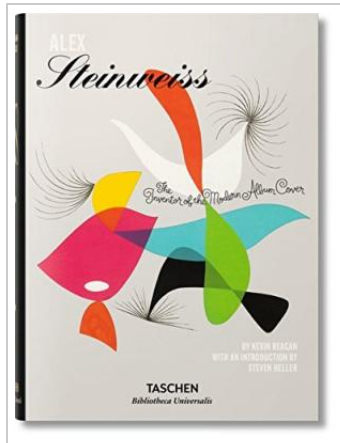



[DOWNLOAD](#)


Steinweiss: The Inventor of the Modern Album Cover (English, German and French Edition)

By Steven Heller

Taschen. Hardcover. Condition: New. 552 pages. Music for the eyes: The inventor of album art I love music so much and I had such ambition that I was willing to go way beyond what the hell they paid me for. I wanted people to look at the artwork and hear the music. Alex Steinweiss (1917-2011) invented the album cover as we know it. In 1940, as Columbia Records young new art director, he pitched an idea: Why not replace the standard plain brown wrapper with an eye-catching illustration? The company took a chance, and within months its record sales increased by over 800 per cent. Over the next three decades, Steinweiss made thousands of original artworks for classical, jazz, and popular record covers for Columbia, Decca, London, and Everest; as well as logos, labels, advertising material, even his own typeface, the Steinweiss Scrawl. His daring designs, gathered here in all their bright combinations of bold typography with modern, elegant illustration, revolutionized the way music was sold. The book includes Steinweiss personal recollections and ephemera from an epic career, as well as insightful essays by three-time Grammy Award-winning art director/designer Kevin Reagan and graphic design historian Steven Heller. About the Series: Bibliotheca Universalis Compact cultural companions celebrating...



[READ ONLINE](#)
[5.6 MB]

Reviews

A brand new electronic book with a new standpoint. It is written in basic phrases rather than confusing. It has been designed in an extremely basic way which is merely right after I finished reading through this publication where basically altered me, change the way I believe.

-- **Kitty Crooks**

This ebook is great. I am quite late in starting reading this one, but better than never. I am just easily will get a satisfaction of reading through a composed pdf.

-- **Brendan Doyle**