Travel posters

Travel posters were an important form of advertising in the first part of the **(1)**…………… (**TWENTY**) century. The classic travel poster was designed to make people believe that they could **(2)**…………… (**JOY**) a more luxurious lifestyle. They aimed to tempt people away from their ordinary working lives by presenting them with images of **(3)**…………… (**RELAX**) and glamour.

As travel became less **(4)**…………… (**SPEND**), posters were produced to advertise railways, cruise liners, motoring and airlines, as well as individual tourist destinations. The golden age of posters, however, was the period from 1910-1950, before television made other ways of advertising more **(5)**…………… (**EFFECT**).

The value of a poster is often linked to the **(6)**…………… (**ART**) who created the original. Some of the leading poster designers, influenced by **(7)**…………… (**MOVE**) such as cubism and surrealism, created their own style and use of colours, which is **(8)**…………… (**INSTANT**) recognisable. Posters designed by these people are often the most striking and can command **(9)**…………… (**SURPRISE**) high prices.