

## The art of the b-movie poster !

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# The art of the b-movie poster !

*De Gingko Press*

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320 pages

Revue de presse

"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)." --***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*** Présentation de l'éditeur

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.

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