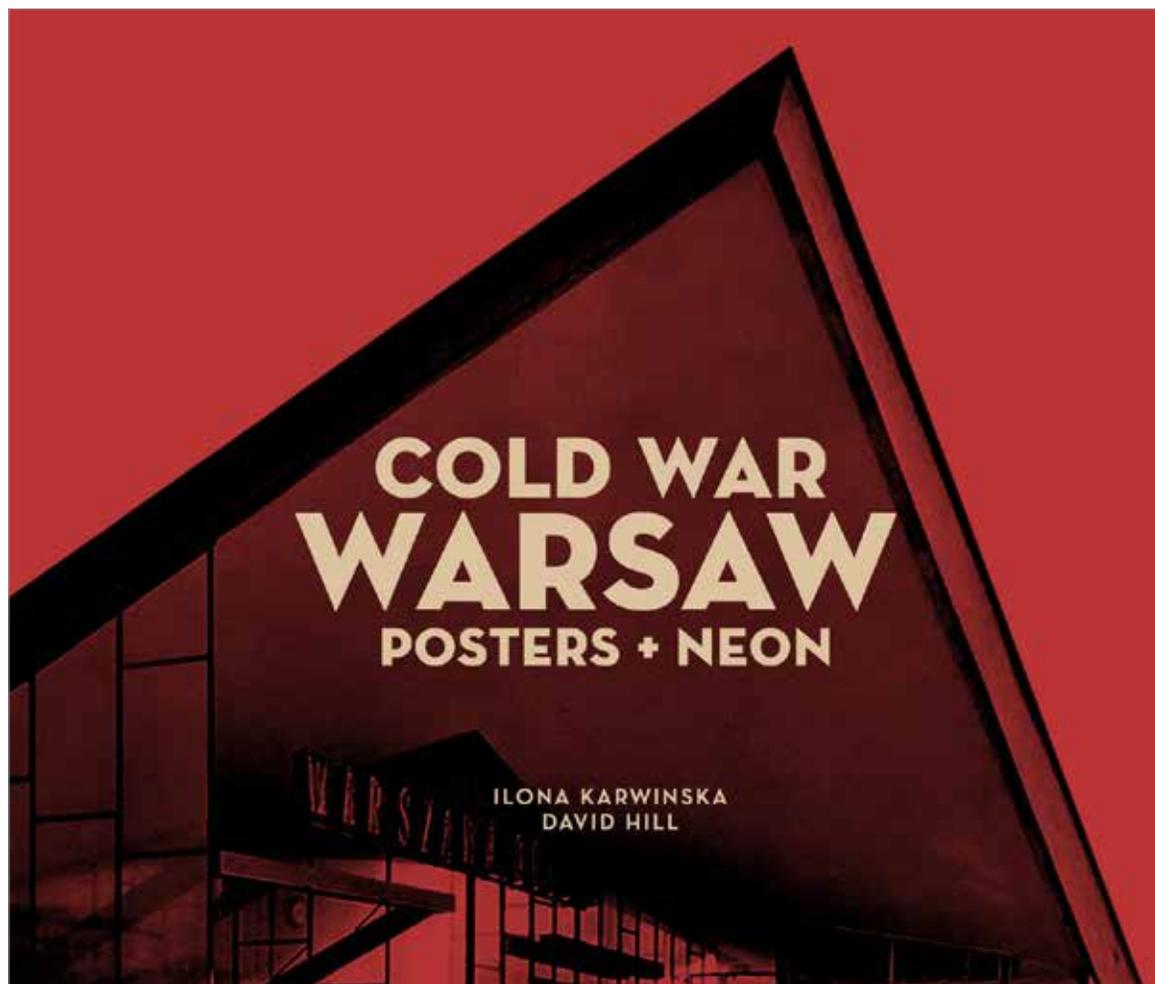




GHOST & CO.

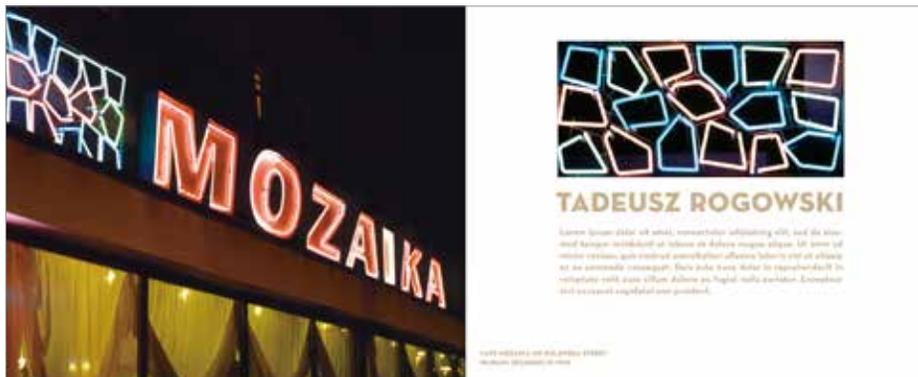
BOUTIQUE BOOK PACKAGERS





made clear is the link between the trends in Polish graphic design of the time and the creation of giant neon signs and symbols.

*Cold War Warsaw: Posters and Neon* authors Ilona Karwinska and David Hill have acquired the exclusive rights to this astounding collection. Working with an official city of Warsaw historian, the best materials from this treasure trove of Cold War design artifacts comprise this book, furthering the story of how a controlling government unknowingly served as the impetus for designs that are still admired, and copied, today.



## AUTHOR BIOS

**David Hill** is a London-based graphic designer and Founder and Director of the Neon Muzeum in Warsaw. **Ilona Karwinska** is a photographer (MA—Goldsmiths College London) and co-Director of the Neon Muzeum in Warsaw. Together they have authored and designed two previous books about Polish Cold War neon, which garnered reviews in *The New York Times*, *Creative Review*, *Eye*, *It's Nice That*, and media across Poland.

## MARKET ASSESSMENT

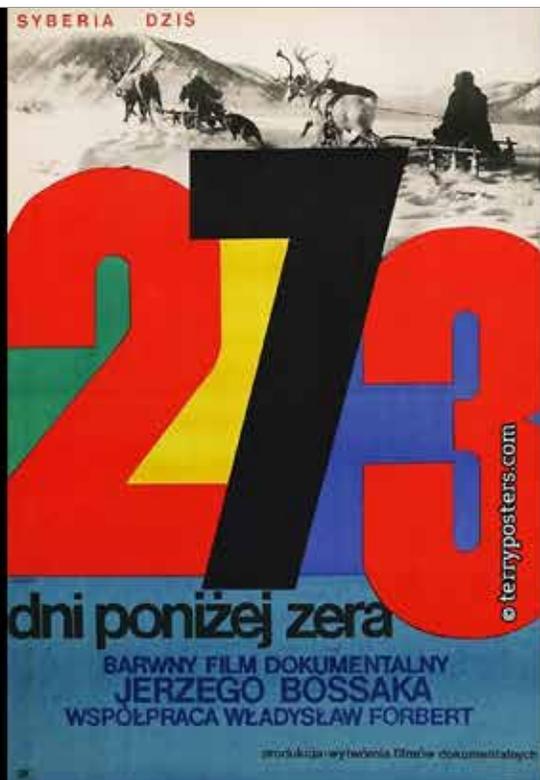
*Design created under political duress is always popular, and relevant:* Many books about politics and design have been released, focusing on how restrictive regimes unknowingly inspire boundary-pushing work; *Cold War Warsaw: Posters and Neon* is such a book.

*An untold story in the canon of international graphic design:* A great number of books have been dedicated to individual designers and design movements, but this story has never been told and the authors are the only ones with the access to tell it.

*A title sure to have long-term demand in special markets and classrooms:* Rigorously researched, carefully archived, and artfully photographed, the book's written and illustrated content cannot be replicated in any other book; it is an invaluable resource for design students and those interested in visual culture, Poland, and the Cold War.

## SIMILAR TITLES

- *Polish Cold War Neon* by Ilona Karwinska and David Hill (Mark Batty Publisher, 2011)
- *Soy Cuba: Cuban Cinema Posters From After the Revolution* by Carole Goodman, Claudio Sotolongo and Stephen Heller (Tricle Ediciones, 2010)
- *Soviet Posters: The Sergio Grigorian Collection* by Maria Lafont (Prestel, 2007)



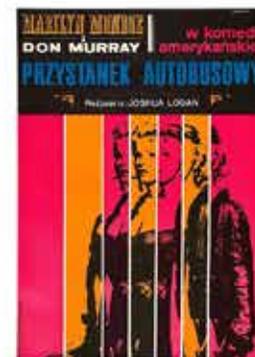
POSTER FOR WINNETOU MOVIE  
JANUSZ RAPNICKI 1964

POSTER FOR 273 MOVIE  
JANUSZ RAPNICKI 1967

## JANUSZ RAPNICKI

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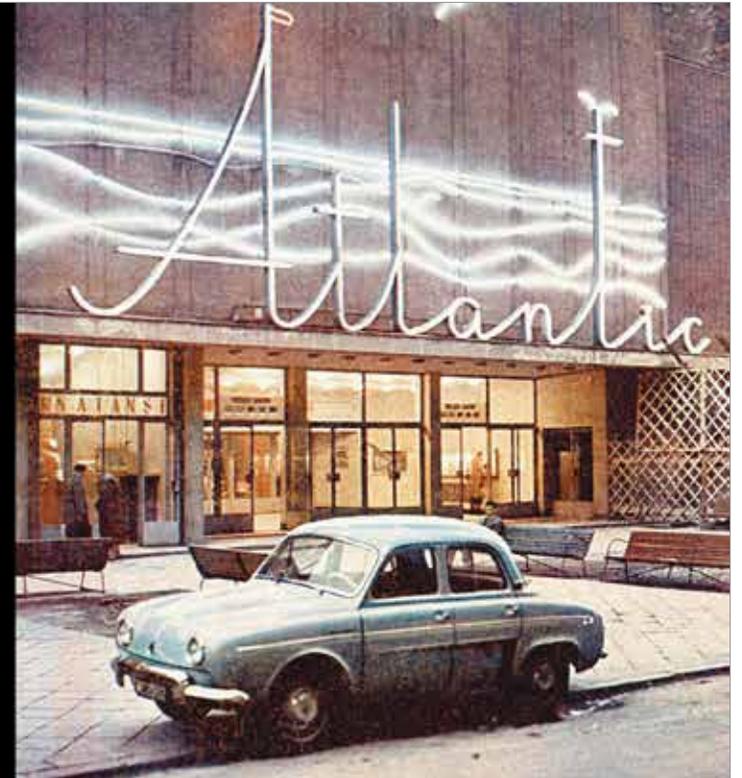




DESIGN OF THE "ATLANTIC"  
CINEMA NEON SIGN. TADEUSZ  
ROGOWSKI, CHMIELNA STREET  
37, 1959.

## TADEUSZ ROGOWSKI

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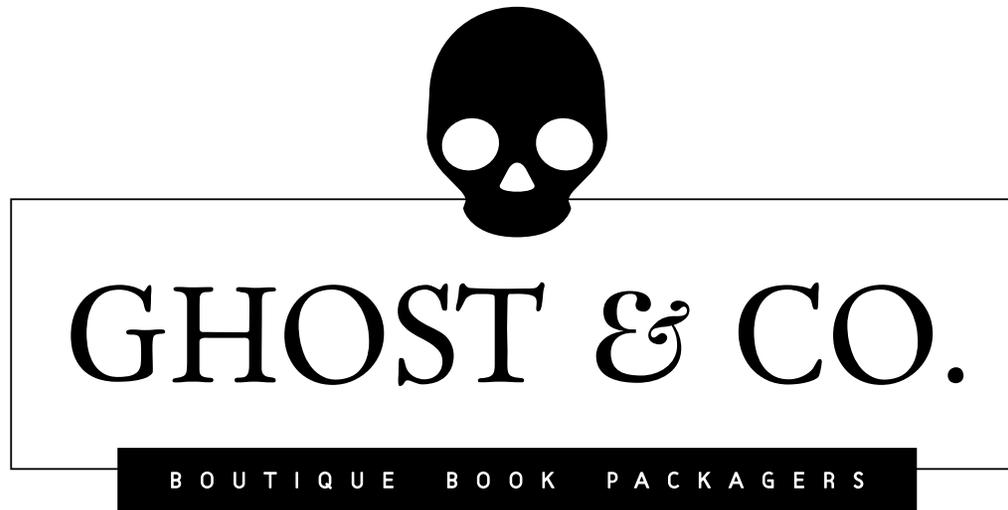




# COLD WAR WARSAW POSTERS + NEON



ILONA KARWINSKA • DAVID HILL



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