



# **Carteles De LA Epoca De Oro Del Cine Mexicano/Poster Art from the Golden Age of Mexican Cinema**

*Rogelio Agrasanchez (Curator), Charles Ramirez-Berg, Guillermo Vaidovits, David Wilt, David Rodriguez*

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This stunning collection is the first to focus solely on Mexico's rich cinematic Golden Age (1936-1957). It reproduces more than 200 posters -- all in full color -- from the extensive holdings of the Agrasanchez Archive of Mexican Cinema, the largest private collection of Mexican cinema in the world. Represented are the top films (such as *Cuando los hijos se van*, 1943, and *Rio Escondido*, 1947) and the biggest stars (including Maria F@lix, Cantinflas, Dolores Del Rio, Jorge Negrete, and Pedro Infante), as well as lesser-known films and actors. The posters are accompanied by an extensive bilingual introduction by film critic and historian Charles Ramirez Berg. It includes a contextualizing history of the Golden Age, a discussion of film publicity during that period, and biographies of the poster artists. An analysis of the graphic design of the posters provides the reader with tools to better appreciate the images contained in the book.

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