



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

By Giannalberto Bendazzi

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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.

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#### **About the Author**

A former professor at the Nanyang Technological University of Singapore and the Università degli Studi of Milan, 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.

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