

Arts & Architecture 1945-54 by David F. Travers

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This weekend fab.com had something A-MAZING on sale, [Arts & Architecture 1945-54 by David F. Travers](#). **Arts & Architecture** was a design publication active from 1929 to 1967 focusing on American design, architecture, and landscaping published and edited by John Entenza from 1940-1962 and David Travers from 1962-1967. It was the leader in bringing attention to American architecture and in particular California Modernism. The magazine was also known for their Case Study Houses and their design to build programs. I first came across the publication in the Pratt Library in Brooklyn. You know how libraries have all those archive copies of old magazines rebound in plain hard covers? I saw a few that said Arts & Architecture and decided to flip through them. **It was an amazing discovery.** Not only does that magazine feature covers designed by artists such as Herbert Matter, John Follis, Ken Chapman and Michael Weinberger, but that archive copies have the most amazing period advertisements from each era. I took so many pictures of the ads and spreads so I could take the copies "home" with me.

In 2008, Taschen reprinted and repackaged the iconic publication during a 10-year period, 1945-1954. You can own newly printed copies in beautiful packaging of every issue during that 10 year period, for \$700. Now Fab had the set on sale for \$450, but that was still too big a price to swallow for a newly-employed designer. I want this set soooooo bad, but I wasn't sure if the reprint features the ads, which for once I actually want. The ads, aside from the covers, are my favorite part! In this post I'll feature images from the publication, and I'll begin to share ads from the iconic magazine in the coming weeks. Enjoy!



The entire boxed set, each year is divided into it's own box with each issue inside.