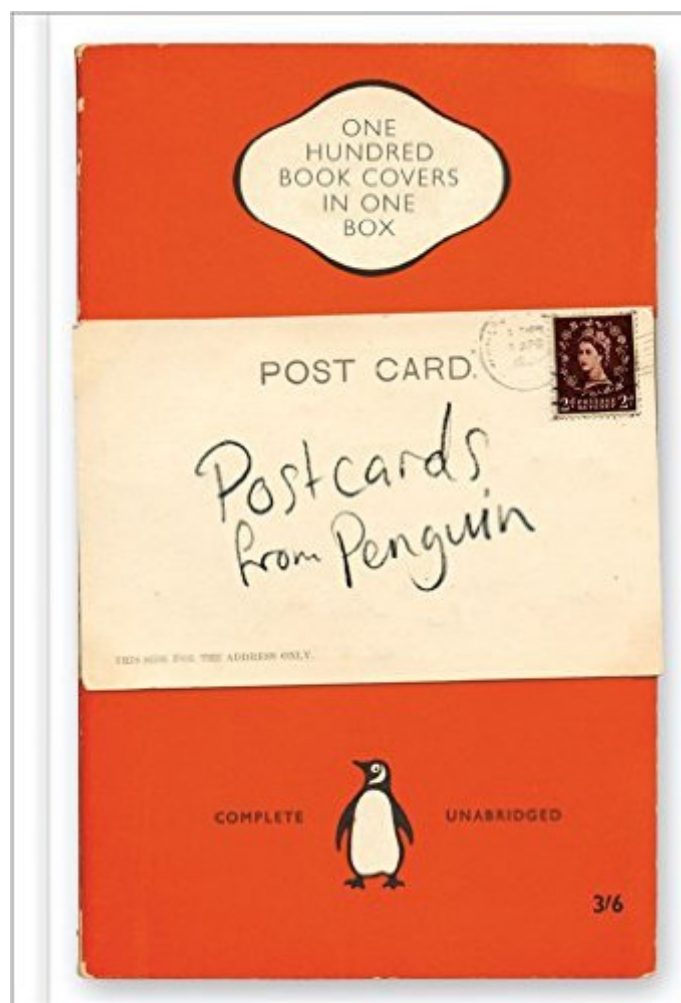


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Postcards From Penguin: One Hundred Book Covers In One Box



Synopsis

Postcards from Penguin: One Hundred Book Covers in One Box by none

Book Information

Cards: 100 pages

Publisher: Penguin Books; Box Pos edition (September 15, 2010)

Language: English

ISBN-10: 0141044667

ISBN-13: 978-0141044668

Product Dimensions: 4.6 x 2.5 x 6.7 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars Â Â See all reviewsÂ (58 customer reviews)

Best Sellers Rank: #86,506 in Books (See Top 100 in Books) #3 inÂ Books > Crafts, Hobbies & Home > Antiques & Collectibles > Paper Ephemera & Cards > Postcards #18 inÂ Books > Arts & Photography > Graphic Design > Commercial > Book Design #1086 inÂ Books > Arts & Photography > Drawing

Customer Reviews

I saw "Postcards from Penguin" at a bookstore, and as a longtime reader of Penguin paperbacks, I wanted to like this set; but on closer inspection, I found it to be strikingly... monotonous. The book description promises "100 postcards, each featuring a different and iconic Penguin book jacket," but this is not borne out by looking closer. In fact, a very large portion of all covers are nearly the same, a few basic templates with just the title & author names changed. In this dreary expanse, you thrill to see any graphic element, *anything* that departs from the template. I find it puzzling, actually, that the publishers could put together such a large collection with so *little* visual interest. I had the feeling that if I bought this set, I'd end up discarding half or two-thirds of the cards, because they wouldn't be interesting enough to send to anyone nor keep for myself. The Penguin design schemes excelled (excel?) at separating the Penguin line from contemporaneous paperbacks, and at unifying all titles in its line, but lined up, many of them look exactly the same. I'd say, pass on this postcard set, unless you have particular nostalgia for certain covers, or perhaps you are playing witty games with your friends by sending them cards with insinuating book titles. Or, you might be thinking Pop Art, wishing to frame a grid of the cards, all the same except for the small change in title -- like Andy Warhol's Campbell soup cans. That could work. If you look at surveys of Penguin's design, such as Phil Baines' "Penguin by Design: A Cover Story 1935-2005", you see that Penguin's design work

was rather more diverse and creative than shown in these cards, which seem to largely reproduce Penguin covers from the 1940s' and 50's.

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