5

(who Veeraraghavan used to work for) takes as many semantic twists and turns as the artist's own project.

**ALL-AMERICAN ADS: 70S**
*Taschen, £19.99*
This excellent series never fails to amuse. All American Ads now covers the 30s right up to the 70s (a look at the 20s is currently in production) and this most recent edition of print work again provides a wonderful selection of the kitsch and the bizarre. The cover boasts that all the ads have been digitally mastered to look "as bright and as colourful" as when they originally appeared – quite a scary thought when the prevailing colour, at least in interior décors and kitchen equipment, seems to be brown. While moustaches, giant collars and loud flares are all over the fashion section, ads for cigarettes (a sporting example from Viceroy shown, 5) have the most tentative of health warnings. The influence of sci-fi films like Star Trek and Star Wars is also revealing; many products are advertised with a futuristic bent and it's clear that print ads were being both eclipsed and influenced by the rise of television. There's even a reassuring poster confirming that Cher has been pretty dreadful throughout every decade. CR