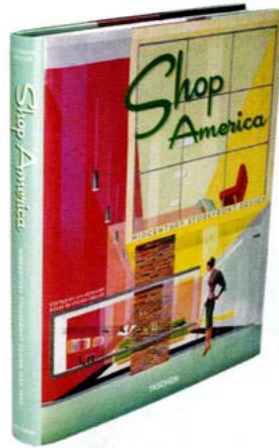


5 REASONS TO READ... SHOP AMERICA



1 For its fab drawings. At a time when photography books are ten a penny, this tome documents beautiful illustrations of post-war American shop designs.

2 Ditto graphics – from the extravagant vintage fonts which emblazon the shop fronts to the book's layouts, which make you feel like you're stepping into a vision of the past.

3 As well as illustrations, there are rare black and white photos of mid-20th-century designs by great architects such as Rudolf M Schindler and Richard Neutra.

4 For the daring shop designs – in an atmosphere of post-war euphoria, architects went to town with pattern and imagery.

5 For the shops' incredible colour combinations that challenge modern ideas of colours that 'go'.

Shop America: Midcentury Storefront Design (Taschen, £29.99)