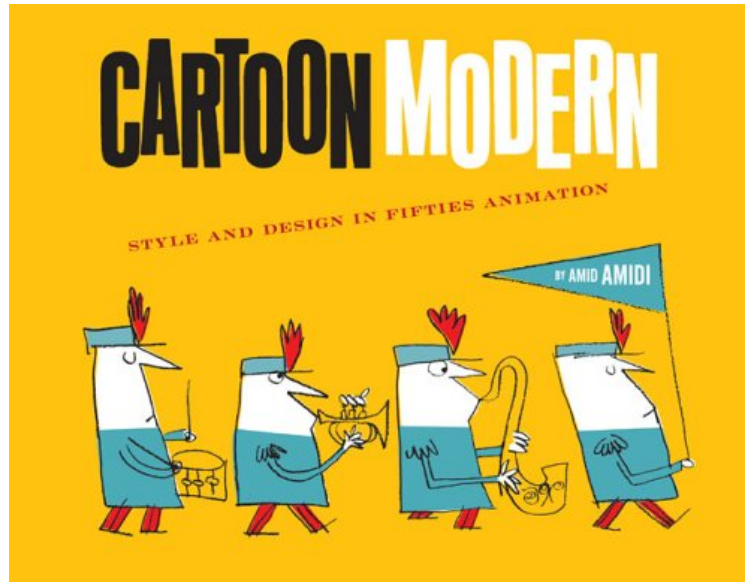


Cartoon Modern: Style and Design in 1950s Animation

Amid Amidi

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Amid Amidi : Cartoon Modern: Style and Design in 1950s Animation before purchasing it in order to gage whether or not it would be worth my time, and all praised Cartoon Modern: Style and Design in 1950s Animation:

1 of 1 people found the following review helpful. A wonderful treasure, gorgeous, incredible research, fantastic writingBy Amy Sterling CasilAmid Amidi is a genius totally devoted to the animation and art of the 50s and 60s. This book is so far heads and shoulders above any other art or art history book I have, and I have lots of them. It details the entire history of the period, highlights important artists, including 4 that are "forgotten geniuses" and discusses history of the studios that influenced so many of today's artists and animators. I see all these reviews and few mention the specific names of the artists that Amid highlighted. They include John Hubley and my mother, Sterling Sturtevant.1 of 1 people found the following review helpful. Cartoon Modern(style and design in the fifties animationBy artist- Joe MonroeCartoon Modern by Amid Amidi is a book who's time has come. As an artistand a baby boomer, this book brings back warm memories of my youth sitting in front of the T.V.(back then Cartoons only happened on Saturday.)So these images have a fond connection to a developing mind at an age that soaks it all in, from English ONE to Gerald McBong Bong. Just a note,I do have 3 of the original Gerald McBong Bong and find genius in the illustrations, so timely, to have all these illustrations and works of artis like having bell bottoms popular again! I have been trying to find other Gerald McBong Bong tapes at flea markets, yard sales, etc. So how curious to see Gerald McBong Bong in the stores again. I bought two different D.V.D.smy fingers and opened it up and all the wonderful illustrations were turned into a over intense experience of the story, packed with friends and parents, noises, more friends, all packed into a 1/2hour show. This tells me two things, our children need more attentiongrabbing, multi-tasking everything, which means when we were children , T.V.had been out for just a few years and there were no computers, hi-def, cell phones, iPods, e mail, in fact I don't think the first computer game "Ping,pong was , but years away. This book is wonderful in it's simple ,but great art and illustration, when life was not so erratic. I also want to let the cartoon fans know that this book is packed with tons of color. I always want a read a review that lets me know

there is color ,I am a colorist, in my art, and I do think we may see some of these cartoonimages in bits and pieces in our art today. It's a good thing.0 of 0 people found the following review helpful. Beautiful, insightful book into animation.By Eli DExcellent book. The summary on the product page does an excellent job of describing the contents of the book and I can attest to its beauty. I pull this out every now and then to appreciate animation's earlier years.

Between the classic films of Walt Disney in the 1940s and the televised cartoon revolution of the 1960s was a critical period in the history of animation. Amid Amidi, of the influential Animation Blast magazine and CartoonBrew blog, charts the evolution of the modern style in animation, which largely discarded the "lifelike" aesthetic for a more graphic and often abstract approach. Abundantly found in commercials, industrial and educational films, fair and expo infotainment, and more, this quickly popular cartoon modernism shared much with the painting and graphic design movements of the era. Showcasing hundreds of rare and forgotten sketches, model boards, cels, and film stills, Cartoon Modern is a thoroughly researched, eye-popping, and delightful account of a vital decade of animation design.

About the AuthorAmid Amidi is the publisher and editor of the magazine Animation Blast and cofounder of the popular animation blog CartoonBrew.com. In addition to writing, Amidi works in the animation industry. The author of The Art of Robots (0-8118-4549-4), he lives in Los Angeles.