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# Time: The Illustrated History Of The World's Most Influential Magazine



## Synopsis

The history of Time "from its inception to its iconic status today" recounted by its world-famous editors, art directors, and stellar cast of contributors. Time is a fascinating look at the history of the world's most influential newsweekly. The complete compendium is illustrated with hundreds of covers and archival photographs, featuring the work of the twentieth century's most respected journalists, editors, and photographers "from Eddie Adams, Neil Leifer, Dirck Halstead, and David Hume Kennerly, to David Burnett, Gregory Heisler, Matt Mahurin, James Nachtwey, and Diana Walker, who together won more major photo awards for Time than all other publications combined. This volume explores Time's documentation of seminal moments in history, including the moon landing, the Kennedy assassination, Vietnam, the Gulf War, and September 11th. It investigates the reasons behind Time's "Man of the Year," transitions in design, the creation of the symbolic red frame, the important designers and illustrators, the covering of both hot and soft news, as well as the magazine's changeover to the 21st century and the creation of Time's international editions.

## Book Information

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## Customer Reviews

A handsome and very lavish look at the rise, over eighty-seven years, of this magazine that seems to be an essential weekly read for so many of us. Reading about the early history of Time and its two creators, Briton Hadden and Henry Luce, I wonder what they would make of their publication now? My guess is that they'll probably be staggered by the amount of advertising and then the range of colored photos and graphics. The thirty-two page first issue in 1923 was essentially a

digest of news items from other printed sources, the print run was nine thousand copies but they had a winner on their hands. The two authors follow the ups and downs (mostly up, though) of Time over the years and present the story in bite-size chunks, a bit like the magazine. The first fascinating piece I found was about Hadden's attempt to create a unique writing style, which later became Timestyle: 'Death, as it must to all men, came last night to ...', he created new words: cinemactresses; radiatorators; socialite or kudos. The style seemed to specialize in its own inverted syntax. Another unique style was the red cover border, first used on the January 3, 1927 issue and it has stayed ever since. Magazines have to compete on the newsstands, so cover images are vital. These three artists helped sell a lot of copies: Artzybasheff; Chaliapin and Baker who between them created more than nine hundred covers in the forties and fifties. I can remember being wowed, back then, by Artzybasheff's stunning combination of machines with human attributes on Time covers. Another visual item I remember as a reader were the fascinating charts and maps drawn by Robert Chapin, only five are included, though.

It is hard to imagine a magazine that has compiled a more comprehensive history of the last century than Time magazine. Now, through the efforts of writers Norberto Angeletti and Alberto Oliva, we have a similar full and robust history of the magazine itself. Interestingly, in this era of internet news aggregators (Google news anyone?), Time magazine actually began as an aggregator itself. The book details the origins of the magazine by a pair of 25 year old Yalies (Henry Luce and Briton Hadden - Hadden died in the magazine's first decade in print) who, beginning with their first issue in March of 1923, created a compendium of news articles from popular magazines of the day (The Atlantic Monthly, Le Figaro, the New Republic and others) eventually leading to their own world-class reportage that has summarized weekly events for over eight decades. The book does an excellent job of detailing the development of the 'world's most influential magazine' from both its written and photographic history. Of note is the obvious visual growth of the magazine from the early charcoal drawing of notables of the day, to the famous red border version of the magazine that still lives on today. From illustrators, like cover collage maker, Boris Artzybasheff, portrait artist Robert Vickrey, or contemporary artists like Warhol, Lichtenstein and Rauschenberg, to the top-flight photographers - from Dorothea Lange to David Hume Kennerly to Matt Mahurin - to Nigel Holmes' charts of 'info-graphics' to illustrate the news, Time magazine's portrayal of weekly events has as much to do with its illustrative graphics as it does with its long history of award-winning journalism.

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