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.

LIVEWORKSHEETS