

WORDS AND IMAGES IN THE ADVERTISING MESSAGE: WHAT HAS CHANGED IN THE LAST DECADES ?



Do you remember the vintage posters from the last century ? The elegant women by Mucha or Dudovich, the art of surprising of Cappiello, the freshness of a Boccasile girl or the bright ability of synthesis expressed by Armando Testa just few decades ago. How and why the present advertisings are so different in terms of words, images, productive processes, customers and target populations ?

We will discuss about these changes with prof. Daniela Salina, because these were part of her life when she worked in the ad world and studied the phenomenon, in the end becoming an academic expert in this field.

Free entrance ...and at the end a round of drinks with the historical Italian vermouth "Punt e Mes" ...straight from the sixties !!



MILANO MANIFESTI

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Friday the 15th Avril hrs 18-21