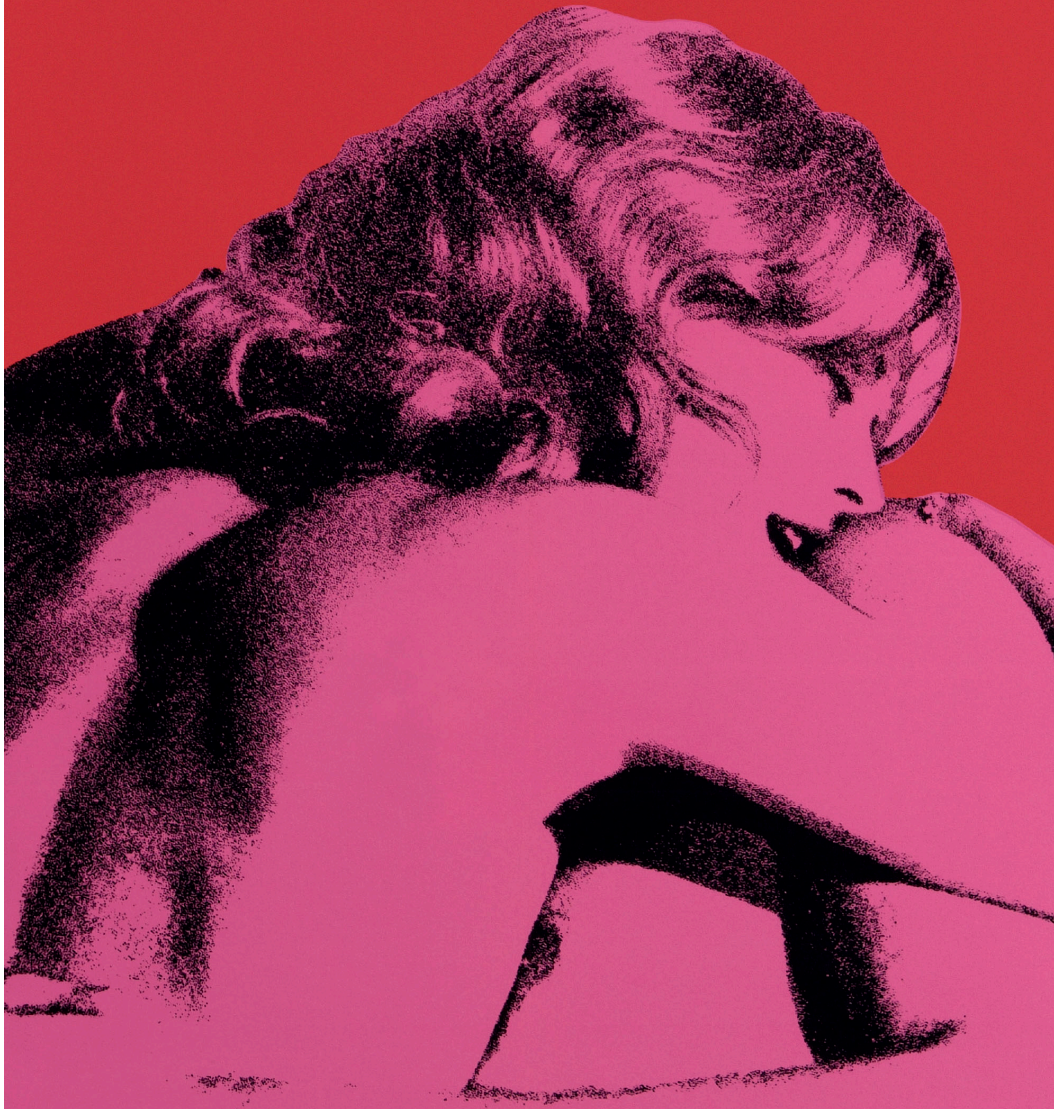


X-RATED

ADULT MOVIE POSTERS OF THE 60s AND 70s



TONY NOURMAND AND GRAHAM MARSH

X-RATED ADULT MOVIE POSTERS OF THE 60S AND 70S

PUBLISHED SEPTEMBER 2017

"Lets you feel good without feeling bad."

Emmanuelle

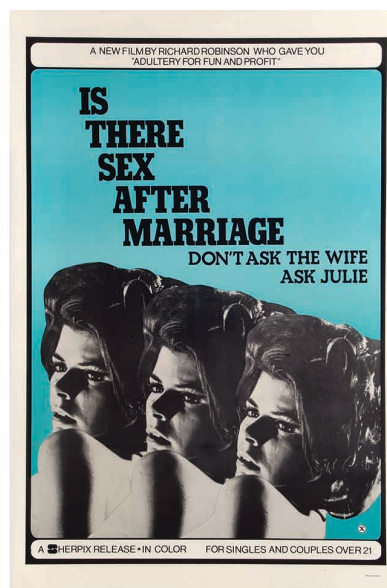
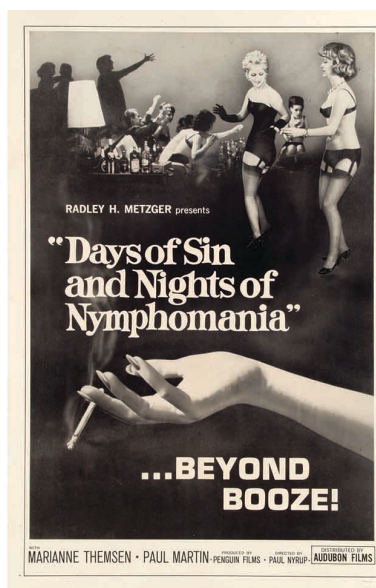
R|A|P

REEL ART PRESS



Sex sells! Since moving pictures were invented, nothing promotes a movie better than unashamedly sexual advertising. **X-RATED ADULT MOVIE POSTERS OF THE 60S AND 70S** is released this summer by Reel Art Press and features over 350 orgasmic posters, pressbooks and stills from the Golden Age of the X-rated movie – an inspiration for graphic designers and creatives alike, an invaluable time-capsule for historians, and an irresistible page-turner for everyone else.

The images are accompanied by witty and insightful text by Peter Doggett. He writes, “For connoisseurs of the film poster, porn cinema offers an alternative history of the 1960s and 1970s. Few people ever turned to exploitation movies in search of subtlety: the task of the X-rated graphic artist was to arouse urgent desires that could only be satisfied by a seat in the stalls. Their designs required no decoding.” More often than not the posters were crudely printed “cut and paste” collages featuring the over-endowed regulars of the B-movie circuit. Scantly-clad forms abound suspended above screaming taglines and provocative titles, like the not-so classic *Flesh Gordon*, *Hot Lunch* and *Oh!* so many more. Very occasionally, this formula was broken: when the soft-core masterpiece *Emmanuelle* was released in 1974, one of the most respected designers in the business – an original Mad Man Steve Frankfurt – was persuaded to work on the poster campaign. Of course, such sophistication was an exception. As Peter writes, “Variations on the same glamour-mag approach – women, breasts, buttocks – were routine, with pictures and typography that often looked as if it had been thrown at the poster rather than artfully arranged.”



Gloriously retro, this wonderfully curated collection is a new and expanded celebration of Nourmand and Marsh's original cult bestseller, *X-Rated Adult Movie Posters of the 60s and 70s*, released over a decade ago. Featuring the crème de la crème of X posters, it is destined to become a cult classic and is an absolute must-have.



REEL ART PRESS R|A|P stands for exceptional style and a unique curatorial eye. It stands for luxury and class, the highest production values, and a sensitivity to an eclectic selection of subject matter and material. It stands for rare, unpublished and unusual work including subjects with mass appeal and limited editions with unlimited potential. The company has made headlines around the world with its previous releases, which include: *Disco: The Bill Bernstein Photographs*, *The 2001 File*, *Brigid Berlin Polaroids*, *Unseen McQueen* and *Billy Name: The Silver Age*.

BOOK INFORMATION

£29.95 / \$39.95
ISBN: 978-0-9566487-9-2
368pp; Hardback; 350+ images;
250 x 200 mm / 10 x 8 in.

EVENTS AND EXHIBITIONS

LOS ANGELES

Book Launch and Reception
31 August 2017
Ace Hotel, 929 South Broadway, Los Angeles, CA 90015
acehotel.com

LONDON

Book Signing and Exhibition
September 2017. Exact dates tbc
H.M Electric Gallery. 65 Nile Street, N1
reelartpress.com

WORLDWIDE PRESS ENQUIRIES

Lisa Baker Associates Ltd
Tel: + 44 (0)7768 310038
Email: lisa@lisabakerltd.com

PRAISE FOR REEL ART PRESS

“Reel Art Press is a publishing cult” *Esquire*

DISCO: THE BILL BERNSTEIN PHOTOGRAPHS

“Stunning Coffee Table edition.” *Love magazine*

TOTAL EXCESS: PHOTOGRAPHS BY MICHAEL ZAGARIS

“The unedited and unbelievable story of a man who lived his life unashamed.” *Washington Post*

THE 2001 FILE

“Beautiful new book ... a veritable feast for design and film geeks.” *Creative Review*

GIL ELVGREN'S PRIVATE STOCK

“The art of the pin-up still has legs” *Playboy*

BILLY NAME: THE SILVER AGE

“Billy's book will go down in history as the best book about Warhol.” - *Gerard Malanga*

THE RAT PACK

“The Rolls Royce of Sinatra Memorabilia” *LA Times*

