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# Hitchcock Poster Art



## Synopsis

Published for the centenary of Hitchcock's birth, a stunning collection of international posters and promotional material covering his entire career. Alfred Hitchcock's style was unmistakable, and his films more than ever are revered the world over--any list of the greatest films of all time is sure to include titles like *Psycho*, *Dial M for Murder*, *Vertigo*, and *North by Northwest*. For the centenary of the director's birth, renowned Hitchcock specialist Mark Wolff and Tony Nourmand, the owner of the Reel Poster Gallery, offer this extraordinary look at the way Hitchcock's influence reached even to the art of graphic design. In full color layouts, Wolff and Nourmand survey the promotional art--including posters, lobby cards, and other promotional materials--of Hitchcock's entire career, including material so rare that the copy photographed for this book is the only one known to have survived. Among the treasures displayed: an American poster for *Woman to Woman*, the 1923 film for which Hitchcock wrote the screenplay and served as assistant director and art director; a poster for the first film he directed, *The Pleasure Garden* of 1925; and material from classic films like *Strangers on a Train* and *To Catch a Thief*. The collection consists of at least one item for each of the 39 movies Hitchcock directed and includes not only art from America and Britain, but also Belgium, Czechoslovakia, Denmark, France, Germany, Italy, Japan, Poland, and Spain, among others. *Hitchcock Poster Art* is an indispensable reference for all enthusiasts of Hitchcock and film in general, providing a fascinating look at the international scope of the master's influence and appeal.

## Book Information

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## Customer Reviews

A great tribute to Hitchcock's centennial, featuring not only movie posters, but also book and magazine covers, lobby cards and album (soundtrack) covers from 1925 to 1976. Here's a list of my favorites: Life (1963), Cahier du Cinema (1980), Strangers on a Trains, US (1951), To Catch a Thief, Italian (1955), The Trouble with Harry, Japanese (1955) and The Birds, Polish (1963).

the poster art is a nice blend of american and foreign and nicely captures the evolution of the medium, but the accompanying text is seriously worthless, consisting of synopses for each film written in the worst middle-school syntax and replete with glaring typographical errors. it would have been nice to read some informative blurbs about the poster art itself, and about how hitchcock, a master of self-publicity, advertised his pictures more broadly. the cover shot on the book is from the buzz-generating psycho campaign, yet the text accompanying the psycho posters mentions nothing of the policy of excluding tardy movie-goers from the picture so as to maximize the experience. the interested reader may find a broader collection of images online, although without the crisp clarity of the photographs in this book. three stars primarily because of the disappointing text.

What a treat! From a leading collector of Hitchcockiana comes a centennial celebration of the master's work through pithy reflections on all Hitchcock's work complemented by posters and other memorabilia that in themselves reflect the evolution of poster art through the century. One feels cheated by the crisp and witty commentary on the master's films--the commentary leaves you wanting much more.

This expertly comprehensive art book, written expressly to honor Hitchcock's centennial in 1999, remains an utter pleasure visually from start to finish. Bravo!

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