

**Immediate Release**

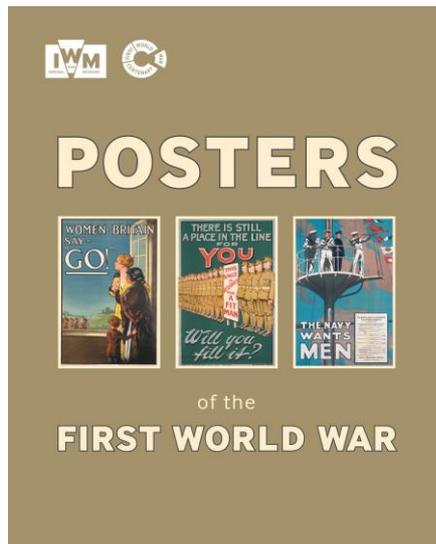
## **IWM Publishes *Posters of the First World War***

A new selection of iconic First World War posters from IWM's collection

**Published in Paperback from May 2014**

**£9.99**

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**Recruitment, propaganda, rationing and fundraising – throughout the First World War posters were used to inform and rally the public as never before.**

Sourced from IWM's (Imperial War Museums) unparalleled collection, these beautiful and sometimes surprising images provide a fascinating slice of social history. Showcasing posters from Britain, Germany, France, Italy and America, *Posters of the First World War*, reveals forgotten gems alongside well-known designs which still remain iconic today, including Kitchener's pointing hand and 'Daddy, what did YOU do in the Great War?'

*Across the years 1914 to 1918, no other form of popular appeal had such a profound effect on the lives of ordinary people as the poster. Posters were everywhere: in railway stations, in city centres, on buses and on walls, subliminally influencing people as they walked down the street. Each nation had its own distinct styles and designs. But their purpose was all the same – to bind people together, and to uphold their consent in the war.*

**Nigel Steel, Principal Historian, IWM**

Reproduced in full colour with an introduction by Nigel Steel, IWM's Principal Historian for the First World War Centenary, the book gives a feel for the dynamism and energy of this popular medium at the height of its influence.

To mark the start of the First World War Centenary, IWM London is opening new permanent [First World War Galleries](#) on 19 July 2014 that tell the story of the war – how it started, why it continued and its global impact. Many of the posters featured in this book will be on display in the new galleries.

– Ends –

For further information or images of the posters featured in the publication or to request interviews or a review copy of the book, please contact:

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### **Notes to Editors:**

#### **IWM**

IWM (Imperial War Museums) tells the stories of people who have lived, fought and died in conflicts involving Britain and the Commonwealth since the First World War.

Our unique collections, made up of the everyday and the exceptional, reveal stories of people, places, ideas and events. Using these, we tell vivid personal stories and create powerful physical experiences across our five museums that reflect the realities of war as both a destructive and creative force. We challenge people to look at conflict from different perspectives, enriching their understanding of the causes, course and consequences of war and its impact on people's lives.

IWM's five branches attract over 2 million visitors each year. [IWM London](#), our flagship branch, is transforming with new First World War Galleries and a new Atrium with large object displays which will open on 19 July 2014 to mark the centenary of the First World War. Our other branches are [IWM North](#), housed in an iconic award-winning building designed by Daniel Libeskind; [IWM Duxford](#), a world-renowned aviation museum and Britain's best preserved wartime airfield; [Churchill War Rooms](#), housed in Churchill's secret headquarters below Whitehall; and the Second World War cruiser [HMS Belfast](#).

#### **First World War Centenary**

**2014 – 2018** marks the centenary of the First World War, a landmark anniversary for Britain and the world. IWM will mark the centenary by leading a vibrant, four year programme of cultural activities across the country, including the opening of brand new First World War Galleries at IWM London in July 2014. For more information visit [www.1914.org](http://www.1914.org)

