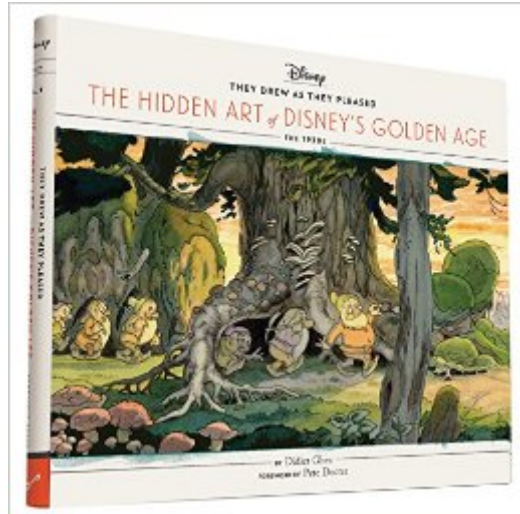


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# They Drew As They Pleased: The Hidden Art Of Disney's Golden Age



## Synopsis

As the Walt Disney Studio entered its first decade and embarked on some of the most ambitious animated films of the time, Disney hired a group of "concept artists" whose sole mission was to explore ideas and inspire their fellow animators. *They Drew as They Pleased* showcases four of these early pioneers and features artwork developed by them for the Disney shorts from the 1930s, including many unproduced projects, as well as for *Snow White and the Seven Dwarfs*, *Pinocchio*, and some early work for later features such as *Alice in Wonderland* and *Peter Pan*. Introducing new biographical material about the artists and including largely unpublished artwork from the depths of the Walt Disney Archives and the Disney Animation Research Library, this volume offers a window into the most inspiring work created by the best Disney artists during the studio's early golden age. *They Drew as They Pleased* is the first in what promises to be a revealing and fascinating series of books about Disney's largely unexamined concept artists, with six volumes spanning the decades between the 1930s and 1990s.

## Book Information

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## Customer Reviews

This book is a wonderful balance between informative text and gorgeously reproduced artwork. It is also printed at a physical size that is manageable. Some Disney art books are so oversized that it makes it difficult to enjoy as you fumble with them. It is a beautiful, designed with care package that contains delights and surprises on every page. No matter how knowledgeable you think you are about Disney, this book reveals how much all of us never knew that we never knew. While

knowledgeable Disney fans may recognize some of the names in this book, Didier truly brings these artists to life and shares why their contributions were so important to the earliest Disney animated cartoons of the 1930s. Didier is a well respected Disney historian whose other books including the amazing Walt's People series have enriched Disney history. By leveraging his connections, Didier was able to find not only artwork that has rarely if ever been seen since it was first produced but also information and insights to four Disney's legendary concept artists that have not been previously documented. While the book effortlessly guides the reader from page to page, a quick glance at the acknowledgements will reveal the depth of research Didier went through to find and organize this material. The book is a fun browse for a casual fan interested in Disney art but for those who want something more, Didier has created a valuable reference for further exploration and understanding. For any true Disney animation fan, this is a "must have" for your collection.

I was amazed as I thumbed through the book at the diversity, quality, and sheer beauty of the art work contained in this volume. I have over 300 Disney themed books in my collection, and I am used to seeing the same art work "recycled". Not so with this book!! Most of the art I have never seen before! The text is lively and informative, giving insight into the artists' lives and influences. I will return to this beautiful book again and again to enjoy all it contains.

About the best recommendation I can give to this book comes from my wife. She enjoys Disney but is by no means the fanatic that I am. When the book arrived, and she looked at it she said, "Wow, that's really nice. Put it aside when you are done so I can look through it." Just a gorgeous book. Wonderful supportive text on some of the greats from Disney and the art is magnificent. Essential Disney for the serious fan (and even for the casual one).

I think other reviewers have pretty much voiced my love of this book. To say that a book covering the artists whose work never actually appeared on screen but were responsible for that classic Disney look, is long over due is an understatement. This book is a gem. My buying of Disney art books has slowed over recent years because time and time again books claiming to reveal unseen artwork are usually filled with images seen dozens of times before. Didier has done a monumental job of tracking down pieces from private collections all around the world . . . it is a visual feast of rare art.

Oh my goodness - this book is beautiful. and it's so very different from the multitude of other Disney

art books that are available (trust me, I have quite the library.) This book focuses mainly the four main concept artists that worked for Walt in the 1930's. As such, it's topics and images haven't really been discussed at such length before. The book has a plethora of images - concept art, photographs of folks working in the studio, production art, you name it. I absolutely adore the two page spreads of character studies and gag development from the cartoons. And I'm happy to say I was wrong in my initial impressions about the book - I assumed this one would be mostly art (which isn't necessarily a bad thing) but Didier must have lived in libraries. It's so well researched; he mentions memos, letters, studio correspondence - all manner of primary sources that would breathe life into these forgotten stories. The book is broken up into sections: a foreword by Pete Docter (Inside Out, Up, Monster's Inc.) a short section on things that inspired the studio and it's inhabitants, and then sections on artists Albert Hunter, Ferdinand Horvath, Gustaf Tenggren, and Bianca Majolie. The part on Bianca is my favorite, for two reasons. Number one, most people have no idea Disney had a female story artist, and her story is fascinating. And number two I have absolutely fallen in love with her concept art for Cinderella. I simply cannot recommend this book enough - if you're interested in animation history, Disney history, or art for art's sake, this is a wonderful book.

If you want access to the raw sketches of the most talented and prolific illustrators in the business, and to see through the eyes of Disney animators, this series is for you. I can't wait for more!

I have been waiting for the release of Didier Ghez's 'They Drew as They Pleased: The Hidden Art of Disney's Golden Age'. The wait was worth it! Through intelligent text and wonderful illustrations we feel as if we are looking over the shoulders of four of the greatest conceptual artists of Disney's period of its greatest animation - the 1930's! The artists: Ferdinand Horvath, Gustaf Tenggren, Albert Hurter, and Bianca Majolica! The title refers to what these four were able to do, drawing images that would give the feeling and inspiration to Disney's animators, Layout, and background artists for the short cartoons whether it be Mickey Mouse or Donald or Goofy, the Silly Symphonies, and his feature length films 'Snow White' and 'Pinocchio'! It could be a character or variations on the look of the film. They designed Props that might be seen in the background. Maybe the audience might not notice a cuckoo clock designed by Albert Hurter, but it would add immensely to the look and feel of the film. This book is a treat for the eyes and the imagination. Even if the reader is only has a casual interest in Disney animation, they will find pleasure in the huge numbers of images. This book is a must for Animation fans and anyone who derives pleasure from the beautiful artwork.

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