

Cartoon Movie Posters

Bruce Hershenson

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Bruce Hershenson : Cartoon Movie Posters before purchasing it in order to gauge whether or not it would be worth my time, and all praised Cartoon Movie Posters:

0 of 0 people found the following review helpful. you'll love this book By john ponchak If you grew up on movies in the '50's, you'll love this book. The color prints are magnificent. 10 of 10 people found the following review helpful. **CARTOON MOVIE POSTERS: Serious Collecting Meets the Fun Zone** By Greg Douglass I'll be truthful: I received Bruce Hershenson's **CARTOON MOVIE POSTERS** as part of a "grab-bag" special he was throwing a couple of years back. My tastes lie in the somewhat more arcane area of Horror Science Fiction posters. What would a guy like me who covets copies of posters like **BEAST WITH 1,000,000 EYES** want with...harmless, namby-pamby kid's stuff? Plenty, as I soon discovered once I opened this excellent book. First-the reason I had been so unaware of cartoon posters, especially ones from the seven minute variety, is that so many of them are practically extinct. Cartoons, being the **VERY** bottom of the bill, were treated as 4th-class citizens, and if the studios bothered to make a poster at all, there weren't very many of them and the vast majority of those were tossed. What a shame! This book, which contains

close to 400 exquisitely printed images, is an absolute riot of color and imagination that easily rivals any of my beloved fantasy pieces. Starting from cartoon pioneer Windsor McCay in 1911 and ending with the X-rated FRITZ THE CAT in 1972,(and touching on all points in between), Bruce includes examples ranging from the obvious (Disney, Warner Bros, Fleischer) to the wonderfully obscure (there are several pages of pictures from Ub Iwerks'fairy tale cartoons from the 30s that are gorgeous, more than a little strange, and as rare as hen's teeth.) If you have even a passing interest in movie posters, it is mandatory that you order at least a couple of Hershenson's poster volumes. If you are a rabid, hopeless poster fiend like myself, they are invaluable for both reference and entertainment. Everything about them is first-rate: the printing, the choice of posters (ah, those 30s 40s Disney 1-sheets...!)the short, inobtrusive, well-written snippets regarding the history of various posters: it's very tough to find fault here. This is the perfect gift for hard-core poster geeks and casual film/cartoon aficionados alike. Five stars all the way, and...abbah-dee, abbah-dee, abbah-dee....That's All, Folks!0 of 0 people found the following review helpful. A beautiful book on every level!By David KusumotoEveryone has their own favorite film genre (animation, action and adventure, science fiction, etc.). Next to crime/film noir films, animation is mine. The beautiful thing about this book is the unexpected. Rather than delve into the standard Disney fare (which is included in great detail nevertheless), this book includes artwork from posters from "lesser seen or only mildly popular" titles. Besides Disney, everything from Fleischer to Avery is represented, works of art that can only be bought for thousands of dollars today at many of America's high echelon auction houses. If you are the least bit interested in the jaw-dropping beauty of what has become a lost art -- the exercise of drawing images associated with the advertising of a Hollywood film -- this is the book to have. This book is part of movie poster maven Bruce Hershenson's exhaustive multi-volume series of books highlighting the history and beauty of what much of mainstream America has only in the last ten years begun to recognize. And that is movie posters are a "popular art" form that can stand proudly next to all other styles of art from gothic to modern, from expressionist to impressionist. Great film art borrows from all of these styles and this volume, which focuses only on posters associated with animated films, illustrates innumerable examples whereby despite the restrictive nature of the genre (cartoons), not all posters went in the same direction in terms of style and presentation. From Pinocchio to Popeye, Hershenson and Allen have built an incredible archive (and legacy) of images in all of his books, capturing a period (when all posters were drawn by hand and then printed, as opposed to today's method of using photographic stock and manipulating them digitally and printing them by the thousands) that would otherwise be lost forever. A fine book for any collector (get the hardcover edition if you can, it's harder to find; if doesn't have it, it's available from Mr. Hershenson directly at mail@brucehershenson.com).

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