Translating Hollywood

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Culled from the collection of movie-poster aficionado Sam Sarowitz's Posteritati Gallery, Translating Hollywood examines posters used to sell the same film in different countries, demonstrating how cultural tendencies are reflected in graphic design and how moving a poster to a new market requires much more than translating the language. Sarowitz's selections of posters includes legendary films, directors and coveted collectibles. Featuring classic works of poster design by the likes of Saul Bass, obscure Russian science fiction movies and multiple takes on famous films from Hollywood, France and Japan, the posters in Translating Hollywood come from all over the world: the US, UK, Poland, Argentina, Belgium, Cuba and Eastern Europe.

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