



Advertising and the Artist: Ashley Havinden

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- Includes fascinating information on Havinden's relationship with many of the key figures in twentieth-century art such as Henry Moore, Barbara Hepworth and László Moholy-Nagy

Under the professional name 'Ashley', Ashley Havinden (1903-1973) was one of the most successful advertising artists and designers working in Britain in the twentieth century. He made his reputation as a graphic designer and the Creative Director of W.S. Crawford, the most progressive advertising agency in the UK since the 1920s. Amongst his highly influential designs were campaigns for clients as diverse as the Milk Marketing Board, Chrysler Cars, Eno's Fruit Salts, Gillette and Simpsons of Piccadilly. This book marks the centenary of Havinden's birth, and it draws extensively upon material, which has been donated or lent from Ashley Havinden's estate to the Scottish National Gallery of Modern Art in Edinburgh. Contributors to the book include Michael Havinden, Ashley's son, who has written a personal account of his father's life; Alice Strang explores Ashley's collection of artworks by eminent artist friends; Ann Simpson examines his interior design work; and Richard Hollis discusses his influence on twentieth-century design.