

American Modern

1925-1940 • DESIGN FOR A NEW AGE



American Modern 1925 1940 Design For A New Age

David Raizman



American Modern 1925 1940 Design For A New Age:

American Modern, 1925-1940 Stewart J. Johnson, 2000-05-01 Showcases a pioneer group of designers architects artists who forged a new Machine Age design aesthetic that transformed American tastes *American Modern 1925-1940: Design for a New Age* , **Paul T. Frankl and Modern American Design** Christopher Long, 2007-01-01 A comprehensive view of the life work and ideas of one of the creative giants of modern American design Arriving in the United States in 1914 Viennese born Paul T Frankl 1886 1958 brought with him an outsider s fresh perspective and an enthusiasm for forging a uniquely American design aesthetic In the years between the two world wars he more than any other designer helped shape the distinctive look of American modernism This authoritative book draws on an extensive collection of unpublished documents and family papers and photographs to provide the first full account of Frankl s life and ideas The book also explores the history of modern American design and the extent of Frankl s influence on its trajectory In the early 1920s Frankl opened a New York City shop that became an epicenter of American modernism Over the next decades his work encompassed everything from individual pieces of furniture and decorative accessories to entire interiors and his style continuously evolved from early Skyscraper furniture to relaxed and casual designs favored by the Hollywood elite in the 1930s to manufactured pieces for the mass market in the 1950s The book charts the impact of Frankl s ideas on merchants and consumers on his fellow designers and on the changing look of American homes and workplaces With close to 170 illustrations Paul T Frankl and Modern American Design is an essential reference on 20th century design American Modern, 1925-1940 Stewart J Johnson, 2000-05-01 **American Modern, 1925-1940** J. Stewart Johnson, 2000 *History of Modern Design* David Raizman, 2003 An exploration of the parallel development of product and graphic design from the 18th century to the 21st The effects of mass production and consumption man made industrial materials and extended lines of communication are also discussed **Design in the USA** Jeffrey L. Meikle, 2005-07-28 From the Cadillac to the Apple Mac the skyscraper to the Tiffany lampshade the world in which we live has been profoundly influenced for over a century by the work of American designers Beautifully illustrated Design in the USA explores the underlying history of American design over the past two centuries Designing Modern America Christopher Innes, 2008-10-01 From the 1920s through the 1950s two individuals Joseph Urban and Norman Bel Geddes did more by far to create the image of America and make it synonymous with modernity than any of their contemporaries Urban and Bel Geddes were leading Broadway stage designers and directors who turned their prodigious talents to other projects becoming mavericks first in industrial design and then in commercial design fashion architecture and more The two men gave shape to the most quintessential symbols of the modern American lifestyle including movies cars department stores and nightclubs along with private homes kitchens stoves fridges magazines and numerous household furnishings Illustrated with more than 130 photographs of their influential designs this book tells the engrossing story of Urban and Bel Geddes Christopher Innes shows how these two men with a background in

theater lent dramatic flair to everything they designed and how this theatricality gave the distinctive modernity they created such wide appeal If the American lifestyle has been much imitated across the globe over the past fifty years says Innes it is due in large measure to the designs of Urban and Bel Geddes Together they were responsible for creating what has been called the Golden Age of American culture

The Invention of Design Maggie Gram,2025-06-03 A critical history of the idea of design and its utopian promise Design has penetrated every dimension of contemporary society from classrooms to statehouses to corporate boardrooms It s seen as a kind of mega power one that can solve all our problems and elevate our experiences to make a more beautiful more functional world But there s a backstory here In *The Invention of Design* designer and historian Maggie Gram investigates how over the twentieth century our economic hopes fears and fantasies shaped the idea of design then repeatedly redefined it Nearly a century ago resistance to New Deal era government intervention helped transform design from an idea about aesthetics into one about function And at century s end the dot com crash brought us design thinking the idea that design methodology can solve any problem small or large To this day design captures imaginations as a tool for fixing market society s broken parts from within supposedly enabling us to thrive within capitalism s sometimes violent constraints A captivating critical history *The Invention of Design* shows how design became the hero of many of our most hopeful stories dreams fantasies utopias about how we might better live in a modern world

"Art, Sex and Eugenics " Anthea Callen,2017-07-05 This book reveals how art and sex promoted the desire for the genetically perfect body Its eight chapters demonstrate that before eugenics was stigmatized by the Holocaust and Western histories were sanitized of its prevalence a vast array of Western politicians physicians eugenic societies family leagues health associations laboratories and museums advocated through verbal and visual cultures the breeding of the master race Each chapter illustrates the uncanny resemblances between models of sexual management and the perfect eugenic body in America Britain France Communist Russia and Nazi Germany both before and after the Second World War Traced back to the eighteenth century anatomy lesson the perfect eugenic body is revealed as athletic hygienic pure blooded and sexually potent This paradigm is shown to have persisted as much during the Bolshevik sexual revolution as in democratic nations and fascist regimes Consistently posed naked these images were unashamedly exhibitionist and voyeuristic Despite stringent legislation against obscenity not only were these images commended for soliciting the spectator s gaze but also for motivating the spectator to act out their desire An examination of the counter archives of Maori and African Americans also exposes how biologically racist eugenics could be equally challenged by art Ultimately this book establishes that art inculcated procreative sex with the *Corpus Delecti* the delectable body healthy wholesome and sanctioned by eugenicists for improving the Western race

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