

What were advertisements like when there haven't been extremely rich and famous celebrities as testimonials? Or no photoshop to create pore-free skin? Or no supermodels who wouldn't get out of bed for a less than 10.000\$ job? A new two volume book by **TASCHEN** is showing exactly that: "**Mid-Century Ads: Advertising from the Mad Men Era**" is exploring the world of advertisement from the 50ies and 60ies. The authors, cultural anthropologist and graphic design expert Jim Heimann as well as former New York Times art director Steven Heller, collected the most important advertising campaigns from these two decades. They reflect the consumption culture from that time, when the Americans kind of got bored from all the cold war debates and just wanted to consume – cigarettes, alcohol, cars, fashion. One of my favourites is the ad by Volkswagen. Very well done!

