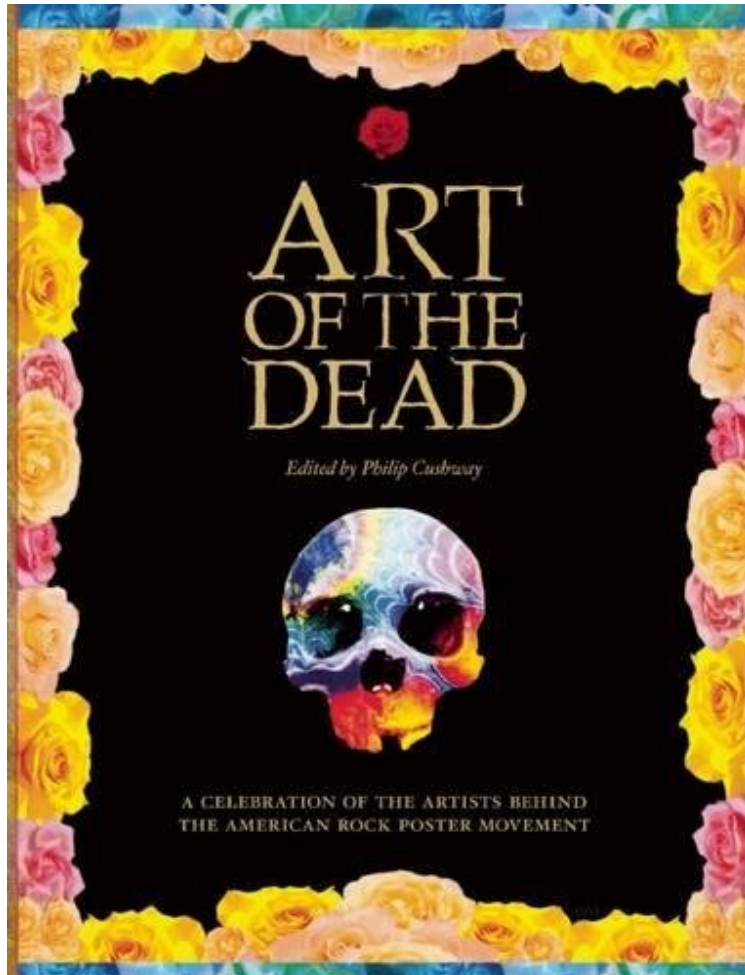


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Art of the Dead

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From Soft Skull Press : Art of the Dead before purchasing it in order to gage whether or not it would be worth my time, and all praised Art of the Dead:

7 of 7 people found the following review helpful. A NEW ROCK POSTER BOOK WORTH OWNINGBy Stuart Jefferson"The posters were real things in a real time, and a really far out time." Alton Kelley.It's been a long time since a book on 60's poster art has had anything remotely new to show fans (like me), and with great reproduction values to boot. This is that book. Is every poster new to viewers? No. But the approach by the editor (who's involved in the poster field and knows what he's talking about), and his choices of posters is top notch. Plus, editor Phil Cusway takes a different path-rather than simply reproducing posters, he goes into some historical detail about the poster making process. Overall this is probably a 5 "star" book, but for me, it's closer to 4 1/2 "stars"-but who's quibbling over 1/2 a "star"?This coffee table size book is full of great period poster work by many of the greatest artists of that era, and some lesser (or completely) unknown artists, along with essays by Greil Marcus, Mickey Hart, and Peter

Coyote, who were there when all this was happening. Don't think that the title means this is nothing but Grateful Dead posters-it's not. The band is used primarily as a jumping off point to anchor the story of poster art in this specific period. But you'll notice that the band figures in many of the posters, which is fine. But what's different (and pretty cool) about this particular book, is that the history of poster printing and manufacturing is also here-not in any great detail, and primarily limited to the "Grateful Dead era"-but enough to form a foundation for later artwork. Included are preliminary work sketches, printing plates, etc. But don't think this is some dry treatise on poster history/making-it's not. If (again like me) you already own books like "The Art Of Rock", and "The Art Of The Fillmore", etc., you should probably think about adding this book to your library. The inclusion of a number of rare posters or even some that are little seen by fans makes this book worth pouring over. The reproductions are crisp and clean, with many close to full page size-as they should be. Cushway also includes a few paragraphs (some with quotes from the artists and himself) from a number of the major artists, along with examples of their work. My only complaint (and it's totally self-serving) is that I wish many of the smaller reproductions could've been full page size (or close to it) to bring out the true beauty and wonder of each piece of art. The full effect of these posters can only be truly appreciated (and felt) at a larger reproduction size. But I realize doing so would've made the book prohibitively expensive, and/or unwieldy. Of course, nothing beats seeing these posters tacked onto telephone polls, fences, buildings, and taped to the occasional VW bus as it chugged by, in all their mind-numbing glory. I can remember seeing someone putting these posters up, and then noticing that they had disappeared a little while later-fans loved either the bands advertised and/or the poster itself-so many were taken down the same day. This book can easily sit next to other good poster books, along with the great rock poster book "Classic Rock Posters" (which I just finished reading but continue to look at the beautiful poster reproductions), edited by Mick Farren. I came across this beautifully done hardcover book as a "remainder" book at a chain book store. It's still available on-line. This is another great book with good reproductions, laid out chronologically, with informative captions, and essays on each loosely defined period of posters, beginning with early posters and continuing up through the punk era and beyond. If you haven't seen this book either, I suggest you check it out as well. Hopefully Cushway will publish a second volume, filled with even more awesome examples from that long ago era, that can still bring that exciting period back to life when looking at these wonderful pieces of art. 3 of 3 people found the following review helpful. The best thus far - excellent analysis and visually really fun!!! By John Q Public Superb! This is a fascinating, well-considered, and colorful exploration of the artistic aspects of the Grateful Dead. But, it is even bigger than that. It is also one of the most considered and insightful analysis of the whole psychedelic poster phenomenon thus far. Cushway's knowledge of the material is deep and thoughtful. It has the perspective of one who has been on the inside of the poster world for decades. It also is intelligent and thoughtful, using this privileged perspective to insightful analysis. There is not a ton of text, but it is incisive and well-articulated in its brevity. It sets the context splendidly for the visuals - most of the tale is told through gorgeous color images. It is fun - visually stunning. Worth it for them alone. But, the text gives it just enough substance to make this interesting (and indeed necessary) reading for any and all interested in psychedelic rock poster art and/or the visual phenomenon of the Grateful Dead. Even those who know this stuff pretty well will learn interesting things from this book. There are tons of books out there on rock stuff - some good, some mediocre, some pretty lame. This is one of the rare ones that are not just good, but actually great. Stop reading this review and just buy the book.... 2 of 2 people found the following review helpful. Good book POORLY packed. By Busy Tiger Nice book. Though I don't really care for the layout and design much. Still a great volume to add to your library if you are into this stuff. TOO BAD, however, that cannot, it seems, figure out how to ship a fine book like this without damage. This one was just thrown into a large box, free to bounce around and damage the dust jacket and bump the corners of the book. A shame to do that to a nice art book. I'm about to give up on for books.

The Art of the Dead showcases the vibrant, charismatic poster art that emerged from the streets of San Francisco in 1964 and 1966. It traces the cultural, political, and historical influences of posters as art back to Japanese wood blocks through Bell poque, on to the Beatniks, the Free Speech Movement, and the Acid Tests. Featuring interviews and profiles of the key artists, including Rick Griffin, Stanley Mouse Miller, Alton Kelley, Wes Wilson, and Victor Moscoso. The book uses Grateful Dead as the vehicle to tell the story of poster art as The Dead were the band that ultimately proved to be the most substantive and engaged partner for the artists and hence featured the best art of any rock n roll band ever. The book will follow a chronological evolution of the art from the bands origination in 1965 through Jerry Garcias death in 1995. The book is in four-color throughout, featuring iconic and rare images as well as extensive process material, including sketches, original art, blue lines, film, and printing plates that show how the art was created. It will also include essays by Greil Marcus, Peter Coyote, and Victoria Binder, as well as essays on the elements of the printing process from the original art to the final poster. Ultimately, the Art of the Dead makes the case that poster art is truly an original form of American fine art.

About the Author Phil Cushway is the owner of Artrock, the most extensive collection of rock posters in the world. He is widely credited with reviving interest in the original posters as well as spawning a whole new generation of artists.

He has published over 500 prints for bands like The Beatles, Led Zeppelin, Jimi Hendrix, and The Grateful Dead. He has published all of the key artists including, Griffin, Moscoso, Mouse, Kelley, Wilson, Kozik, Armiski and Coop.