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## Dorothy and Otis: Designing the American Dream (Hardback)

By Norman Hathaway, Dan Nadel

HarperCollins Publishers Inc, United States, 2014. Hardback. Condition: New. Language: English . This book usually ship within 10-15 business days and we will endeavor to dispatch orders quicker than this where possible. Brand New Book. A lavish, gorgeously designed full-color collection that showcases the designs of Dorothy and Otis Shepard, two groundbreaking giants of early twentieth-century American advertising. Dorothy and Otis Shepard are the unsung heroes of early twentieth-century North American visual culture. Together, they were the first American graphic designers to work in multiple mediums and scales with equal skill and vision, and their work remains brilliant; yet their names are little known today. Dorothy and Otis chronicles their story in detail for the first time. It explores the Shepards penchant for abstraction and modernism, and shows how the advent of billboard advertising inspired their creativity-large campaigns that matched the grandeur of their lifestyle. Throughout, it demonstrates how their influence touched all aspects of consumer culture-from collaborating on the packaging for Wrigley s Gum and designing uniforms and logos for the Chicago Cubs to planning and promoting the resort island Catalina, where Stan Laurel, Oliver Hardy, Clark Gable, and other celebrities frequented. Dorothy and Otis illuminates their personal lives...



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### Reviews

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