the Middle Ages

Atget

永遠のエロティカ

Successful Writing for Design, Advertising, Marketing

Plus Belles Bibliothèques Du Monde

In 1995, the D&AD published a book on the intricate art of writing for advertising. Now, D&AD and TASCHEN join forces to bring you this redesigned edition with essays by 53 leading professionals from across the world. This book isn't just indispensable for marketing writers who needs to win people over online, on...

Fables, folklore, and fantasy--this compendium of all things alchemical and mystical gathers centuries of esoteric mythology in the form of drawings, paintings, and prints. From early Christian mystics to the illustrations of William Blake and the Romantics, this collection spans

philosophy, and otherworldly mystery over the ages.

Discover 50 of the most exquisite and important medieval bible manuscripts, at once art historical treasures and precious religious artifacts. In partnership with the Austrian National Library, this stunning collection spans every epoch of the Middle Ages, revealing both the evolution of the book and the shifting history of the age.

The "Little Book of Big Penises" features more than 150 massively endowed models from the 1940s through the 90s, in a compact version of an overstuffed edition.

Genius of the Century

The Greatest Traveler of His Time, 1892-1952

Cent Vues Célèbres D'Edo

The Advertising Concept Book

Burton Holmes Travelogues

Du Monde Antique Au XIXe Siècle

Contains 575 illustrations including architectural plans, studies, photographs, sketches, and models record not only the realized works but also the leading principles and personalities of this idealistic creative community through its three successive locations in Weimar, Dessau, and Berlin.

Reichhaltig illustriertes Werk über Lampen und Leuchten von den Anfängen bis zur Gegenwart: Geschichte, Entwicklung, Modelle, Designer und Werkstätten.

One name in the history of the 20th century art stands out over all others: Pablo Picasso (1881-1973). As painter, graphic artist and sculptor, he displayed an inventive enterprise and innovative bravado that always kept him one step ahead of his contemporaries. As one of them, the painter Max Ernst, ruefully put it: No one can touch Picasso. He is genius incarnate. The works selected here cover Picasso's entire output, from the less familiar to key masterpieces such as Guernica, from the Blue and Rose Periods early in his career through his cubist and classicist phases and the formal experiments of the Thirties to his later involvement with politics in art. Discusses the life and work of the well-known twentieth-century painter, describing how his art was influenced by the events in Spain and his early years there.

A magnificent reprint of maps that create a vivid sense of the life and character of cities in Renaissance Europe, Asia, Africa and Central America - Gives unusual details and selected extracts from the original text and an in-depth commentary - First published approx. 1572-1617.

The Book of Bibles

How Some of the Best Advertising Writers in the World Write Their Advertising

1475-1564 : the Graphic Work

A Cartographic Reader

Modern Art

Renoir

For many, a map is nothing more than a tool used to determine the location or distribution of something—a country, a city, or a

natural resource. But maps reveal much more: to really read a map means to examine what it shows and what it doesn't, and to ask who made it, why, and for whom. The contributors to this new volume ask these sorts of questions about maps of Latin America, and in doing so illuminate the ways cartography has helped to shape this region from the Rio Grande to Patagonia. In *Mapping Latin America*, Jordana Dym and Karl Offen bring together scholars from a wide range of disciplines to examine and interpret more than five centuries of Latin American maps. Individual chapters take on maps of every size and scale and from a wide variety of mapmakers—from the hand-drawn maps of Native Americans, to those by famed explorers such as Alexander von Humboldt, to those produced in today's newspapers and magazines for the general public. The maps collected here, and the interpretations that accompany them, provide an excellent source to help readers better understand how Latin American countries, regions, provinces, and municipalities came to be defined, measured, organized, occupied, settled, disputed, and understood—that is, how they came to have specific meanings to specific people at specific moments in time. The first book to deal with the broad sweep of mapping activities across Latin America, this lavishly illustrated volume will be required reading for students and scholars of geography and Latin American history, and anyone interested in understanding the significance of maps in human cultures and societies.

Scandtastic!: The best of design from northern Europe Scandinavians are exceptionally gifted in design. They are world-famous for their inimitable, democratic designs which bridge the gap between crafts and industrial production. The marriage of beautiful organic forms with everyday functionality is one of the primary strengths of Scandinavian design and one of the reasons why Scandinavian creations are so cherished and sought after. This all-you-need guide includes a detailed look at Scandinavian furniture, glass, ceramics, textiles, jewelry, metalware and industrial design from 1900 to the present day, with in-depth entries on over 180 designers and design-led companies, plus essays on the similarities and differences in approach between Norway, Sweden, Finland, Iceland, and Denmark. Also included is a list of important design-related places to visit for readers planning to travel to Scandinavia. Including: DESIGNERS Verner Panton, Arne Jacobsen, Alvar Aalto, Timo Sarpaneva, Hans Wegner, Tapio Wirkkala, Sigvard Bernadotte, Stig Lindberg, Ingeborg Lundin, Finn Juhl, and many others. COMPANIES Fritz Hansen, Artek, Le Klint, Gustavsberg, Iittala, Fiskars, Volvo, Saab, Orrefors, Royal Copenhagen, Holmegaard, Arabia, Marimekko, George Jensen, and many more.

Featuring more than 500 ads from the Jim Heimann Collection, this collection of fashion advertisements spanning 1900 to 1999 gives readers a stylish retrospective on the century that defined, redefined, and reinterpreted fashion.

The superstars and leading professionals in the business of writing ads In 1995, the D&AD published a book on the art of writing for advertising. Though now outdated, the best-selling book remains an important reference work today--a bible for creative directors. D&AD and TASCHEN have joined forces to bring you an updated and redesigned edition of the publication, including works from the last 15 years. Regarded as the most challenging field in advertising, copywriting is usually left to the most talented professionals--often agency leaders or owners themselves. The book features a work selection and essays by 48 leading professionals in the world, including copywriting superstars such as David Abbott, Lionel Hunt, Steve Hayden, Dan Wieden, Neil French, Mike Lescarbeau, Adrian Holmes, and Barbara Nokes. Looking for the clues to well-written, effective, and compelling stories that make great advertising? Look no further.

1000 Lights: 1878-1959

André de Dienes. Marilyn Monroe

Circus Mania!

Scandinavian Design

Chinese Propaganda Posters: From Revolution to Modernization

Painter of Happiness

This book's 140 A-Z entries include synopses, film stills, and production photos.

Masterpieces under the microscope: Paintings' hidden secrets revealed This important addition to our understanding of art history's masterworks puts some of the world's most famous paintings under a magnifying glass, to help us look much, much closer at images we might have thought we knew well. Guiding our eye to the minutiae of subject and symbolism, Rose-Marie and Rainer Hagen help us become detectives of details, solving the mysteries of a masterpiece through its most small and subtle elements. Is the bride pregnant? Why is just one candle burning in the chandelier? And what does the mirror in the background reveal? As they address these and many more intricacies in some of art's most celebrated scenes, the authors not only offer us a vastly enriched appreciation of these paintings, but also shed light on the fashions and lifestyles, loves and intrigues, politics and people that first informed and inspired these works. Delve in and be dazzled, as even the most familiar panels and canvases come alive anew in all the intricacies of their composition and in a very real sense of context of time and place.

Now thoroughly revised and updated, this systematically presented coursebook tells you everything you need to know about advertising, from how to write copy and choose a typeface, to how agencies work and the different strategies used for print, TV or cinema and other media, including interactive. Exercises throughout help the reader judge their own work and that of others. By getting to the heart of the creative process in a way that other guides don't, the book can help anyone produce better advertising. This new edition features a thoroughly revised and updated chapter on interactive advertising, with new exercises and some thirty new illustrations. 'Invaluable' Creative Review 'Enormously encouraging, practical and entertaining. If this book could stand in front of a class (of creative students) and talk, I'd be out of a job.'

Tony Cullingham, Course Director, The Watford Creative Advertising Course, West Herts College

There are a lot of great advertising books, but none that get down in the dirt with you quite like this one. Thomas Kemeny made a career at some of the best ad agencies in America. In this book he shows how he got in, how he's stayed in, and how you can do it too. He breaks apart how to write fun, smart, and effective copy-everything from headlines to scripts to experiential activations-giving readers a lesson on a language we all thought we already knew. This book is not a retrospective from some ad legend. It's a book that should be instantly useful for people starting out. A guide for the first

few years at a place you'd actually want to work. Traditionally, advertising books have been written by people with established careers, big offices and letters like VP in their titles. They have stories from the old days when people could start in the mailroom. They are talented. That's been done. Who wants another book filled with seasoned wisdom? This is a book written by somebody still getting his bearings. Someone who has made an extraordinary number of errors in a still short career. Someone who has managed to hang onto his job despite these shortcomings.

Bauhaus. Updated Edition

Leonardo Da Vinci

Michelangelo

The Copy Book

Costume Historique

Jazz Covers

In this photographic journey, Massimo Listri travels to some of the oldest and finest libraries around the world to celebrate their architectural and historical wonder. From medieval to 19th-century institutions, private to monastic collections, this is a cultural-historical pilgrimage to the heart of our halls of learning and the stories they tell.

Often misunderstood, Pierre-Auguste Renoir remains one of history's most-loved painters--undoubtedly because his work exudes such warmth, tenderness, and good cheer. Gathering brilliant reproductions and sketches, as well as photos and a complete chronology illustrating his life and work, this is the essential work of reference on Renoir.

A dazzling reprint of Hiroshige's views of Edo (modern-day Tokyo), one of the masterpieces of the ukiyo-e woodblock tradition and a paradigm of the Japonisme that inspired Impressionist, Post-Impressionist and Art Nouveau artists, from Vincent van Gogh to James McNeill Whistler.

"This most extraordinary edition celebrates Michelangelo's graphic work with a selection of his most masterful and mesmerizing of drawings" Graphic beauty Breathtaking drawings Few artists can claim such tenacious fame across continents and centuries as Michelangelo Buonarroti (1475 - 1564). His achievements as a sculptor, painter, draftsman, and architect remain unrivalled and unique. This fresh edition celebrates the artist's graphic work, with a selection of his most masterful and mesmerizing drawings. Gathered from some of the world's most prestigious collections, these works show the full ambition and reach of Michelangelo's practice, spanning architectural elements, facial expressions, and countless, meticulous

anatomical drawings. Whether finely tuned or left unfinished, each and every drawing testifies to the artist's dedicated scrutiny of the world around him and his compelling mastery of line, form, and detail. There is an intimacy in these works, too. As differ

Think Now, Design Later : a Complete Guide to Creative Ideas, Strategies and Campaigns

Copywriting Second Edition

D&AD. the Copy Book

Pablo Picasso, 1881-1973

Junior

100 Manga Artists

This volume presents the essence of the work of the great French photographer Eugène Atget through one hundred carefully selected photographs. Atget devoted more than thirty years of his life to the task of documenting the city of Paris and the surrounding countryside, and in the process created an oeuvre that brilliantly explains the great richness, complexity, and authentic character of his native culture. John Szarkowski, an acknowledged master of the art of looking at photographs, explores the unique sensibilities that made Atget one of the greatest artists of the twentieth century and a vital influence on the development of modern and contemporary photography. The eloquent introductory text and commentaries on Atget's photographs form an extended essay on the remarkable visual intelligence displayed in these subtle, sometimes enigmatic pictures.

Discover the latest and the greatest of Japan's manga scene. This revised and updated edition features classic maestros like Osamu Tezuka (creator of Astro Boy) and Katsuhiro Otomo (creator of Akira) as well as the most exciting newcomers such as Hajime Isayama and, of course, their fictional superstars.

Following the success of *Illustration Now!*, this installment presents a new selection of illustrators from all around the world on a budget price. Whereas the first volume brought together a fascinating mix of star illustrators and brand new faces that together formed the face of illustration around the world, *Illustration Now! Vol. 2* is even more exciting, featuring illustrators from over 20 countries, with styles ranging from cutting edge to traditional. Also included is a dialog between design specialist Steven Heller

and German illustrator Christoph Niemann about illustration's role in the world today. This book is perfect not only for creative professionals and illustration students, but also artists and anyone with an appreciation for visual language.

Over 200 paintings, sculptures, photographs, and conceptual pieces trace the story of modern art's innovation and adventure. With explanatory texts for each work, and essays introducing each of the major modern movements, this is an authoritative overview of the ideas and the artworks that shook up standards, assaulted the establishment, and...

100 Masterpieces in Detail

The Polaroid Book

Illustration Now!

Domus 1940-1949

Hey, Whipple, Squeeze This

The Classic Guide to Creating Great Ads

In existence for over 50 years, the Polaroid Corporation's photography collection is the greatest collection of Polaroid images in the world. Begun by Polaroid founder Edwin Land and photographer Ansel Adams, the collection now includes images by hundreds of photographers throughout the world and contains important pieces by artists such as David Hockney, Helmut Newton, Jeanloup Sieff, and Robert Rauschenberg. The Polaroid Book, a survey of this remarkable collection, pays tribute to a medium that defies the digital age and remains a favorite among artists for its quirky look and instantly gratifying, one-of-kind images. ? over 400 works from the Polaroid Collection ? essay by Polaroid's Barbara Hitchcock illuminating the beginnings and history of the collection ? technical reference section featuring the various types of Polaroid cameras Features broad selection of jazz record covers from 1940s through the decline of LP production in the early 1990s - fact sheet listing name, art director, photographer, illustrator, year, label and more.