



100 YEARS

PRESS RELEASE

The Second World War in Colour

£14.99

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***The Second World War in Colour*, a new book published by Imperial War Museums (IWM), will present rarely seen original colour photographs from the IWM archives, many published for the first time in 70 years.**

During the Second World War, colour film was a scarce commodity. The difficulty and high cost of reproducing printed works means that the majority of people today are accustomed to viewing the conflict in black and white.



Author and Senior Curator at IWM, Ian Carter said: *'The images in this book show the vivid hues of the flames and fabrics, the intense blue skies, the sun-tanned faces and the myriad of colours of military camouflage. Black and white photography puts a barrier between the subject and the viewer, colour photography restores that missing clarity and impact. As the most destructive war in history gradually fades from living memory, it becomes more important to take away the remoteness and bring the Second World War to life.'*

The Second World War in Colour is divided into seven chapters, including an introduction to Second World War photography, Germany Triumphant, Britain at War, Striking Back: The Bomber Offensive, War at Sea, Forces Overseas and the Second Front. The publication explores life on the home front through striking images of women working as Auxiliary Territorial Service spotters and members of the Women's Auxiliary Air Force preparing parachutes for D-Day. The photographs of women at work accompany photographs demonstrating the destructive force of the war in Britain, the remains of bombed out buildings, evacuee children and airmen in hospital blues.

The publication also includes a series of photographs revealing the war on the fighting fronts, including rare photography of flamethrower tanks in action, Mustangs and Spitfires in flight, and the RAF's top-scoring fighter pilot, Wing Commander 'Johnnie' Johnson with his pet dog Sally. Powerful images show the anxious faces of men preparing to take part in practise jumps from an RAF Dakota and the jubilant celebrations of Dutch civilians after the liberation of Eindhoven in September 1944.

During the Second World War, the Ministry of Information controlled the output of material to press, which included colour images which were obtained for record purposes. Between 1942 and 1945 some 3,000 photographs were taken, those which survived became part of the IWM archives in 1949. The photographs reproduced in *The Second World War in Colour* reveal in great detail, and for the first time, the world as the people in them would have seen it.

All the photographs in the book have been selected from IWM's extensive collection. One hundred years on from its establishment in 1917, IWM is now home to over 11 million unique images documenting conflict from the First World War to the present day.

- ENDS -

For further information please contact [Faye Jackson](mailto:fjackson@iwm.org.uk) in the IWM press office, fjackson@iwm.org.uk or on 020 7416 5420.

Notes to Editors

The Second World War in Colour will be published on Thursday 20 April 2017; cost £14.99. For further information or to pre-order *The Second World War in Colour* please visit:

http://www.iwmshop.org.uk/product/25922/The_Second_World_War_in_Colour

Ends

IWM

IWM (Imperial War Museums) tells the story 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 which attract over 2 million visitors each year are **IWM London**, IWM's flagship branch that recently transformed with new, permanent and free First World War Galleries alongside new displays across the iconic Atrium to mark the Centenary of the First World War; **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**.

IWM Centenary

2017 marks Imperial War Museums (IWM) centenary. IWM was established while the First World War was still being fought. Since its establishment people have entrusted IWM with their stories of war from 1917 to the present day, in the knowledge it will continue to share these stories with future generations. IWM will commemorate its 100 years through a centenary of stories from its rich collections across its five branches (IWM London, IWM North, IWM Duxford, Churchill War Rooms and HMS *Belfast*).



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First World War Centenary

2014 - 2018 marks the centenary of the First World War, a landmark anniversary for Britain and the world. IWM is marking the centenary by leading a vibrant, four year programme of cultural activities across the world. For more information visit www.1914.org

