

Luigi Loir and the birth of advertising

Written by Administrator

Wednesday, 25 February 2009 04:40 - Last Updated Thursday, 28 January 2010 08:01

*Advertising, the ephemeral art, should captivate, convince and make one dream.
It played an important role in society at the end of the 19th century.*

It materialised the main social-cultural trends of the time and gave concrete expression to the technical

[Read more...](#)

