

## Well-written and red: The continuing story of The Economist poster campaign



It is now 18 years since The Economist ran the first of its eye-catching White out of Red posters. As this book points out, their vibrancy and visibility have now established them as part of the urban landscape. Well-written and Red is the story of this influential advertising campaign, written by one of Britain's most respected advertising copywriters, Alfredo Marcantonio. As an ex-Director of AMV BBDO he paints a remarkably insightful picture, not only of the conception and development of the award-winning creative work, but also of the Agency/Client relationship that has nurtured it. Marcantonio weaves together the recollections of those actually involved, putting events into context or stressing their importance, by citing lessons he has learnt in his own distinguished career. This is clearly a must-have publication for advertising, marketing and the media. However, poster headlines like In real life the tortoise loses mean that it will appeal to anyone who appreciates wit and style. Whilst readers from outside the industry won't be fazed by the vagaries of the creative process, they may be surprised to discover the disciplined strategic thinking and tight advertising briefs that inspire it. And the way that subtle shifts in emphasis have helped the campaign remain relevant in changing times. This 256 page volume features almost 200 of the advertisements that have helped The Economist increase its UK circulation from just over 80,000 in 1987 to almost 160,000 today. It represents a testimony to the power of posters, confirmation that it can pay to advertise and proof that funny need not be the enemy of money.

Green Artists League GALvanizing Eco-Responsibility Subscribe via RSS HOME ABOUT ALCHEMICAL GARDEN ECOVENTIONS Help Cultivate The Alchemical Garden: An Edible Garden and Art Park at Newburyport's Rail Trail Posted by erin on April 25, 2011 3 comments The Alchemical Garden site February 2010 GAL is turning a desolate field of weeds into a visually compelling garden that will educate and engage the community for years to come. Located on a 160 x 25 site near the south entrance of Newburyport's Clipper City Rail Trail, the Alchemical

Garden is a richly layered evolving art and horticulture experience that is accessible on many different levels to the public. Alchemical Garden Plot plan Alchemical Garden is designed to become a model for a sustainable, interactive public garden through the use of symbiotic, low maintenance plantings and recycled materials. The ancient discipline of Alchemy marries art and science and is famously known for transforming a common material into gold. The Alchemical Garden will lead the community to transform on a number of levels : Alchemical Garden with Spring Wheat "Crop Circles" June, 2011 BUILD COMMUNITY: The Garden creates a gathering space for individuals to form a more intimate relationship with their community. The space is designed with visual features and seating areas to compel passers-by to pause, reflect, and have a multi-sensory interactive experience ( sight, smell, touch, taste, smell) with the garden and the community. Read the rest of this entry Categories: Alchemical Garden, Articulture, Current Events, Projects. Tags: alchemy, art, bike, crucible, ecology, garden, green art, hedge, hyper-accumulating, industry, living structure, Newburyport, permaculture, rail, sculpture, soil remediation, trail, tree guilds.

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