



## Title information



### One Shilling

The Football Programme Design Revolution of 1965-85

By Matthew Caldwell and Ian Dein

#### Key features

- First book of its kind – breaking new ground as it digs into the history of an astonishing era of programme design
- A beautifully designed collection of classic programme covers and layouts from more than 40 clubs
- Features in-depth portrait of legendary designer John Elvin, and interviews with some of the great designers of the era
- A study of the wider visual and cultural backstory over the two decades from England's World Cup victory in 1966
- Compiled by designer Matt Caldwell, and social historian and broadcaster Alan Dein, with a foreword by the award-winning designer Craig Oldham
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

#### Description

*One Shilling: The Football Programme Design Revolution of 1965-85* is the first-ever exploration into this golden era of football programme design, featuring remarkable eye-sizzling covers and layouts which are a departure from the previous conventions of football imagery for the trusty football programme. The football programme has been an ever-present staple of the national game since Victorian times. Passionate football administrators designing printed programmes for match goers, but unlike the fashion or music industries, the names behind the artworks for these pocket-money priced matchday publications were often uncredited or ignored. Until now. At its heart, this is the story of John Elvin, the greatest football programme designer, who massacred the formal code of lay-outs, blew-up typefaces and used photos beyond the imaginable. *One Shilling* also explores the wider cultural and political backstory of British football over a transformative two decades from England's World Cup victory in 1966, and looking forward, champions the potential of a new era for programme design.

#### Details

Publication: 29 January 2024  
Price: £25.00  
ISBN 13: 9781801508926  
Format: 246mm x 176mm  
Binding: Hardback  
Extent: 224 pages  
Category: Football

Trade Orders to:

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