



Postcards from Penguin: One Hundred Book Covers in One Box

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Postcards from Penguin: One Hundred Book Covers in One Box none Product Description

This is a collection of 100 postcards, each featuring a different and iconic Penguin book jacket. From classics to crime, here are over seventy years of quintessentially British design in one box. In 1935 Allen Lane stood on a platform at Exeter railway station, looking for a good book for the journey to London. His disappointment at the poor range of paperbacks on offer led him to found Penguin Books. The quality paperback had arrived. Declaring that 'good design is no more expensive than bad', Lane was adamant that his Penguin paperbacks should cost no more than a packet of cigarettes, but that they should always look distinctive. Ever since then, from their original - now world-famous - look featuring three bold horizontal stripes, through many different stylish, inventive and iconic cover designs, Penguin's paperback jackets have been a constantly evolving part of Britain's culture. And whether they're for classics, crime, reference or prize-winning novels, they still follow Allen Lane's original design mantra. Sometimes, you definitely should judge a book by its cover.

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