

80s All-American Ads.

Edited by Jim Heimann

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Oh, the Eighties... the golden age of excess and androgyny, when the MTV generation backcombed their perms, tucked their acid-washed Levi's into some high-topped Reeboks and sat down to watch Bill and Ted. Everything technological was square and beige, your watch was a Swatch and Texas Instruments made your calculator. With 600 pages dedicated to pure consumerism, 80s All-American Ads is the ultimate Eighties sourcebook, and with its handy sections covering everything from fashion and beauty to cars, entertainment and electronics, you can find that Garfield telephone or Jazzercise ad in a jiffy. There's a short introduction by Steven Heller, and a chance not only to rediscover the iconic branding of the era—but also to have a good old snigger at the faintly ridiculous. Be honest now, we all wanted (or owned) a reversible quilted neon sweatshirt.