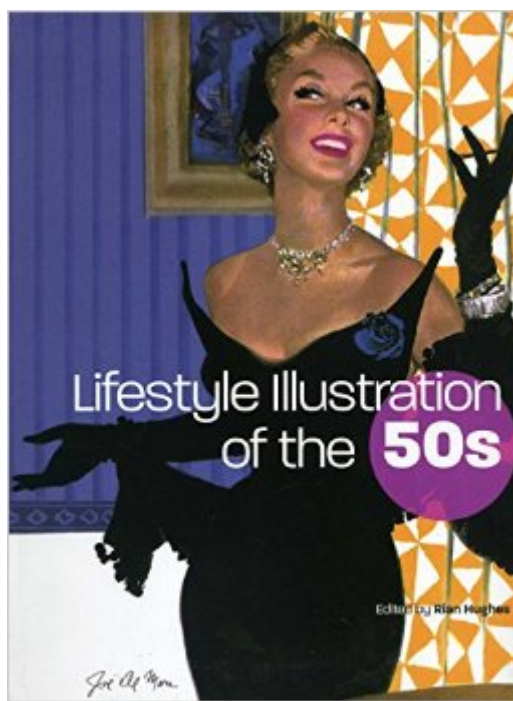


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# Lifestyle Illustration Of The 1950s



## Synopsis

An enthralling overview of the astonishing artistic skill of the leading lifestyle illustrators of the period, *Lifestyle Illustration of the 1950s* reveals the changing social aspirations of the post-war generation and their growing optimism for the future. Featuring over 1,000 beautiful and stylistically diverse illustrations, this volume charts the decade's progression as the new younger generation emerged from post-war austerity to shape a new, more aspirational culture. From stylish and urbane young couples in romantic clinches to professional men and women exploring their new-found affluence and growing independence, this book provides an unsurpassed insight into the changing styles, fashions, dreams and social mores of the Fifties. The Fifties was an era of forward-looking optimism, and the hopes and desires of these postwar years were elegantly captured in the stunning artwork of the period. *Lifestyle Illustration of the 1950s* is an extensive gallery of spectacular rediscovered and restored artwork by the most talented graphic artists of the day. An informative introduction explores places this long overlooked art form within the wider social context of the period, and in the process reveals how much our lifestyles have changed over the intervening years.

## Book Information

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## Customer Reviews

A very welcome addition to the earlier book *Lifestyle Illustration of the 60s*. This latest one follows the same format as the 60s with over 1300 illustrations and almost all of them in color. All the work is from women's magazine romantic fiction and I find it amazing that more than a hundred artists manage to find so many creative ways to show essentially the same thing: the emotional reaction

between a man and a woman. Like the 60s book the artists are British or American though there are a few contributions from continental Europe, Danish Kurt Ard has several paintings included. The prolific Coby Whitmore has the most in the book, more than fifty, all revealing what a brilliant artist he is, especially his compositions. Eric Earnshaw and Harry Hants together have more than eighty between them. Hants did a lot of covers for the British 'John Bull' weekly magazine, easy to spot as you go through the book because they are complete squared-up cover paintings. Other artists that have a good showing include Joe Bowler, Lynn Buckham, Joe DeMers, Gerry Fancett, Francis Marshall, Edwin Phillips, Andy Virgil, Jon Whitcomb and Walter Wyles but only one from my favourite (apart from Whitmore) Bernie Fuchs, he had a better showing in the 60s book. It's interesting looking through both books to notice a change of technique between the two decades. In the 60s book the brush style is much freer and casual, the compositions are more flexible with different points-of-view which is not seen so much in the 50s illustrations. There is a use of much more vibrant colors in the 50s work which by the 60s had merged into lots of red, orange and brown as the dominant colors. Both books show the best of romantic fiction illustration by masters of the genre, a wonderful visual and nostalgic look at a vanished art form.

I am a cartoonist. I am always looking for books I to add to my home collection for inspiration. E-books have their place, but for my personal artistic purposes I prefer the tactile experience of having an open book on my drawing table. A fellow artist I know had the "Lifestyle Illustrations of the 60s" book and I was shopping for that edition, but it's been out of stock. I saw the 50's version and jumped on it. From the previews alone, and having seen the 60s book up close, I knew I was going to love "Lifestyle Illustrations of the 50s". This is a hearty book chronicling 1950 to 1959 magazine art in vivid and expressive detail. The illustrations are magnificently reproduced showing each artist's name and the publication the image originally appeared in. At 512 total pages, this is an inch and a half of viewing enjoyment for many years to come. I would have preferred a hard cover, but the soft cover on this book is fairly thick and good quality. If you're looking at this book and are reading this review, you've already shown some inclination for the golden age. Get this book, immerse yourself in the images, and for a brief while you'll be transported back to an era of dapper men and glamorous ladies.

Beautiful collection of magazine art from the 1950's. Most of the images are good quality and very clear, though some of them are not so and probably obtained from inferior sources. Other than that a very fine book of a long gone era. Highly recommended.

This is a great book for artists and designers. Well researched. And if you read it you will be as jelly as I about how respected illustrators of yore were. As if I could expect a photoshoot just so I could have reference material, ha! But the art will inspire you to get out the paintbrush or digital tablet as it were and start making art.

An excellent book for those who want a glimpse of the 1950s as well as those who appreciate the art style from numerous artists during the 1950s! These high quality images allows you to view detail which may have been missed have the published decided to not consider the minute details the artists put into their work. I personally use this book for ideas for my art work! If you are looking to find styles similar to Robert E. McGinnis (and many others), Lifestyle Illustrations of the 50s will not disappoint you!

Same as my review for the 1960s book. Great quality images but would have liked to known the creative process involved in at least a couple of these paintings.

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