



## Pan Am

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# Pan Am

*M. C. Huhne*

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432 pages

Revue de presse

The best book ever written on any airline, Pan Am or otherwise. (Jeff Kriendler, former Pan Am vice president for corporate communications) Présentation de l'éditeur

The best book ever written on any airline, Pan Am or otherwise. Jeff Kriendler, former Pan Am vice president for corporate communications

Why does Pan Am's blue globe retain its cult status although the airline went bankrupt long ago? This unprecedented analysis explores the history and strategies that created a truly triumphant brand.

Pan Am: History, Design & Identity is the captivating story of an airline company that refused to consider anything impossible and single-handedly revolutionized air travel. From modest beginnings in the late 1920's, Pan Am developed into the world's best known airline with astonishing speed. Its rapid rise was accompanied by highly effective publicity campaigns which featured some of the best design and advertising in the industry. Many of these iconic designs have remained in our collective memory down to the present day.

The book takes the reader on a journey into the daring world of early air travel, follows the first crossings of the Atlantic and Pacific oceans, investigates commercial aviation during World War II, and gives a feeling of the thrill of the jet age when a plane ticket started to become more affordable for the general public and mass tourism took off. A spellbinding visual storyline featuring more than 900 photos and illustrations supplements the meticulously researched text, allowing readers to retrace for themselves Pan Am's resourceful marketing and design initiatives. This volume is an inspired tribute to one of the most influential companies of the 20th century and a stunningly told cultural history of American modernism.

From internationally recognized design book publisher Callisto, this large format, 432-page book (measuring 9.2 x 12.2 ) was produced and designed according to the highest standards, printed on top of the line paper by acclaimed Italian manufacturer Fedrigoni. All images were reproduced and digitally restored true to the originals whenever possible to enable the reader to enjoy them with the same intensity Pan Am's customers did many years ago. Biographie de l'auteur

M. C. Huhne, author of *Pan AM: History, Design & Identity* (2016) and *Airline Visual Identity 1945-1975* (2015) is an author and owner of Callisto Publishers, based in Berlin, Germany. A Harvard graduate, Huhne developed an appreciation for art while working as a developer of high quality commercial and residential real estate. After leaving his position as project manager with a U.S. real estate developer, Huhne went on to found his own award-winning development company in 1966. Huhne collects and supports modern art as well as North American native art, and takes a special interest in commercial design and the history of architecture.

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