

## Travel Italia: The Golden Age of Italian Travel Posters

*Lorenzo Ottaviani*

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**Lorenzo Ottaviani : Travel Italia: The Golden Age of Italian Travel Posters** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Travel Italia: The Golden Age of Italian Travel Posters:

0 of 0 people found the following review helpful. Great coffee table bookBy CustomerMany fine illustrations with details of when the posters were made and by whom. As an aspiring artist, I found the pictures to be very inspirational.4 of 4 people found the following review helpful. Stunning reminder of a golden age of travelBy ChappsIt doesn't get any better than this. These posters were all produced to create an emotional response in the viewer - and they clearly still have that power. Many of these images make you want to step into the scenes they portray, back into a time before WWII, or just after that great war when women all looked like Sophia Loren or Gina Lollobrigida (or strived to), and all the men looked like Rossano Brazzi. The romance of the lake district, of the Amalfi Coast, of the ruins in Rome ... all surprisingly free of people, just waiting for you to enjoy. As a designer, these posters really get my creative juices flowing. The curves, the blocks of color, the bold vertical lines - some art deco

examples make you want to cry, they're so good. And all very Italian.0 of 0 people found the following review helpful.  
Five StarsBy AmericaAmazing book, beautifully written about the history of poster making and its path in Italy and great graphic design

Written and designed by Lorenzo Ottaviani, *Travel Italia* is a must-have gift for anyone who loves Italy or the art of poster design.

About the AuthorLorenzo Ottaviani is the Principal and Creative Director at Lorenzo Ottaviani Design, a design studio in New York City.Milton Glaser is among the most celebrated graphic designers in the United States. He has had the distinction of one-man exhibitions at the Museum of Modern Art and the Georges Pompidou Center. In 2004 he was selected for the lifetime achievement award of the Cooper Hewitt National Design Museum.