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Cuba Style: Graphics from the Golden Age of Design

Steven Heller, Vicki Gold Levi

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Steven Heller, Vicki Gold Levi : Cuba Style: Graphics from the Golden Age of Design before purchasing it in order to gauge whether or not it would be worth my time, and all praised Cuba Style: Graphics from the Golden Age of Design:

1 of 1 people found the following review helpful. Five Stars By New York EMR Lovely advertising images of a Cuba that no longer exists. 4 of 6 people found the following review helpful. Graphics, not Propaganda By L. LI haven't finished it and I can say that this book is a "must have", this images are worth not a thousand words but a million words (any Cuban could give you a million words speech in a matter of five minutes), this book is going to solve me just that, whenever somebody would ask me questions about Cuba before Castro, all I have to do is show them this book. This book will show you exactly what Graphics and Arts, in general, were before Castro, not the political propaganda that it became after the revolution - take as an example the image of Murder, Che Guevara, shown all over Cuba promising you "Victory" -. For some, this book will bring back memories and nostalgia, for others like me, born and raised during the communist period, a confirmation that things were a lot better, not perfect, not the paradise they proclaimed it was, simply the place to be, it was for most Cubans the place to be born Cuban and die Cuban. 0 of 0 people found the following review helpful. Cuba Style Graphics, pre-Revolution, Excellent! By Gene Everything Cuba is interesting to me, so this is just one more piece of the crazy pre-revolution puzzle. Excellent reference book and

give's you a great snapshot of Cuba BC (before castro) and begs the question: what are they thinking!Not much if any of this exists at all in modern Cuban society, on the island anyway.

This year marks the 100th anniversary of the founding of the national republic of Cuba. To usher in the centenary, Steven Heller and Vicki Gold Levi have collected hundreds of vintage graphics of Cuba from the 1920s to the 1959 revolution. Cuba Style recalls the days of glory when the island was a veritable resort colony for Americans and Europeans who came in search of Latino music and dancing, gambling, tropical romance, and the best beaches in the Americas. To advertise these attractions, Cubano graphistos combined elements of Art Nouveau, Art Deco, Bauhaus modernism, and Vegas-style kitsch in a distinctly Cuban sensibility. Cuba Style, the first book of its kind, reproduces a treasure trove of graphics from popular magazines, packaging, posters, and indigenous products such as liquor and cigars. It is a visual history of Cuba in its golden age as well as a wellspring of capitalist extravagance, seen here through the rare graphics of its extraordinary and now lost popular culture.

About the AuthorSteven Heller is the art director of the New York Times Book . He is the author of over ninety books on graphic design, popular art, and satiric art. He lives in New York City.Vicki Gold Levi is a historical picture editor, photography curator, and author who has worked for Esquire, Mirabella, and New Woman. Co-founder of the Atlantic City Historical Museum, she lives in New York City.