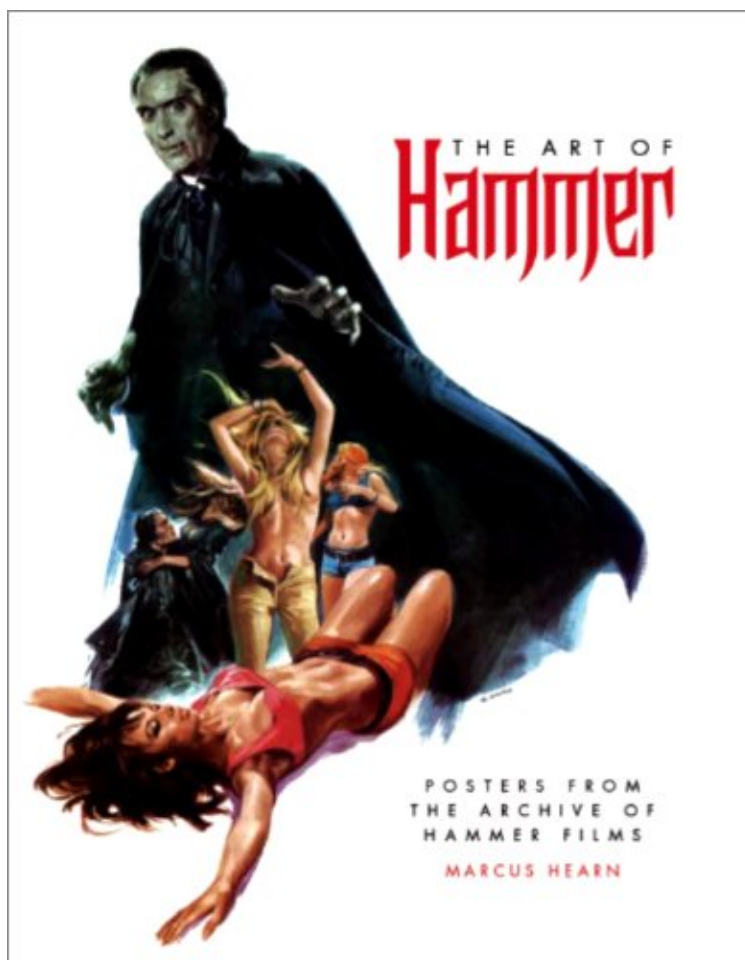


## The Art of Hammer: The Official Poster Collection From the Archive of Hammer Films

*Marcus Hearn*

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**Marcus Hearn : The Art of Hammer: The Official Poster Collection From the Archive of Hammer Films** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Art of Hammer: The Official Poster Collection From the Archive of Hammer Films:

6 of 6 people found the following review helpful. The Art of Hammer: A Visual DelightBy Z HayesI've been a Hammer horror films' fan for many years but until recently, my interest was confined to watching the movies and collecting some of the DVDs of my favorite films. My interest has now expanded to books covering the history of Hammer Films and anything to do with the movies. When I received "The Art of Hammer", I confess I was a little stunned at the size; it is a large hardcover and more of a coffee table book. It's a little cumbersome to read actually, but fortunately, there is a brief introduction and the rest of the book features the beautiful and/or strange posters of

Hammer feature productions from the years 1950-1979. I learned a couple of interesting things such as the fact that Hammer's managing director James Carreras used the posters not only for publicizing purposes, but also to convince American studios to distribute the films, many times without the presence of a film script or even the "promise of major stars". The introduction provides some insights (too brief in my opinion) of some of the more prolific artists who created posters for Hammer movies such as Tom Chantrell, who created the British posters for every Hammer film between mid-1965-mid-1970. I'm aware that some reviewers are critical of this book as it ignores the majority of the artwork of the Italian and French posters, and that must be frustrating for long-term fans and collectors. Having learned about this omission, I wish the publishers had included these posters and personally would not have minded paying more for a comprehensive collection. As it is, this volume features mostly British posters and it is justified in the introduction by stating, "as a film's country of origin is an important consideration for collectors and dealers." A lot of American posters are featured too, as well as some from Belgium, Italy, and France. The rest of the book is a visual display of the posters, categorized into three time periods, i.e. 1950-1959, 1960-1969, and 1970-1979. It makes for an engrossing and pleasurable browsing experience, but once again, I wish there had been a little bit more substance to this book in terms of brief commentaries on each poster (there is certainly ample space for it), hence the one star off. 1 of 1 people found the following review helpful. A wonderful visual guide to the wonderful offerings of Hammer Studios. By Boz In my humble opinion, Hammer Studios picked up the Horror film torch from American Horror/SciFi makers who spent most of the 50s doing the Giant Bug mutations as well as classics such as the Day The Earth Stood Still and a couple more that I can't recall at the moment. Unfortunately American Horror was not what it used to be and this is where Hammer saved the day for all us Horror addicts with Curse of Frankenstein and Horror of Dracula. They were great atmospheric films not unlike the old Universal movies with maybe more buxom lasses and gore that the censors finally allowed to be filmed. And they gave us Peter Cushing and Christopher Lee who were very good friends and it showed in chemistry on screen. When you look thru this book you will be reminded and sometimes enlightened as to how many Hammer films you have seen and it brings back some great memories. This book is strictly for the fans of Hammer, they stepped in at the right time to bring us Horror films with a British flavor and the poster art will have you reminiscing with friends sharing memories, "I saw this one, didn't see that one, now I need to get a copy on DVD or BluRay". This is a collection you will want to have and pass it down. My daughter is a Hammer fan and in particular adores Christopher Lee and has appreciated his talent since I first showed her some of the more tamer Hammer films he starred in when she was a child. There is so much feeling, emotion, nostalgia and just a plain feel good moment as you look at the posters. Can't think of a better investment. Kudos and Cheers to Marcus Hearn. Thank you for this. 19 of 19 people found the following review helpful. Another great Hammer product from Titan Books. By Dan Day Titan Books and Marcus Hearn have done it again. The team which produced "The Hammer Story" and "Hammer Glamour" have now come out with "The Art of Hammer", a fantastic collection of Hammer film posters. Over 300 posters representing the famous company's output are showcased. All the posters are in color, and some get a full-page picture. Posters from non-English speaking countries are included, and these are some of the most interesting and artistic in the book. Of course Hammer is known best for their Gothic horror films, but Hammer's non-horror productions are presented as well. As for the classic monster movies Hammer fans love, they're all here--the famous poster from "The Mummy", all the Frankensteins, the Draculas--any monster movie kid will go crazy seeing these images. While going through this book, one notices that some of the posters are more exciting than the films that they are advertising! But that was the whole reason for the posters in the first place. You don't have to be a Hammer or monster movie fan to appreciate the great collection of poster artwork here. But if you ARE a Hammer fan, you MUST get this book! Hopefully, Titan Books and Marcus Hearn have many more Hammer-themed books in store.

Over fifty years ago, with the release of *The Curse of Frankenstein* and Christopher Lee's iconic performance in *Dracula*, Hammer ushered in a whole new era of blood and barely-restrained cleavage in glorious color, mixing sex and horror with a style and panache that made the small British company world famous. *The Art of Hammer* collects the very best and most iconic movie posters produced for the Hammer studio. This lavish hardcover brings together rare artwork from around the world. Featuring Hammer's greatest films, including *The Curse of Frankenstein*, the *Dracula* series, and many more.

"Hammer Films gave us some of the world's most unforgettable, most awesome movies. But they also gave us some of the most beautiful poster art of all time. "-- io9 "...serious eye candy for horror and Hammer fans alike." -- Moviefone "A must for the Hammer fan in your life." - popdose.com "The Art of Hammer: The Official Poster Collection From the Archive of Hammer Films is a great addition to your personal library, and one that should take up some room on your coffee table so it can entertain your guests. It's a celebration of the Hammer legacy, a time capsule that gives praise and serious study to an art form that no one suspected was an art form at the time of its creation." -- Coming Attractions About the Author Marcus Hearn is the acclaimed author of *Hammer Glamour* and *The Hammer Story* (with Alan Barnes). His other books include authorized biographies of filmmakers George Lucas and Gerry

Anderson, and Eight Days a Week, the story of The Beatles final world tour.