

*The nostalgic designs for a publisher's campaign cuts through the white noise of interactive clutter, says Laura Swinton*

integrated campaigns, 360 advertising, digital this, viral that... With so many toys to play with, it's no wonder we're all suffering from advertising ADD.

But the harder, better, faster, stronger approach isn't the only way to grab people's attention. It may sound terribly 1950s, but what's wrong with a good old-fashioned poster?

Orion Books are leading the renaissance with their latest marketing campaign - a limited run of screen-printed posters to be displayed in bookshops around the UK. The six designs are

themed around the genres of biography, crime, fiction, history, philosophy and sport. They borrow from the wide range of 20th century design and are produced using traditional printing techniques. Orion commissioned illustrator Ben Jones through YCN, a creative network for emerging talent.

When Orion approached Jones, they already had a clear idea of what they wanted, and gave a big clue by sending him a hefty archive of Russian constructivist posters to swot up on.

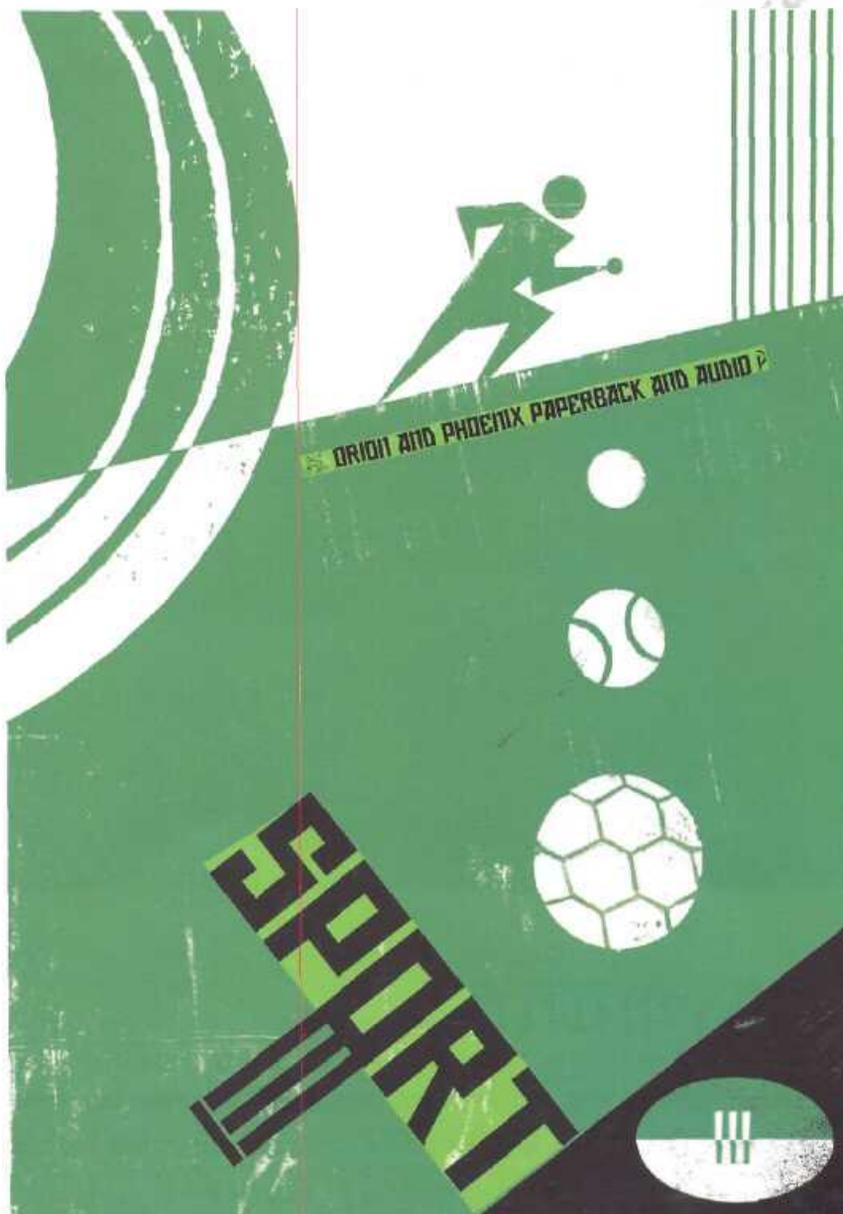
It was the old-school nature of the brief that got

Jones excited. "At college, we studied Abram Games, who did lots of World War Two posters and was a big part of the British poster tradition. The tutors said we'd never get a brief like that nowadays," he chuckles.

Jones graduated from John Moores University in 2006, and although he's only been working for a few months, the 23-year-old has already taken commissions from Time Out London, Reed International and Radio Times. But the work for Orion has been his favourite so far, partly because he was already into Eastern European poster art, but also because of the satisfaction of seeing the designs in full screen-printed glory.

"I like screen-print production, where people can wet their fingers and smudge the posters," he says. "It's like there's an original piece of artwork in a shop." 

Orion Publishing  
Poster campaign  
Philosophy  
(left)  
History  
(above)  
Sport  
(right)  
Illustrator  
Ben Jones



POSTER  
MODERN