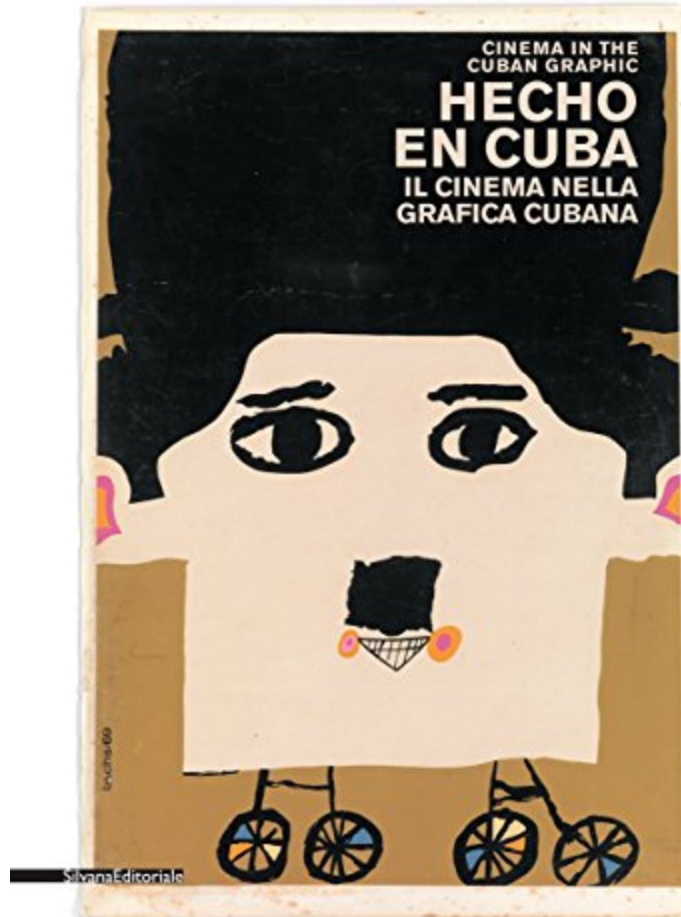


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The film poster is one of the best-known forms of Cuban art. Hecho en Cuba: Cinema in the Cuban Graphics is a compilation of Cuban film posters from the 1950s through the present, and an exploration of the designers who created them. The bold sensibility and visual inventiveness of post-revolutionary Cuban graphic design makes it instantly recognizable. But the designers contributing to this new style were still individual artists, bringing their different backgrounds to the task of creating a new visual identity for a post-revolutionary nation. With lavishly illustrated sections on Eladio Rivadulla, Ral Martinez, Eduardo Muoz Bachs, Antonio Reboiro, Antonio Prez Gonzles (iko), Ren

Azcuy, Alfredo Rostgaard, Rafael Morante, Ral Oliva, Julio Eloy Mesa and Jorge Dima, Hecho en Cuba brings out the individual design sensibilities that shaped an extraordinary graphic culture, where the poster became the populist art form par excellence.

Hecho en Cuba argues that Cuban art finds some of its most characteristic expression in cinema posters...Pairing essays and profiles with some of the most exemplary works of more than half a century, the result is a visual indulgence of typography and imagery of considerable authority. (Metropolis Magazine)