

POLYTECHNIC OF TORINO  
FACULTY OF ARCHITECTURE  
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*Honors theses*

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**Advertising: the art of communicating in the urban landscape**

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Everybody knows that we are living in the information age. Technology propels us further down this supercharged highway, and computers hasten our exchange of knowledge at a pace that leaves many of us breathless. Who would have believed that in this internalized technological age the oldest form of outdoor information exchange, the poster, would still be one of the most popular?

What then makes it such a unique form of advertising?

The answer to that question lies in the way the medium is consumed. On the public highway, or from a passing car, bus or train, it is generally viewed in a split second. Our attention is breached from its purpose by a moment's distraction. This is the poster's fate.

The skill of advertising is to reduce, to take a complicated message and distil it down to a simple thought that is both informative and memorable.



My thesis is a record of the achievement of the outdoor advertising industry from its earliest manifestations to today's innovative developments. The question that remains throughout this evolution, however, is the same: is it art or is it just commerce? From Toulouse-Lautrec to Wonderbra, we experience the genius of the poster and its creators. Advertising is for some the art gallery of the high street, while for others it becomes the eyesore on the urban landscape.

Posters prompt controversy, employ persuasion and provide information. No city street would be complete without them.

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