

History of Modern Design

By David Raizman

Download now

Read Online

History of Modern Design By David Raizman

Filling the gap for an extensively illustrated history of modern design, this introduction provides a balanced, chronological survey of the decorative arts, industrial design and graphic design from the eighteenth through the twentieth centuries. Focusing on the appreciation of design as a creative activity, as well as an enterprise conditioned by economic, technological and social history, Raizman includes the study of products and furnishing designed for mass consumption, and examines the social context for the democratization of culture. The author examines supply, demand, and design from 1700-1850, arts, crafts, and machines from 1850-1914, design after the Great War, 1918-1944and international modernism and mass culture after World War II. For design professionals.

Download History of Modern Design ...pdf

Read Online History of Modern Design ...pdf

History of Modern Design

By David Raizman

History of Modern Design By David Raizman

Filling the gap for an extensively illustrated history of modern design, this introduction provides a balanced, chronological survey of the decorative arts, industrial design and graphic design from the eighteenth through the twentieth centuries. Focusing on the appreciation of design as a creative activity, as well as an enterprise conditioned by economic, technological and social history, Raizman includes the study of products and furnishing designed for mass consumption, and examines the social context for the democratization of culture. The author examines supply, demand, and design from 1700-1850, arts, crafts, and machines from 1850-1914, design after the Great War, 1918-1944and international modernism and mass culture after World War II. For design professionals.

History of Modern Design By David Raizman Bibliography

- Sales Rank: #615381 in Books
- Brand: Brand: Prentice Hall
- Published on: 2003-11-22
- Original language: English
- Number of items: 1
- Dimensions: 10.56" h x .87" w x 9.66" l, 2.78 pounds
- Binding: Paperback
- 400 pages

Download History of Modern Design ...pdf

Read Online History of Modern Design ...pdf

Download and Read Free Online History of Modern Design By David Raizman

Editorial Review

From the Back Cover

Design plays an integral part in our lives, surrounding us at home and in the office. The products of design—whether in the form of household products, packaging, fashion, software, industrial equipment, or promotional images in the mass media—can be seen both as objects of beauty and as the result of creative human endeavors.

This insightful, wide-ranging book surveys applied arts and industrial design from the eighteenth century to the present day, exploring the dynamic relationship between design and manufacturing, and the technological, social, and commercial context in which this relationship developed. The effects of a vastly enlarged audience for the products of modern design and the complex dynamic of mass consumption, are also discussed. Part of this dynamic reveals that products serve as symbols for desires that have little to do with need or function.

Wide-ranging examples of product and graphic design are shown—and their significance within the history of design explained—including vessels and other objects made from glass, ceramics, plastic, or metal, as well as tableware, furniture, textiles, lighting, housings for electric appliances, machines and equipment, cars, tools, books, posters, magazines, illustrations, advertisements, and digital information. The book also explores the impact of a wealth of new manmade industrial materials on the course of modern design—from steel to titanium, plywood to plastic, cotton to nylon, wire to transistors, and .from microprocessors to nanotubes. The research, development, and applications of these technologies are shown as depending upon far-reaching lines of communication, stretching across geographical and linguistic boundaries. In this way, David Raizman reveals the history of modern design as a "global" history.

About the Author

David Raizman is a professor in the Department of Visual Studies at Drexel University in Philadelphia, PA.

Excerpt. © Reprinted by permission. All rights reserved.

The material and methodology for this book were developed over eight years of teaching a course entitled *History of Modern Design* in the College of Media Arts & Design at Drexel University, and almost twenty years of general undergraduate art history teaching experience. During these past eight years it has been rewarding to hear students reflect upon everyday objects in relation to the values and attitudes of their time, to consider the complex interplay of technological, commercial, social, and esthetic considerations that deepen our understanding of their beauty and the range of their meanings.

One of the persistent difficulties in offering this course over the years has been the issue of a textbook. History of fine art courses are far more common than those in the history of design, and there is no shortage of art-history texts to provide images and narrative to accompany general and more specialized courses relating to a variety of periods and movements. Yet despite the many colleges and universities that educate professional industrial, interior, graphic, merchandising, textile, and fashion designers, I found in my teaching that no introductory text served the needs of a course that integrated material from a broad range of specialized design fields over the past three centuries. Rather than being limited to a single area like graphic

design or industrial design, the present survey covers the history of these fields in relation to one another and the common themes they share, whether technology, production, consumption, or reform.

At first I relied upon a list of reserve readings, and in time supplemented these with my own outlines for lecture notes available through the university's computing services center. Subsequently I received a grant from the university to create a website that allowed an appropriate format to be developed for the presentation of a combination of text links and images for study and student preparation. Putting these notes into book form has been for me a formidable task. The required reading, travel, and study took me far from my own original training in the art of medieval Spain, requiring substantial historical perspective to provide a context for studying the objects and a desire to follow through with combining perspectives from both consumption and production for each chapter. In the course of writing and re-writing, I tried to organize the material both chronologically and thematically. Briefly stated, the themes are:

- SPECIALIZATION AND THE TECHNOLOGY OF MATERIALS AND PRODUCTION
- REFORM AND THE ROLE OF STANDARDS FOR DESIGN
- THE EQUALITY OF THE ARTS
- DESIGN FOR MECHANIZED PRODUCTION
- "GOOD" DESIGN AND POPULAR CULTURE
- PLURALISM AND DESIGN

In preparing this *History of Modern Design* I have benefited from a number of previous studies, beginning with most students' (of my generation anyway) introduction to modern design history, Sir Nikolaus Pevsner's *Pioneers of Modern Design,* and including more recent titles such as Penny Sparke's *An Introduction to Design and Culture in the Twentieth Century* (1986), Adrian Forty's *Objects of Desire* (1986), and Richard Woodham's Twentieth-Century Design (1997). There is also the excellent series of books by a range of specialists published by Oxford University Press. These include a number of volumes devoted to period styles (*Arts and Crafts, Art Nouveau, Art Deco, Bauhaus,* for example), as well as John Heskett's excellent Industrial Design (i98o). Also, Phillip Meggs's *History of Graphic Design* is a most informative survey of that material with a strong emphasis in the nineteenth and twentieth centuries.

As I began teaching the history, of modern design, I found myself drawn to the period room and decorative arts galleries of museums rather than to their Painting and sculpture galleries. As a result I've been pleased to observe, in my adopted city of Philadelphia,, that the Philadelphia Museum of Art has redesigned its galleries to merge fine with decorative art in a way which can only aid in the appreciation of our subject. It is also encouraging to note the recent increase in art-historical journals that have devoted issues to the applied arts, and those monographs that have done much to promote interest in the history of design. It is necessary to ma few of the latter, as they greatly aided in formulating many of the sections for the individual chapters that follow: Nancy Troy's *Modernism and the Decorative Arts in France. Art Nouveau to Le Corbusier,* the Guggenheim Museum's massive catalogue for *The Great Utopia. The Russian and Soviet Avant-garde, 1915-1932* exhibition, the American Craft Museum's catalogues for their series of exhibitions on domestic design entitled *The Ideal Home* beginning with the period from 1890-1910, and Debora Silverman's *Art Nouveau in Fin-de-Siecle France: Politics, Psychology, and Style.* Many of these books incorporate ideas drawn from a significant literature on the study of consumption, stemming less from art history than from social anthropology and the field of popular and mass culture.

Aside from those mentioned above, a number of exhibitions and their accompanying catalogues introduced me to a wide range of material that has been incorporated into this text. These include *German Graphic Design* (2001), *Godwin* (2000), and *Swedish Glass* (1997) at the Bard Graduate School in New York; *Henry Dreyfuss* at the Cooper Hewitt (1998), the traveling collection of chairs and other furniture from the Vitra Museum in Switzerland (1999-2ooo) at the Allentown Museum and the Cooper Hewitt; *Mackintosh* (1994)

and *American Modernism* (2000) at the Metropolitan Museum of Art (1994); the *Aluminum by Design* exhibition at the Carnegie Museum in Pittsburgh and the Cooper Hewitt (2000-2001); the *Art in Rome in the Eighteenth Century* exhibition in Philadelphia (2000); *Will Price* at the small Arthur Ross Gallery in the Fine Arts Library at the University of Pennsylvania; and the extensive *Art Nouveau* exhibition at the Victoria and Albert Museum in London and the National Gallery of Art in Washington, D.C. (2000).

Recent monographs stemming from renewed interest in A. W N. Pugin, Christopher Dresser, Russel Wright, C. R. Mackintosh and others are filling gaps in our knowledge and bringing new material to light, including the publication of primary source material and a wide range of visual material: they are among the numerous healthy signs of growing public and scholarly interest in an area with wide-ranging appeal to students, artists and designers, art historians, and collectors. Great Britain remains most active in the field of design history, through a variety of conferences, the *Journal of Design History*, the Design Research Society and its on-line publication *Design Research News* (DRN), and the number of courses offered at colleges and universities. Finally, the journal Design Issues not only contributes articles on the methods of designers but also frequently offers historical perspectives and reviews. It is my hope that the approach to this introductory text will be viewed as balanced and tolerant, and that the analyses will promote appreciation and suggest the synthesis of description and a framework based upon the interconnections of social, commercial, esthetic, and technological perspectives on design. In addition, as a teacher I have always enjoyed the challenge of comparing works of art from different or even successive time periods that share formal or ideological similarities. I am happy for the students in the College of Media Arts & Design who have made the study of design history part of their education and hope that what they have learned will in some way be incorporated into the contributions they are certain to make to their chosen design professions.

Users Review

From reader reviews:

Robert Frye:

The reserve with title History of Modern Design contains a lot of information that you can find out it. You can get a lot of advantage after read this book. That book exist new understanding the information that exist in this publication represented the condition of the world right now. That is important to yo7u to learn how the improvement of the world. This specific book will bring you with new era of the glowbal growth. You can read the e-book in your smart phone, so you can read the item anywhere you want.

Mary Thomas:

A lot of people always spent their own free time to vacation or maybe go to the outside with them loved ones or their friend. Do you realize? Many a lot of people spent these people free time just watching TV, or playing video games all day long. In order to try to find a new activity honestly, that is look different you can read the book. It is really fun in your case. If you enjoy the book that you simply read you can spent all day long to reading a reserve. The book History of Modern Design it is quite good to read. There are a lot of those who recommended this book. We were holding enjoying reading this book. When you did not have enough space to bring this book you can buy the actual e-book. You can m0ore very easily to read this book from the smart phone. The price is not too expensive but this book provides high quality.

Brenda Nunez:

Reading a book for being new life style in this 12 months; every people loves to study a book. When you study a book you can get a large amount of benefit. When you read ebooks, you can improve your knowledge, due to the fact book has a lot of information into it. The information that you will get depend on what sorts of book that you have read. If you wish to get information about your study, you can read education books, but if you act like you want to entertain yourself look for a fiction books, such us novel, comics, as well as soon. The History of Modern Design provide you with a new experience in looking at a book.

Terry Buehler:

Reading a publication make you to get more knowledge from the jawhorse. You can take knowledge and information coming from a book. Book is created or printed or descriptive from each source this filled update of news. Within this modern era like at this point, many ways to get information are available for you actually. From media social including newspaper, magazines, science publication, encyclopedia, reference book, new and comic. You can add your understanding by that book. Are you ready to spend your spare time to open your book? Or just trying to find the History of Modern Design when you necessary it?

Download and Read Online History of Modern Design By David Raizman #O02R4Q7UP9E

Read History of Modern Design By David Raizman for online ebook

History of Modern Design By David Raizman Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read History of Modern Design By David Raizman books to read online.

Online History of Modern Design By David Raizman ebook PDF download

History of Modern Design By David Raizman Doc

History of Modern Design By David Raizman Mobipocket

History of Modern Design By David Raizman EPub