

# Stalking the Wild Poster



by Michael Erlewine

# Natural Habitat of the Poster

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## INTRODUCTION

This is not intended to be a finely produced book, but rather a readable document for those who are interested in in this series on concert poster artists and graphic design. Some of these articles still need work.

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## **Classic Posters - Natural Habitat of the Poster**

By Michael Erlewine

The idea of banking on the wall may seem a little Kooky at first; I know it was to my wife. But, after the downturn in the stock market these last number of years, it seems much less so today.

So you want to save your money and make interest on it? Me too, but where are you going to put it where it will be safe? Stocks, bonds, mutual funds, CDs. Yeah, ok. But you will still worry, worry, worry? And the market will go up, down, and around. That's life.

So I took some of that money, that retirement stuff, and invested it in posters, and put some of those posters on the wall, where I and my family and friends can enjoy them.

When I was younger, I remember having some prints by Van Gogh, Modigliani, and others on the wall, things like that. That was cool, then. But there is something about an original that is a lot more satisfying. And if you are reading this, there is a chance you can already



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Let us not forget the natural habitat of the poster, out there, somewhere -- the telephone pole, storefront, and bulletin board. If you have never gone out, found a poster, taken it down, and collected it, you need to do that, at least once!



A typical poster frenzy on Berkeley Campus

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