



# Airline Visual Identity 1945-1975

By M.C. Huhne

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**A super stylish journey: The ultimate sourcebook for the best airline graphic design**

This edition rounds up the most imaginative, influential and surprising designs of the airlines' commercial art from the “golden age of flying.” Arguably no other book has been produced with such technical sophistication in recent years. It provides an unprecedented outline of the development of the visual identities of thirteen pioneering airlines, combining innovative research and stunning, museum-like presentations of hundreds of spectacular aviation posters, other illustrations and photos.

Conceived by some of the world's top creative minds, such as Ivan Chermayeff, Otl Aicher, Massimo Vignelli, Academy Award winner Saul Bass, or advertising titan Mary Wells Lawrence, the designs found in the book's case studies also illustrate the shift from traditional methods of corporate design and advertising to comprehensive modern identity branding programs which took place in the same period.

To reproduce all of the images as precisely as possible, a total of seventeen different colors, five different varnishes, and two different methods of foil printing and embossing were used. The result is a book of exceptional vivacity that pushes the limits of modern art printing technology. The Premium Edition has received glowing reviews in leading media around the world, including The New York Times, Newsweek, CNN, New Republic, Slate, Adweek, and dozens of others in the United States, France, Britain, Germany, China, Japan, Switzerland, Austria, Australia, Spain, Italy, Norway, etc.

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## **Airline Visual Identity 1945-1975 By M.C. Huhne Bibliography**

- Sales Rank: #381621 in Books
- Published on: 2015-05-07
- Format: Deluxe Edition
- Original language: English
- Number of items: 1
- Dimensions: 16.10" h x 2.37" w x 12.20" l, .0 pounds
- Binding: Hardcover
- 436 pages

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## **Editorial Review**

### Review

Perhaps the most handsome book published in the Western world in the past two years. (*Newsweek*, November 8, 2015)

A meticulous overview of the vivid posters and design elements of the leading airlines. (*New York Times*, August 27, 2015)

A tactile blend of matte stock, gloss, foil and neon-accented finery, Matthias C. Huhne's book is a meticulously amassed gem that's sure to be adored by spotters and designers alike. (*Monocle*, March 17, 2015)

### About the Author

Matthias C. Hühne: the author is a property developer and owner of Callisto Publishers. His primary occupation since graduating from Harvard College in 1989 has been the development of high quality commercial and residential real estate projects. Hühne left his position as project manager with U.S. real estate pioneer Gerald D. Hines to found his own award-winning development company in 1996, and an architectural services firm a few years later. He collects and supports modern art as well as North American native art, and takes a special interest in commercial design and the history of architecture. So far, Huhne's books have received numerous glowing reviews in leading media around the world.

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