

1930s Commercial Art

Richard Hollis

1930s Commercial Art:

1930s Commercial Art Pepin van Roojen, 1998 This volume presents a large selection of commercial illustrations and patterns from the 1930s The focus is on designs which were painted or drawn not on typographic composition Commercial Art ,1998 California Design, 1930-1965 Wendy Kaplan, 2011-09-16 The first comprehensive examination of California s mid century modern design generously illustrated In 1951 designer Greta Magnusson Grossman observed that California design was not a superimposed style but an answer to present conditions It has developed out of our own preferences for living in a modern way California design influenced the material culture of the entire country in everything from architecture to fashion This generously illustrated book which accompanies a major exhibition at the Los Angeles County Museum of Art is the first comprehensive examination of California's mid century modern design It begins by tracing the origins of a distinctively California modernism in the 1930s by such European migr's as Richard Neutra Rudolph Schindler and Kem Weber it finds other specific design influences and innovations in solid color commercial ceramics inspirations from Mexico and Asia new schools for design training new concepts about leisure and the conversion of wartime technologies to peacetime use exemplified by Charles and Ray Eames s plywood and fiberglass furniture The heart of California Design is the modern California home famously characterized by open plans conducive to outdoor living The layouts of modernist homes by Pierre Koenig Craig Ellwood and Raphael Soriano for example were intended to blur the distinction between indoors and out Homes were furnished with products from Heath Ceramics Van Keppel Green and Architectural Pottery as well as other previously unheralded companies and designers Many objects were designed to be multifunctional pool and patio furniture that was equally suitable indoors lighting that was both task and ambient bookshelves that served as room dividers and bathing suits that would turn into ensembles appropriate for indoor entertainment California Design includes 350 images most in color of furniture ceramics metalwork architecture graphic and industrial design film textiles and fashion and ten incisive essays that trace the rise of the California design aesthetic

Sculpture of the 1930's Federal Art Project Barbara Bernstein,1979 <u>Cultural Excursions</u> Neil Harris,1990-10-15 Selected essays written over a period of fifteen years <u>Folk Art in Modern China, 1930-1945</u> Felicity Anne Lufkin,2001

Artists, Advertising, and the Borders of Art Michele H. Bogart, 1995 In the first study of its kind Michele H Bogart explores in unprecedented detail the world of commercial art its illustrators publishers art directors photographers and painters She maps out the border between art and commerce and expands our picture of artistic culture and practice in the twentieth century with unexpected pairings of Norman Rockwell and Andy Warhol J C Leyendecker and Georgia O Keeffe the Metropolitan Museum of Art and Pepsi Cola the avant garde and the Famous Artists Schools Inc Colonialist Photography Eleanor M. Hight, Gary D. Sampson, 2013-06-17 Colonialist Photography is an absorbing collection of essays and photographs exploring the relationship between photography and European and American colonialism The book is packed with well over a

hundred captivating images ranging from the first experiments with photography as a documentary medium up to the decolonization of many regions after World War II Reinforcing a broad range of Western assumptions and prejudices Eleanor M Hight and Gary D Sampson argue that such images often assisted in the construction of a colonial culture Fantasies Patricia Johnston, 2023-11-15 During the 1920s and 1930s Edward Steichen was the most successful photographer in the advertising industry Although much has been said about Steichen's fine art photography his commercial work which appeared regularly in Vanity Fair Vogue Ladies Home Journal and almost every other popular magazine published in the United States has not received the attention it deserves At a time when photography was just beginning to replace drawings as the favored medium for advertising Steichen helped transform the producers of such products as Welch's grape juice and Jergens lotion from small family businesses to national household names In this book Patricia Johnston uses Steichen's work as a case study of the history of advertising and the American economy between the wars She traces the development of Steichen's work from an early naturalistic style through increasingly calculated attempts to construct consumer fantasies By the 1930s alluring images of romance and class developed in collaboration with agency staff and packaged in overtly manipulative and persuasive photographs became Steichen's stock in trade He was most frequently chosen by agencies for products targeted toward women his images depicted vivacious singles earnest new mothers and other stereotypically female life stages that reveal a great deal about the industry's perceptions of and pitches to this particular audience Johnston presents an intriguing inside view of advertising agencies drawing on an array of internal documents to reconstruct the team process that involved clients art directors account executives copywriters and photographers Her book is a telling chronicle of the role of mass media imagery in reflecting shaping and challenging social values in American culture During the 1920s and 1930s Edward Steichen was the most successful photographer in the advertising industry Although much has been said about Steichen's fine art photography his commercial work which appeared regularly in Vanity Fair Vogue Ladies Ho

Glorify the Empire Annika A. Culver,2013-02-01 In the 1930s and 40s Japanese rulers in Manchukuo enlisted writers and artists to promote imperial Japan s modernization program Ironically the cultural producers chosen to spread the imperialist message were previously left wing politically In Glorify the Empire Annika A Culver explores how these once anti imperialist intellectuals produced avant garde works celebrating the modernity of a fascist state and reflecting a complicated picture of complicity with and ambivalence toward Japan s utopian project A groundbreaking work Glorify the Empire magnifies the intersection between politics and art in a rarely examined period of Japanese history Stuart Davis Lowery Stokes Sims, Stuart Davis, 1991 A volume on Stuart Davis an American artist of the 20th century He forged a personal and varied iconography inspired by the upheaval of the city the tranquility of the seaside industry and the automobile cafe society sports jazz music and his year long stay in Paris The Art Teacher's Book of Lists Helen D. Hume, 2010-11-09 A revised and updated edition of the best selling resource for art teachers This time tested book is written for teachers who need

accurate and updated information about the world of art artists and art movements including the arts of Africa Asia Native America and other diverse cultures The book is filled with tools resources and ideas for creating art in multiple media Written by an experienced artist and art instructor the book is filled with vital facts data readings and other references Each of the book s lists has been updated and the includes some 100 new lists Contains new information on contemporary artists artwork art movements museum holdings art websites and more Offers ideas for dynamic art projects and lessons Diverse in its content the book covers topics such as architecture drawing painting graphic arts photography digital arts and much Arts and Crafts Movement in New Zealand, 1870-1940 Ann Calhoun, 2000 Reveals the exquisite work and extraordinary skill of a group of New Zealand artists most of them women working in a wide variety of art and craft forms This flowering of local talent originated in the British Arts and Crafts movement and is associated with the growth of art education in this country its quiet but dedicated character also suggests much about the situation of women in the years Saint Mary's College Amanda Divine, Colin-Elizabeth Pier, 2001 Saint Mary's College before and after 1900 Jacket compiles nearly 200 engaging images from the extensive Saint Mary's College Archives to create the first exclusively visual history of the college's prestigious 150 years. The images in this work illustrate the story of one of the first Catholic women's colleges in Indiana from shortly after the Sisters of the Holy Cross arrived from Le Mans France in 1843 to present day Envisioned by these women of faith as a place to enrich the minds and spirits of the girls of the frontier Saint Mary's began its tradition of pioneering education for women This original mission enabled the college to adapt to the contemporary needs of its students and continue to grow and become a regional leader in science education and the arts As the number of students increased and the community and world around the campus changed Saint Mary's College evolved by continuing to honor tradition The pictures reflect the evolution of the student body campus and academic life American Art Colonies. **1850-1930** Steve Shipp, 1996 Item gives introductions to the colonies and then short biographies of the artists associated with them Cultures of Commerce E. Brown, C. Gudis, M. Moskowitz, 2016-10-19 While historians have explored the impact on workers of changes in American business the broader impact on other cultural forms and vice versa has not been widely studied This anthology contributes to the debate at the intersection of business history and the study of cultural forms ranging from material to visual culture to literature The Oxford Companion to United States History Paul S. Bover, Melvyn Dubofsky, 2001 In this volume that is as big and as varied as the nation it portrays are over 1 400 entries written by some 900 historians and other scholars illuminating not only America's political diplomatic and military history but also social cultural and intellectual trends science technology and medicine the arts and religion **Forensic Art and Illustration** Karen T. Taylor, 2000-09-15 As the number of stranger on stranger crimes increases solving these crimes becomes more challenging Forensic illustration has become increasingly important as a tool in identifying both perpetrators and victims Now a leading forensic artist who has taught this subject at law enforcement academies schools and universities

internationally off Swiss Graphic Design Richard Hollis,2006 By the 1950s Switzerland had developed a distinct graphic language and a unique style of graphic design This book gives an account of this period in graphic design history setting the stylistic developments into the social cultural context of the times Cut and Paste Urban Landscape Mira Engler,2015-08-11 During the post war era the emerging consumer economy radically changed both the discourse and practice of architecture It was a time where architecture became a mainstream commodity whose products sold through mass media a time in which Thomas Gordon Cullen came to be one of Britain's best known twentieth century architectural draftsmen Despite Cullen's wide acclaim there has been little research into his life and work particularly his printed images and his methods of operation This book examines Cullen's drawings and book design and also looks into his process of image making to help explain his considerable popularity and influence which continues to this day It presents the lessons Cullen had to offer in today's design culture and practice and looks into the post war consumerist design strategies that are still used today

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