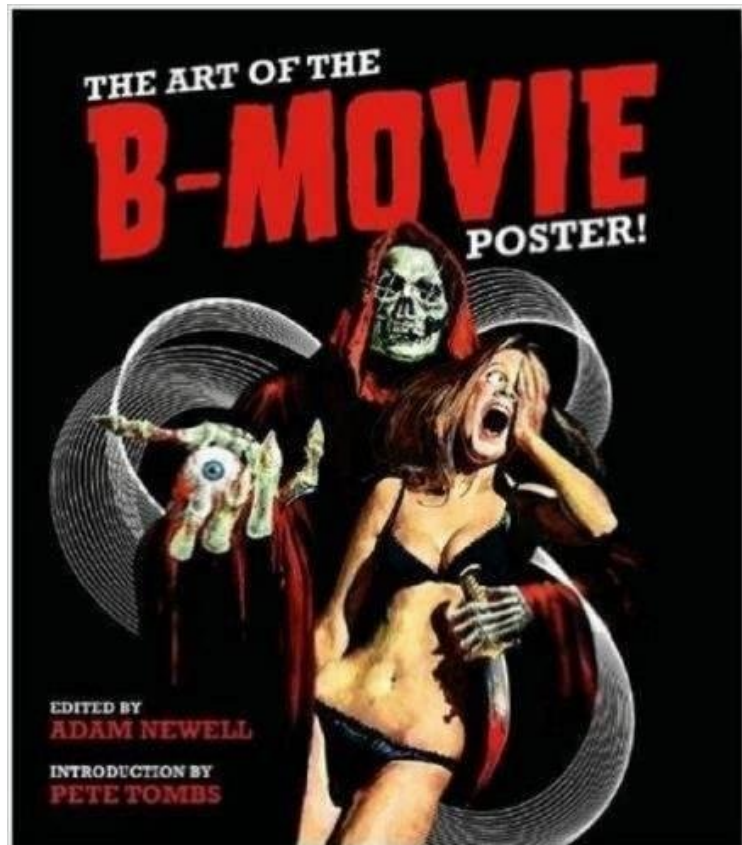


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## The Art of the B Movie Poster

*Adam Newell, Pete Tombs, Kim Newman, Eric Schaefer, Simon Sheridan, Stephen Jones, Vern  
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**Adam Newell, Pete Tombs, Kim Newman, Eric Schaefer, Simon Sheridan, Stephen Jones, Vern : The Art of the B Movie Poster** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Art of the B Movie Poster:

3 of 3 people found the following review helpful. Beautiful book crammed with outrageous movie poster art!By City SasquatchGorgeous book loaded with a stunning variety of posters. Easily one of the very best books on this genre of posters. Some of the pics are bit small but for the amount on display this is slight complain, most photos are perfect size. I truly love these lost treasures and own several in the book, so perhaps I'm biased when I say this is one of my very favorite books in my collection0 of 0 people found the following review helpful. very good bookBy Albert M. KapustarGreat little book with many ,many posters from all genders of b movies from exploitation to teen movies to foreign movies to horror to blaxploitation.The 2 criticisms are due to the many B movies a lot got left out.It would have taken a book 3 times as big as this 300 plus page book to do justice to all the posters needed.The second criticism is many of the posters are very small to fit them all in.Still Its the best B movie poster book i have run across and to me worth the money.0 of 0 people found the following review helpful. Got this book as a gift for my boyfriend; ...By mumblefratGot this book as a gift for my boyfriend; he loves it. Very in depth with lots of interesting facts about the

movies and their subgenres.

Exploding off the page with over 1,000 of the best examples of exploitation, grindhouse, and pulp film poster design comes *The Art of the B Movie Poster*, a collection of incredible posters from low-budget films from the 1940s, 50s, 60s, and 70s. Once relegated to the underground and midnight movie circuit, these films and their bombastic advertisements are experiencing a surge of mainstream popularity driven by fans appreciative of the artistic skill, distinctive aesthetic, and unabashed sensationalism they relied on to make a profit, with the quality of the poster often far surpassing that of the film itself. The book celebrates this tradition with sections divided into 'moral panic' films, action, horror, sci-fi, and of course, sex, each introduced with short essays by genre experts such as Kim Newman, Eric Schaefer, Simon Sheridan, Vern, and author Stephen Jones, winner of the Horror Writer's Association 2015 Bram Stoker Award for Non-Fiction. Edited by Adam Newell and featuring an introduction by author and filmmaker Pete Tombs, *The Art of the B Movie Poster* is a loving tribute to the artwork and artists that brought biker gangs, jungle girls, James Bond rip-offs and reefer heads to life for audiences around the world.

' . . . one more seminal text is about to be added to the canon: *THE ART OF THE B-MOVIE POSTER* from Gingko Press. The book is a veritable photographic study of exploitation advertising, interspersed with essays discussing the evolution of grindhouse cinema from the 30s until the death of Times Square. The text is a massive undertaking, and contains what seems to be reprints of nearly every movie poster to have ever graced Times Square, the Tenderloin, and your local dive theatre.' --Rue Morgue Magazine  
'The Art of the B-Movie Poster offers a stark contrast to the current climate, where movie posters is slapped together in Photoshop with little artistic integrity for digital consumption. More than a mere coffee table art book (although it makes a great one), Newell's effort doubles as a marketing case study. It just so happens that the advertisements celebrate graphic and exploitative images. That's what I call educational and fun.' --Broke Horror Fan  
'This is an amazing coffee table book that no self-respecting exploitation movie fan could walk past and not open it up and slowly start to page through.' --Kitley's Krypt