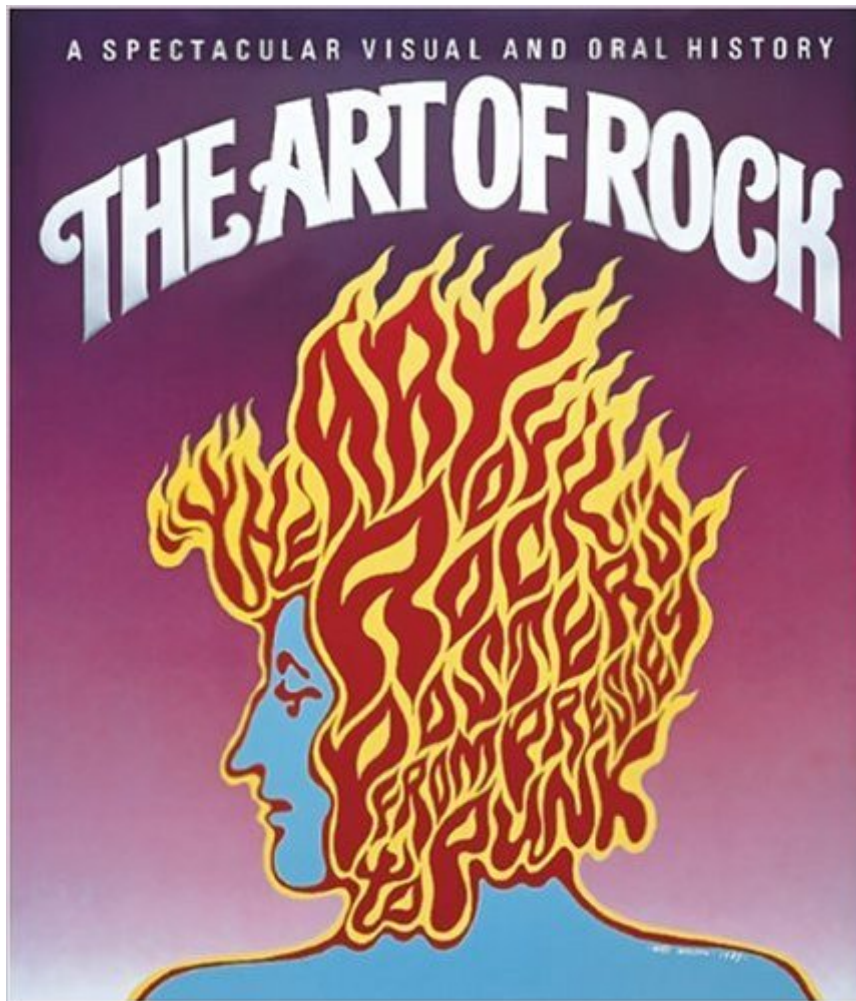


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# The Art Of Rock: Posters From Presley To Punk



## Synopsis

From the 1950s through today, here is the complete visual history of the rock concert poster: the funkier bills advertising Elvis, B.B. King, and Howlin' Wolf; the multicolored psychedelic hallucinations promoting the Grateful Dead, Dylan, and the Doors; the deliciously tasteless art for the Sex Pistols, Crime, and the Clash. From the Red Dog Saloon in San Francisco, where the psychedelic scene started, to CBGB, New York's punk Mecca, and beyond. 1,500 images searched out world-wide from clubs, attics, and bedrooms—as well as more formal collections—are reproduced in their original blazing colors. Replete with firsthand history—including exclusive interviews with scores of insiders, poster artists, musicians, and promoters—this is the ultimate high for the rock music fan, required reading for the poster collector, a treasure trove for the graphic artist, and a riotous feast for anyone who digs pop culture.

## Book Information

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## Customer Reviews

Bought it several years ago and I can't think of a book that I've referred back to as often as this. The in-depth coverage of the artrock scene is superb. It is especially in-depth on the psychedelic era of the sixties when posters were in their renaissance. CAVEAT EMPTOR!: Make sure you get the full size version NOT the pocket sized edition! Pocket size is nice but you will definitely want the FULL SIZE version.

Back in the 60's I designed a rock poster that is now a collectors item. Very few people ever knew

who designed it. I found the poster and my name on page 258 and in the credits he lists me as the artist. This man did his homework. If I'm there then he got the rock art scene covered down to the finest detail. Some of my oldest friends are only now discovering the poster from 1969 and what I created 35 years after the fact. It is my newest history book.

I wish I saw the previous review before I bought this book, because let me tell you, it is 100% accurate. This book is a piece of trash; it's completely worthless. The whole point of this book is to show off this beautiful art and how can you do that on a 4 inch page? While paging through this book I practically felt sick for spending the money on it, and also because of the disgrace it makes of the original. Please, don't make the same mistake I did; Don't waist your money on this book. Seek out an original in a used book store. It will probably cost quite a bit, but it's worth it.

This is a great book - bought because of a recommendation of a "rock poster society" (trps.org) member. Just be aware that there is a "mini" version that makes a great stocking stuffer, but it's not the full size original. So, if you're paying \$10 for a hardcover version online, assume it's the mini, not the \$50 version, and you won't be disappointed.

The Art of Rock (or AOR to rock concert poster enthisiasts) is a classic work that every collector must have. The hard-cover, now out of print, is a much-sought-after reference book with wonderful illustrations. In contrast, the paperback "reprint" is tiny in size and almost useless except for generating revenue for a publisher that misleads buyers into thinking that this is a faithful reproduction of the original. It isn't. Don't waste your money on the paperback. Search used-book sources for the original hardcover. The time it takes you to find it is well rewarded with superb illustrations of classic graphic artists of rock concerts in the 60's and 70's.

This is absolutely the most comprehensive collection of poster art celebrating rock n' roll. Whether thumbing thru and glancing at the artwork, or carefully reading the history behind each piece, it is a thoroughly enjoyable book. DON'T buy the paperback version of the book, as the images are a great deal smaller, and not near as magnificent as the hardcover edition.

I was unaware this "book" is only 4x5 inches. Kind of defeats the purpose of looking at posters. Man, what a rip off. The type on some of the "posters" is so small, that you will need a magnifying glass to read what band it is for. Don't waste your money

I have the original " The Art of Rock" and this one here I ordered to give a new copy to a friend and to my surprize when it came was a small book with out all the posters and guess what it was only 3.5" x4.0" in size. What a rip off!!!The original should have as its ISBN 0-89659-584-6 or ISBN 0-89659-584-3 (collector's edition)If this is what they are selling you then look for the 13.4" x11.4" originals, with 516 pages.

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