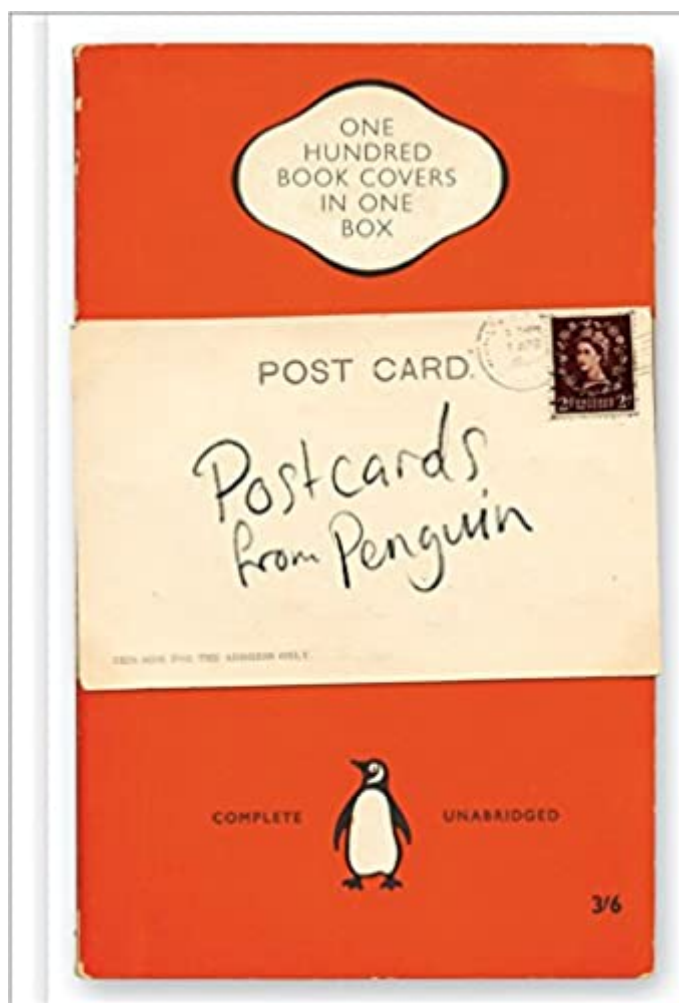


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# Postcards From Penguin: One Hundred Book Covers In One Box



## Synopsis

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

## Book Information

Hardcover: 100 pages

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

Language: English

ISBN-10: 0141044667

ISBN-13: 978-0141044668

Product Dimensions: 4.5 x 2.5 x 6.7 inches

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

Average Customer Review: 4.2 out of 5 stars 64 customer reviews

Best Sellers Rank: #59,270 in Books (See Top 100 in Books) #1 in Books > Crafts, Hobbies & Home > Antiques & Collectibles > Paper Ephemera & Cards > Postcards #15 in Books > Arts & Photography > Graphic Design > Commercial > Book Design #55 in Books > Self-Help > Journal Writing

## Customer Reviews

**Product Description** This is a collection of 100 postcards, each featuring a different and iconic Penguin book jacket. From classics to crime, here are over seventy years of quintessentially British design in one box. In 1935 Allen Lane stood on a platform at Exeter railway station, looking for a good book for the journey to London. His disappointment at the poor range of paperbacks on offer led him to found Penguin Books. The quality paperback had arrived. Declaring that 'good design is no more expensive than bad', Lane was adamant that his Penguin paperbacks should cost no more than a packet of cigarettes, but that they should always look distinctive. Ever since then, from their original - now world-famous - look featuring three bold horizontal stripes, through many different stylish, inventive and iconic cover designs, Penguin's paperback jackets have been a constantly evolving part of Britain's culture. And whether they're for classics, crime, reference or prize-winning novels, they still follow Allen Lane's original design mantra. Sometimes, you definitely should judge a book by its cover. A Closer Look at Postcards from Penguin (Click on Images to Enlarge)

Cheeta the Chimp was just a baby when he was snatched from the Liberian jungle in 1932 by the great animal importer Henry Trefflich. In 1934 Cheeta appeared in his first of many Tarzan movies, "Tarzan and His Mate". Cheeta finally retired from the big screen after the 1967 film "Doctor

Dolittle". The oldest living chimpanzee ever recorded, Cheeta, now seventy-six, is retired in Palm Springs, where he has reinvented himself as a globally acclaimed abstract painter.

I should have read Timothy McCormick review more carefully before I purchased this set. Although I like the quality of the cards and the idea, the covers themselves are really underwhelming. There are really only a handful of colorful and impressive covers and the majority just have the title and author on a regular Penguin design. I'm keeping the set as I ordered it solely for decorating my desk but I could have spend just as much money on prints that I wanted to see.

I bought this for my sister's birthday. She absolutely loved it! She's a big book lover and a design lover, so this was the perfect gift for her. There are a lot of books included that are well known, and many that we've never heard of. She loved that there were obscure titles included, because now she has ideas of new books to read.

A bit boring after awhile. I feel like there are better more interesting Penguin covers that could have been used.

I love to read and I love to send post cards whenever the desire takes me, so having 100 book cover postcards right at hand is very handy for me. I also like the structure of the cards since they take ink well without smudging or smearing, though I always have a fine tipped permanent marker on hand, just in case.

Most of the book covers printed in these postcards are vintage covers. Some of the covers are plain while others are downright bizarre. I don't get why Penguin back in the days chose book covers that do not relate to the story whatsoever but one of my theories is that they just wanted to confound their readers enough so they would buy their copies again and again. The titles range from the mundane such as "Keeping Poultry and Rabbits on Scraps" by Claude Goodchild to the iconic "A Clockwork Orange" by Anthony Burgess. This product would definitely appeal to bibliophiles and book cover aficionados. The postcards showcase the evolution of Penguin styles. It's pretty interesting to see the penguin in every Penguin book change in appearance over the years. I'm a member of a site that sends postcards around the world, so if you send postcards as a hobby, this product is for you. It's way cheaper than buying postcard books.

The postcards in this package feature 100 reproductions of covers of actual Penguin paperback books ranging from the iconic color blocks with simple typeset, an occasional image and, of course, the Penguin or Pelican logo to titles issued in more recent decades that reflect changing aesthetics. There are no repeats of designs, though the early orange and white covers are more dominant. The majority of covers are of British titles, though some American names--F. Scott Fitzgerald, Hemingway, Raymond Chandler and Philip Roth come to mind--and world classics show up. Some of the titles are iconic, some are relics of their times. How much you appreciate this product depends upon how you want to use it. It is somewhat limited as a reference of Penguin cover art--look to the book *Penguin by Design* by Phil Baines for a more comprehensive study. *Penguin 75* is another well-illustrated documentary book, but more of the designs this side of the pond. For me, this box of postcards is ideal. The quality of cardstock is top flight. So are the authentic, rich colors. While I would not call it a satin finish, the cards are not glossy. I'm going to make a poster-size layout of the color-block titles arranged like the rainbow and frame it. I may make some collages of favorite titles for friends or use them on journal covers. I may even use a few for the purpose for which they are intended.

I bought this boxed set for a friend studying the history of paperbacks. It is a wonderful treat, containing a wide variety of covers covering several decades of Penguin paperbacks and a satisfying, instructive variety of cover-design styles. The box is solid and has a satisfying feel and the postcards are printed very nicely--they really capture the feel of the originals. I still can't quite believe that Penguin actually produced this set, since it seems like something that would appeal to a very small audience--lucky for me and my friend!

The titles are the first 100 books Penguin printed, not the best 100 books. While some of the postcards are classics like the *Great Gatsby* most are just random paperback titles that have been out of print for decades.

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