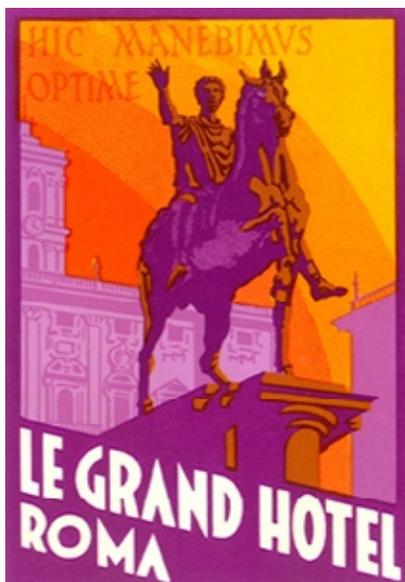




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Vintage Travel Poster Color

by Margie Deeb

November 2006

I've been color tripping with some vintage, art deco travel posters from the 1930's. Come along...

Today, destinations visually lure us with lush, full color photography in vivid colors. But look back 40 and 50 years and you'll see the delightful graphic approach to travel advertising, with its unusual hues and bold designs.

Art deco posters were often silk-screened, which produces flat masses of color with either no shading, or textures to visually model forms. The silkscreening process limits the palette because each color is a pass of ink through the silkscreen. Sometimes graduated tones were created by surprinting one color on top of another, leading to unusual hues which naturally harmonize. There's a geometric feel to the overall design, with shapes often outlined in a darker color, or delineated by hard edges.

The "Firenze" poster invites us to Florence with an oddly appealing palette based on mutations of the red/green combination. Everything is flat except the top of the dome, which uses stippling to round its shape. A touch of gold is the liveliest color in the scheme. Look in the foreground, just behind the text... what an unusual

black shape suggesting houses! I like it!

The rich color scheme of the Hotel Excelsior toys with depth of field by placing subdued colors in front of the brightest orange in the background. These mysterious shrouded figures and the domed archway add to the intrigue that the word "Casablanca" conjures.

The brightest colors of any of this genre I've seen are those of the Le Grand Hotel poster. Its contemporary purples, oranges and yellow are the exception to the muted and pastels most often used. The terra cotta brown on the right side of the statue gives depth to these brights, tying them all together.

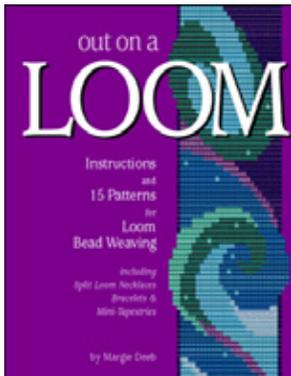
I've pulled color palettes out of each poster for you and placed them just beneath the image. I welcome you to use the palettes any way you want and please send me a digital photo of your creation.



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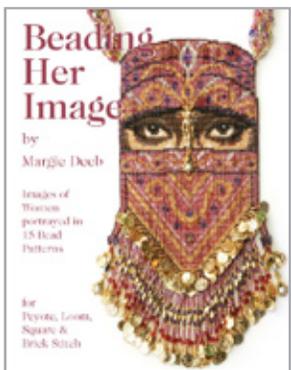
MARGIEDEEB.COM



Out On A Loom is a creative journey through color, design, and form for the beginning to intermediate level seed bead artist.

The softcover book features 32 full-color pages of detailed instructions, patterns, illustrations, and diagrams for creating loom woven bracelets, mini-tapestries and split loom necklaces. Professional and creative finishing techniques are provided so each finished project can be a work of art.

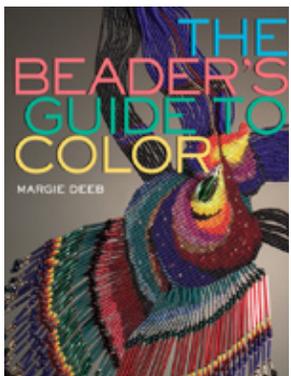
\$19.95 US Dollars



Beading Her Image illustrates the power and beauty of the feminine in 15 seed bead patterns for **peyote, brick, square stitch, and loomwork**. Women from a wide range of times and cultures are woven into tapestries, necklaces, and bracelets. The stunning and gorgeous color palettes that artist Margie Deeb is known for adorn each piece.

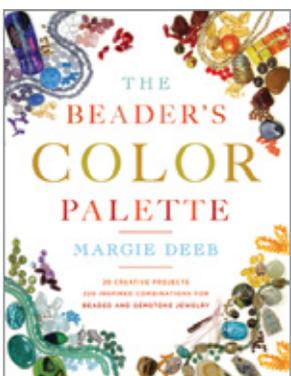
Includes loom building instructions, finishing split loom necklace instructions, and peyote, brick, and looming instructions. (Paperback, 44 pages)

\$19.95 US Dollars



The only book of its kind written specifically for bead artists, *The Beader's Guide to Color* teaches bead-ers of all levels everything they need to know about color to create unique and vibrant bead-work designs. Margie discusses psychological and symbolic color associations, and ways in which color can be used to create and accentuate pattern, rhythm, and movement. 21 color schemes are described and illustrated in detail with accompanying projects for all skill levels. (Paperback, 144 pages)

\$21.95 US Dollars



The Beader's Color Palette: 20 Creative Projects and 220 Inspired Combinations for Beaded and Gemstone Jewelry opens the door to worlds of color inspiration. Gather colors from around the planet to create stunning color schemes for beaded creations. Gorgeous beaded jewelry illustrating 220 specific palettes for glass and gemstone beads make *The Beader's Color Palette* a coffee table book of inspiration for color lovers working in every medium. Includes detailed instructions for stringing, finishing, looming, and off-loom stitches. (Paperback, 192 pages)

\$24.95 US Dollars

Artist, designer, musician, and color expert

Margie Deeb is the author of several beading books, including the popular *The Beader's Guide to Color* and *The Beader's Color Palette* (Watson-Guptill, 2008).



She teaches color courses for artists, interior designers, and bead-ers and her free monthly color column, "Margie's Muse," is available on her website. She produces a free graphically enhanced podcast, "Margie Deeb's Color Celebration," available on iTunes.

Her articles have appeared in *Bead & Button* and *Beadwork* magazines, and she writes a regular color column in *Step-by-Step Beads*. Visit Margie's website for her books, patterns, jewelry, inspiration, and more:

www.MargieDeeb.com

Also available at MargieDeeb.com:

- Exquisite **seed bead patterns** in peyote, brick, square stitch, and loom available as downloadable PDFs or hardcopies
- **CMY Color Wheels** (the ones that Margie uses for herself and in her classes)
- **Accessories** for beading, such as tapestry rods, and unusual findings
- **Gallery of extraordinary bead art**
- Information about **classes/events**
- **Gallery of Your Work**
- Graphically enhanced **podcasts**

Join Margie's beading and color coterie. Sign up at: margiedeeb.com/newsletter