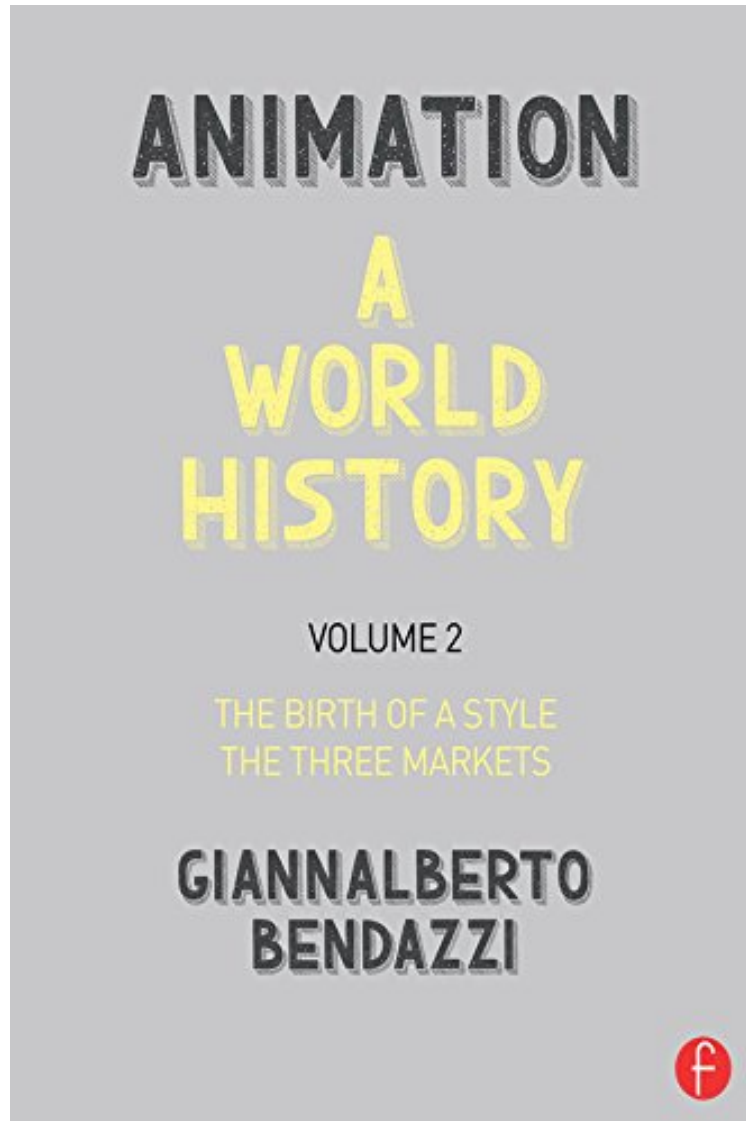


Animation: A World History: Volume II: The Birth of a Style - The Three Markets: Volume 2

Giannalberto Bendazzi

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A continuation of 1994's groundbreaking Cartoons, Giannalberto Bendazzi's Animation: A World History

is the largest, deepest, most comprehensive text of its kind, based on the idea that animation is an art form that deserves its own place in scholarship. Bendazzi delves beyond just Disney, offering readers glimpses into the animation of Russia, Africa, Latin America, and other often-neglected areas and introducing over fifty previously undiscovered artists. Full of first-hand, never before investigated, and elsewhere unavailable information, *Animation: A World History* encompasses the history of animation production on every continent over the span of three centuries. Volume II delves into the decades following the Golden Age, an uncertain time when television series were overshadowing feature films, art was heavily influenced by the Cold War, and new technologies began to emerge that threatened the traditional methods of animation. Take part in the turmoil of the 1950s through 90s as American animation began to lose its momentum and the advent of television created a global interest in the art form. With a wealth of new research, hundreds of photographs and film stills, and an easy-to-navigate organization, this book is essential reading for all serious students of animation history.

About the Author A former professor at the Nanyang Technological University of Singapore and the Università degli Studi di Milano, Italian-born Giannalberto Bendazzi has been thoroughly investigating the history of animation for more than forty years. A founding member of the Society for Animation Studies, he authored or edited various classics in various languages, and has lectured extensively on every continent.