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Tells the story of shipping companies and their ships through the art of poster design. Ocean liners were the only way to travel from one continent to another. Millions of people, including millionaires, occupying luxurious suites with dream decors, signed by the artists of a future, meagre savings in hand, huddled in third class - all sharing the excitement of the largest form of transportation ever built.

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This book charts the evolution of ocean liner posters from the first shipping posters of the nineteenth century, when the vessel's image appeared alongside information, to the Nouveau era, when the image of the ship began to take a key role in the design. It allowed masters of poster art such as Adolphe Mouron Cassandre to create posters for the transatlantic routes, through to the sixties, which saw the poster being used for a wide range of purposes.

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