



Italian Tin Signs

1890-1950

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- The volume traces the history of tin signs in Italy from their birth to their diffusion, from 1890 to 1950, using a selection of almost one thousand works

A novel and exciting journey that will allow the reader to grasp the essential difference between a tin sign and an advert on paper: what varies is not only the support, in reality, but also its function as an advertising instrument and its various fields of application. Alongside an army of anonymous designers and illustrators and other sometimes better-known painters, we find the names of the great poster artists of the era – Cappiello, Dudovich, Mauzan, Sepo – who sign off these little big masterpieces in tin, using vivacious and brilliant colours. Text in English and Italian.