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## Dream of Santa: Haddon Sundblom's Vision

*Haddon Sundblom, J. R. Taylor, Charles Barbara Fans*  
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**Haddon Sundblom, J. R. Taylor, Charles Barbara Fans : Dream of Santa: Haddon Sundblom's Vision** before purchasing it in order to gage whether or not it would be worth my time, and all praised Dream of Santa: Haddon Sundblom's Vision:

5 of 5 people found the following review helpful. Haddon Sundblom was among the very best illustratorsBy Professor Emeritus P. BagnoloDream of Santa: Haddon Sundblom's Advertising Paintings for Christmas, 1932-1964The Haddon Sundblom Coca Cola Santa was the iconic Santa for Americans. It set the tone for the Santa image for the last nearly 100 years. If you are an artist or art book collector this book would be an invaluable addition to your collection. Many fine art students, when I was a student studied Sundblom as often as they studied the classic fine artists. I have several copies of this book and the two other Santa Books by Sundblom, as well as a number of prints of his more classical style of book and magazine art.When I was a student at the American Academy of Art in Chicago, Golden Age of Illustrators was churning, skidding to a halt. Photography was cheaper and faster. However, among the greatest illustrators of all time, Haddon Sundblom (Sunny) ranked highly. His facile brush strokes, and color sense were outstanding, he was a master and virtuoso of broad, sweeping, luscious brush strokes and composition. His anatomical figure construction was flawless. Here is the real interesting thing about Illustration and fine art, then as today some of the nation's top fine artists were once top notch illustrators. His studio was just a few blocks from the Academy and he often invited the best figure art students over to lend a hand. It was incredible to see him work. I never saw anyone paint faster and with such great accuracy.The Coca Cola Santa was only one of "Sunny's" well known gigs. He did story and book illustrations for magazines and publishers of hard cover books, all of them are now collectors items and

his originals have begun to sell in the five to six figure range. Keeping in mind that one paints differently when one is creating art for reproduction, especially back when Sunny was one of the top guns in Illustration, having to make certain colors brighter and shades and shadows, often in higher key, his originals hold up surprisingly well. If you paint figures, Sundblom is one of the artists you ought to be collecting for study and for sheer enjoyment. 6 of 6 people found the following review helpful. Dream of Santa By A Customer The history of the Coca Cola Santa is wonderful and the pictures are of good quality. The Pictures are in most cases full page. If you are a Santa or Coca Cola collector this would be a good addition to your collection.

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