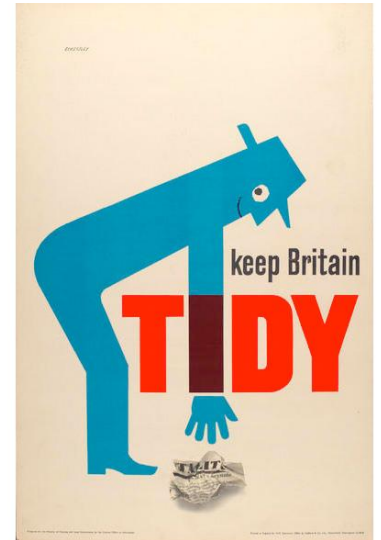


# TOM ECKERSLEY

Tom Eckersley (1914-1997) created posters that range from propaganda posters to his post-war posters. Eckersley used bold simple designs, often resembling collage. Eckersley was also a teacher of poster arts and established the first graphic design course in Britain at the London College of Printing.

Tom was brought up looking at posters by Cassandre and he has greatly influenced by them, as he loved how they were both art and posters. Certain clients and advertising agencies were looking to artists to produce material that was both functional and aesthetically pleasing, and Eckersley was commissioned by Shell, the BBC, London Transport and many others.



In 1948 Tom was awarded the OBE for services to British poster design. He had reached the top of his profession and many a 'man in the street' who did not know the Eckersley name was familiar with his posters.

Eckersley worked advertising for everyday products like Guinness after the war to try and encourage people to start trading again.



Tom's flawless clarity of purpose, his rich imagination and his gentle humour had impressed many messages upon the public: that they should avoid industrial injuries, shave with Gillette razors, dress at Austin Reed and fill their cars with Shell, to name but a few.

