



Ephemera

The Graphic Design of the MAK Library and Works on Paper Collection

£57.00

This publication presents the wide-ranging holdings of the MAK Library and Works on Paper Collection (Vienna) in the field of graphic design—or ephemera—from the 18th century to the present day.

This includes works of graphic design such as letter paper and decorated paper, dust jackets, invitations, admission tickets and labels, ex libris and bookmarks, greeting cards and menu cards, poster stamps, playing cards, dance cards and place cards, as well as visiting cards and promotional materials.

Despite its ephemerality, this printed matter often exhibits exquisite designs and high technical quality; it reflects artistic developments as well as social rites, personal and commercial forms of representation, and advertising strategies.

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Author(s)	Yasmin Doosry, Kathrin Pokorny-Nagel, Teresa Präauer, Raphael Rosenberg, Anne-Katrin Rossberg, Frieder Schmidt, Raja Schwahn-Reichmann, Christoph Thun-Hohenstein
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