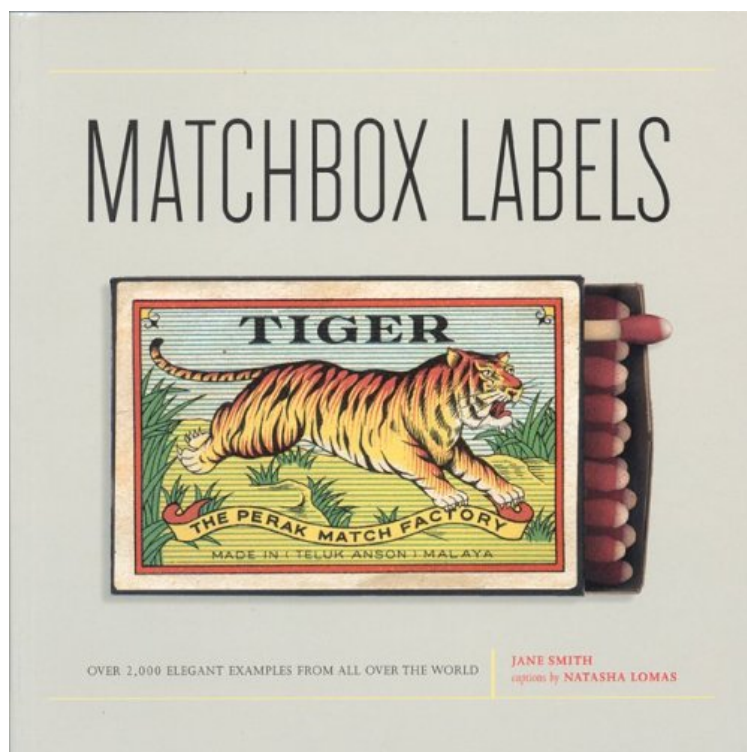


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*Jane Smith, Natasha Lomas*  
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[Mobile library] Matchbox Labels: Over 2,000 Elegant Examples from All Over the World

## Matchbox Labels: Over 2,000 Elegant Examples from All Over the World

**Jane Smith, Natasha Lomas : Matchbox Labels: Over 2,000 Elegant Examples from All Over the World** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Matchbox Labels: Over 2,000 Elegant Examples from All Over the World:

0 of 0 people found the following review helpful. Five StarsBy AAAwesome...beautiful book!!8 of 10 people found the following review helpful. Excellent production, So-so selectionBy MadMacsWell designed and printed on quality paper, this well-stocked archive is a decent production for collectors, fans, and graphic designers. It's organization is clear and the color labels easily identified.However, the most obvious shortcoming, and one that I found frustrating, was the amazing lack of North American selections. Nearly the entire 2,000 examples showcased are from former Soviet Union satellites and Asia. This isn't necessarily a bad thing - as you get a very good sense of Soviet-era constructivism and wonderful Asian simplicity beauty. But the lack of labels from the United States, Canada and Mexico is sorely missed.Although unbalanced - I would recommend this to devotees of the genre - if only to expose them to labels that aren't often seen. However, for graphic designers and fans of Americana, I would recommend focusing on selections by Chronicle Books.3 of 4 people found the following review helpful. Small time pleasures.By RobinI bought this as I'm interested in popular graphics and the two thousand samples included certainly capture the flavor of this tiny corner of the printed ephemera market.The book is very well designed and printed but ultimately I was rather disappointed with the contents. There is a sameness about so many of these labels. The huge number from

the old Soviet Union and the Eastern Block certainly look similar, only to be expected I guess but other nations output also seem bland and unimaginative. Perhaps the reason is that most of the labels included are brands rather than advertising labels that are so common today. Strangely none of the labels are dated but I would guess that most of them were produced several decades ago and the cheapness of liquid lighters now has reduced match output. As another reviewer has commented the absence of North American product maybe also explains the lack of pizzazz and color. The matchbook was the flame of choice for Americans and there are no examples of these included. This will probably be the standard book about matchbox labels because it is so comprehensive. The American matchbook is another story; their colorful design and huge output over the years will still produce occasional new titles. The one I like best is: *Close Cover Before Striking: The Golden Age of Matchcover Art (Recollectibles)* with several hundred matchbook covers in an attractively designed book. \*\*\*FOR AN INSIDE LOOK click 'customer images' under the cover.

2,400 miniature masterpieces. A matchbox label collector is called a phillumenist. But you don't have to be one to love these tiny works of art. The popularity of collecting matchboxes is growing because they are affordable and a joy to look at. *Matchbox Labels* features 2,400 of the best specimens, chosen for their charm and beauty. The matchbook labels are organized geographically, sorted within each group by theme, and captioned with insightful text. The book covers selections from: Scandinavia Europe Eastern Europe Russia South East Asia, China and Japan India and Pakistan Great Britain and North America. The labels range from minute works of socialist realism from the former USSR to marvelous nautical animal and bird pictures from southern India and sophisticated graphics and illustrations from Japan. A brief introduction offers a concise history of matchbook art and provides helpful advice on how to start, gather and organize a collection of your own. *Matchbox Labels* is an eye-catching and fascinating reference for art lovers, designers and collectors.

From Booklist No ulterior or hidden motives--such as promoting sales or increasing values of collectibles. Instead, Smith is simply focused on celebrating the color and design of more than 2,000 matchbox labels collected worldwide, primarily through eBay. Nine different categories, from people and architecture to leisure and graphics, help separate these almost artlike objects. And the inclusion of French and Spanish translations make these brief explanations much more accessible. Any further description of the contents would never be enough; instead, let readers appreciate visually the almost infinite variety possible in such a small space. Appended to this lovely book are collectors' notes and Internet resources. Barbara Jacobs Copyright American Library Association. All rights reserved Matchbox covers are an easy, cheap collectible... this book will give you an idea of the possibilities... an intriguing introduction to a hobby. (Liz Pogue Victoria Times-Colonist 2004-11-21) Focused on celebrating the color and design of more than 2,000 matchbox labels collected worldwide... lovely book. (Barbara Jacobs Booklist 2005-01-01) A wonderful introduction to the artwork found on matchboxes and to the hobby of collecting labels known as phillumeny. (Paper Collectors' Marketplace) Any designer or art lover will welcome this fascinating, striking reference -- an excellent source for graphic ideas. (Antiques and Auction News) The range of subjects, the colors, and art is interesting and amazing. (Linda Hutchinson San Gabriel Valley Tribune 2004-11-20) Strikingly colorful and inexpensive collectibles... tiny artworks. (Lynn Van Matre Chicago Tribune 2004-12-12) About the Author Jane Smith is an artist and illustrator who has been traveling the globe for twenty years. Her work appears in *The Guardian* and the *Daily Telegraph*.