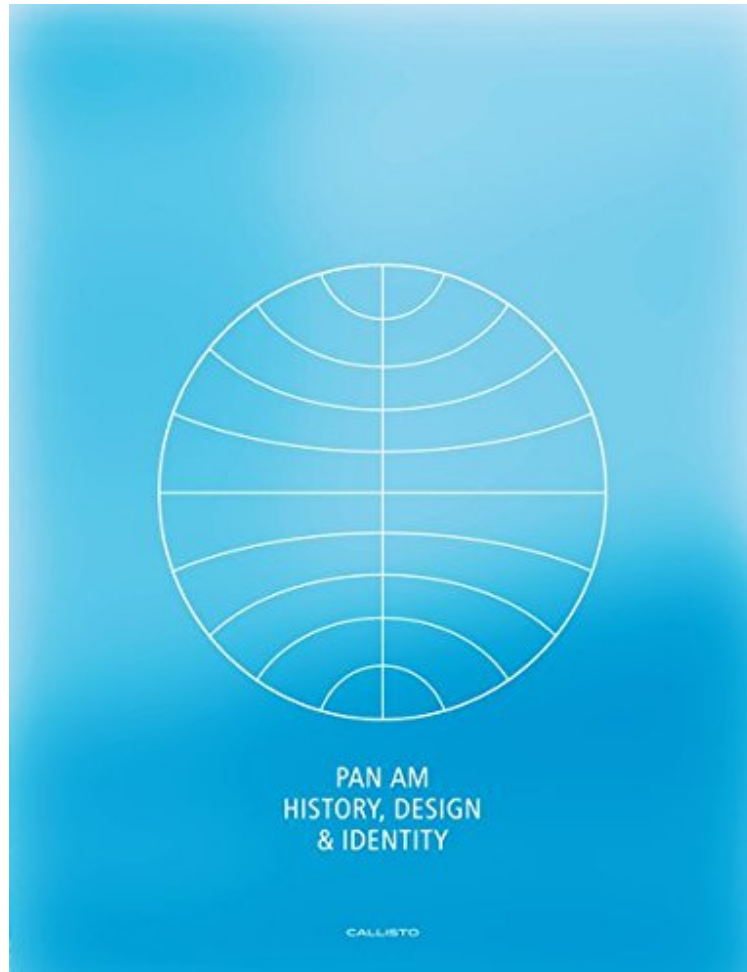


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## Pan Am: History, Design Identity

*M. C. Huhne*

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**M. C. Huhne : Pan Am: History, Design Identity** before purchasing it in order to gage whether or not it would be worth my time, and all praised Pan Am: History, Design Identity:

"The best book ever written on any airline, Pan Am or otherwise." Jeff Krindler, former Pan Am vice president for corporate communications.Pan Am's Famous jet age logo, the blue globe, has remained in our collective memory up to the present day, long after the airline's demise in 1991. A symbol of American belief in economic, technological and social progress has turned into an everlasting icon of global popular culture.Pan Am: History, Design Identity is the captivating story of an airline that refused to consider anything impossible and single-handedly revolutionized air travel. It comprises an important chapter in the cultural history of 20th century America and in the history of travel - from the 1920s when passenger flight was very prestigious and exclusive to the time of mass tourism when flying

became the most conventional and most important means of long distance travel.. After its foundation in 1927 Pan Am rapidly developed into the world's best known and first truly global airline, continually delivering ground-breaking innovations the airline industry still benefits from today. Its rapid rise was accompanied by proficient publicity and advertising conveying its services and many achievements. The company's iconic designs have left an indelible imprint and bear witness to history documenting economic and social changes. The book takes the reader on a journey into the daring world of early air travel, follows the first crossings of the Atlantic and Pacific oceans, investigates commercial aviation during World War II, and gives a feeling of the thrill of the jet age when plane tickets started to become more affordable for the general public and mass tourism took off. A spellbinding visual storyline featuring more than 900 photos and illustrations supplements the meticulously researched text, allowing readers to retrace for themselves Pan Am's resourceful marketing and design initiatives. This volume is an inspired tribute to one of the most influential companies of the 20th century and a stunningly told cultural history of American modernism. From internationally recognized design book publisher Callisto, this large format, 432 book (measuring 19.2" x 12.2") was produced and designed according to the highest standards, printed on top of the line paper by acclaimed Italian manufacturer Fedrigoni. All images were reproduced and digitally restored true to the originals whenever possible to enable the reader to enjoy them with the same intensity Pan Am's customers did many years ago.

"The best book ever written on any airline - Pan Am or otherwise." (Jeff Kriendler, Former Pan Am vice president for corporate communications)"Pan Am's soaring brand image comes alive" (Adweek)"This book belongs on every travel lover's shelf." (USA Today)"High-Flying Design" (Steven Heller)"What a book! The more you scrutinize it, the more interesting it gets." (Frankfurter Allgemeine Zeitung)"Pan Am's history is well documented, but never before has it been done so beautifully or so thoroughly as in a new coffee table book from Callisto. The result is a treasure trove of travel nostalgia that anyone from design aficionados to history lovers to modern-day vagabonds are sure to enjoy." (VOGUE)"A jumbo-sized design book explores why, long after the company's demise, its blue globe is considered a pop culture icon." (Departures Magazine)"Besides a comprehensive history of the airline, Hühne has hit the photographic jackpot, presenting scads of historical images." (realclearlife.com)"An excellent book that captures Pan Am's pioneering spirit in the design, advertising and publicity strategies of the airline." (Novum World of Graphic Design)"A masterpiece" (Airways magazine)"Glorious" (The Guardian)"Fasten your seatbelt and prepare to enjoy this brilliant history of the world's most glamorous airline" (Daily Mail)"A time when flight and art made magic" (The Boston Globe)"The book by German publisher Callisto will have you cringing at the current state of air travel - and longing for the glory days when flying was still exclusive." (Bloomberg)"Timeless" (Die Zeit)"The airline's identity still resonates." (Design Observer)"Historians may include the book among their guilty pleasures." (Perspectives on History, the Newsmagazine of the American Historical Association)"The book examines the company's attention to its visual identity, from vivid posters of distant destinations, to modernist architecture for its terminals" (Hyperallergic.com)"A fantastic book" (The New Zealand Herald)About the Author