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Times Square Style: Graphics From The Golden Age Of Broadway



Synopsis

Before there was Vegas, and long before there was "reality television," there was Times Square. For a century, it has stood as the blazing Crossroads of the World; the sometimes magical, sometimes tawdry, but always spectacular epicenter of American commercial culture. Times Square Style is a visual compendium of the energy and dazzle and glamour that made the Great White Way the most famous -- and notorious -- place in America's most famous -- and notorious -- city. From Ziegfeld's Follies and George White's Scandals to titanic signs with screaming type -- Drink Pepsi! Smoke Camels! Good to the Last Drop! -- to burlesques with dancing girls in short, short skirts, this book brings to colorful life a trove of arcane, lost, and otherwise forgotten promotions, signs, flyers, programs, posters, records, napkins, advertisements, billboards, and other works of ephemera large and small. Times Square Style is published on the centennial anniversary of this defining American place, with more than 200 color images and 25 vintage black-and-white prints.

Book Information

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Customer Reviews

A razzle-dazzle collection depicting an outlandish, eccentric, unique crossroads. -- The New York Times, December 5, 2004
The Crossroads of the World epoch is gloriously celebrated. The amount of detail contained herein is astounding...way cool esoterica. -- PrintCritic
Vintage paper collector's heaven, grandly illustrated. -- Inside Antiques, November 2004

Steven Heller is the art director of the New York Times Book Review. He is the author of over ninety books on graphic design, popular art, and satiric art. He lives in New York City.
Vicki Gold Levi is a

historical picture editor, photography curator, and author who has worked for Esquire , Mirabella , and New Woman . Co-founder of the Atlantic City Historical Museum, she lives in New York City.

This book is full of colorful posters, promotions, advertisements and billboards that appeared in and around the New York's famed Times Square right from the Golden age of Broadway. There is energy, glamor and allure in its signs. The burlesques and Ziegfeld follies always had an element of eroticism in its depiction, but then again this is Time Square, ground zero for the promotion of the products of entertainment industry since its beginning. In 1915, D. W. Griffith opened his epic "Birth of a Nation" in Times Square and its success encouraged others to use this spot. The highlights of the book includes; front of Times Square subway station in 1904; the 1937 picture of New Year's eve celebration; advertisement poster for the Broadway show, "Ghetto" in 1899; still photographs of the 1933 film "42nd Street" filmed at Times Square; song sheets and theatrical posters of "Ziegfeld Follies;" the front pages of Theater Magazine (1931); the front of Elting Burlesque Theater (1931); the 1936 movie poster of "The Great Ziegfeld" and the 1937 movie poster of star-studded "Stage Door;" and the unravelling of 40 feet figure of Elvis Presley for his show, "Love me Tender" (1956). There are quite a few colorful presentations of the posters and billboards that are worth looking into. This book certainly interests any reader interested in the history of Manhattan and Times Square.

Obscure, hard to find...But when you do? !!!!!!!Paradigm shift.

Flick through this lovely paperback and you'll realise that the style of Times Square is to have no style apart from a bubbly exuberance, which jumps out from two hundred graphics shown. Some wonderful material has been selected, the chapter on the Great White Way has a spread of eighteen beautiful theater (always spelt theatre) programs and over the page illustrator Franz Felix has four stunning covers for Theatre Magazine. A nice touch is a page of eleven half-torn theater tickets (1947 to 1958) produced, it seems, by some local jobbing printer. Sign Spectaculars chapter includes ten postcards from 1914 to 1955 revealing the amazing neon displays around the Square. I've always noticed, over the years, the Bond Clothing store and their neon claim of Two Trouser Suits, now long gone I expect. The nine chapters just about cover everything the Square had to offer and the range of graphic material shown is very impressive. Well designed and printed, I think this super book will interest graphic designers, pop culture fans and New Yorkers who want a souvenir of their famous Crossroads of the World.***FOR AN INSIDE LOOK click 'customer images' under the cover.

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