

LORENZO OTTAVIANI

# TRAVEL ITALIA

THE GOLDEN AGE OF ITALIAN TRAVEL POSTERS



**E** edited and designed by Lorenzo Ottaviani, *Travel Italia* is a must-have gift for anyone who loves Italy or the art of poster design.

Organized by region, this passport to Italy features over 160 vintage posters from 1920 through 1960 commissioned by the Italian State Tourism Board and the Italian State Railways from the prestigious Collection Alessandro Bellenda.



From the 1920s through the 1960s, hundreds of artists dedicated their creative talent to promoting and increasing tourism in Italy. Although their styles were different, all of them contributed to the creation of a remarkable body of design work we now know as the golden age of Italian travel posters.

Visit the romantic Venetian lagoons in gondola row boats; experience Florence's Renaissance and the "Eternal City" of Rome; tour Naples at the foothills of Mount Vesuvius, and see Palermo, the Sicilian capital with its French-Norman, Byzantine, and Arabic influences.

Discover Italy's smaller, hidden treasures such as, Bellagio, the Pearl of Lake Como; the elegant spas of Salsomaggiore; the Umbrian jewel-town of Spoleto; the luscious Isle of Capri; Taormina on the East Coast of Sicily; the Ligurian fishing village of Portofino, and Alassio on the Italian Riviera, home of this beautiful collection.

**"At last a book that documents the long overlooked history of Italian poster design with understanding and elegance. A beautiful piece of work."**

*— Milton Glaser*



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MICHAEL DAMES

### About the author

Born and raised in Rome, Italy, Lorenzo Ottaviani moved to New York in 1987. He served as an Art Director with Hill and Knowlton's Corporate Design Group and shortly after founded Lorenzo Ottaviani Design, a multi-disciplinary graphic design studio specializing in brand identity, print, and interactive communications.

A graduate of the Istituto Europeo di Design, Lorenzo Ottaviani studied graphic design with Pier Paolo Scalera and Bonifacio Pontonio in Rome, and with Tony Palladino and Milton Glaser at School of Visual Arts in New York City.

Lorenzo Ottaviani is a volunteer with the Taproot Foundation, New York City Chapter.

Lorenzo Ottaviani is a member of AIGA and the recipient of design awards from *Print Magazine*, Zander, AGC. His work has been published in, *New York Magazine*, *How*, *Print* and *Vanity Fair*.

Lorenzo Ottaviani resides in Westchester County with his wife Gay, a group psychotherapist.