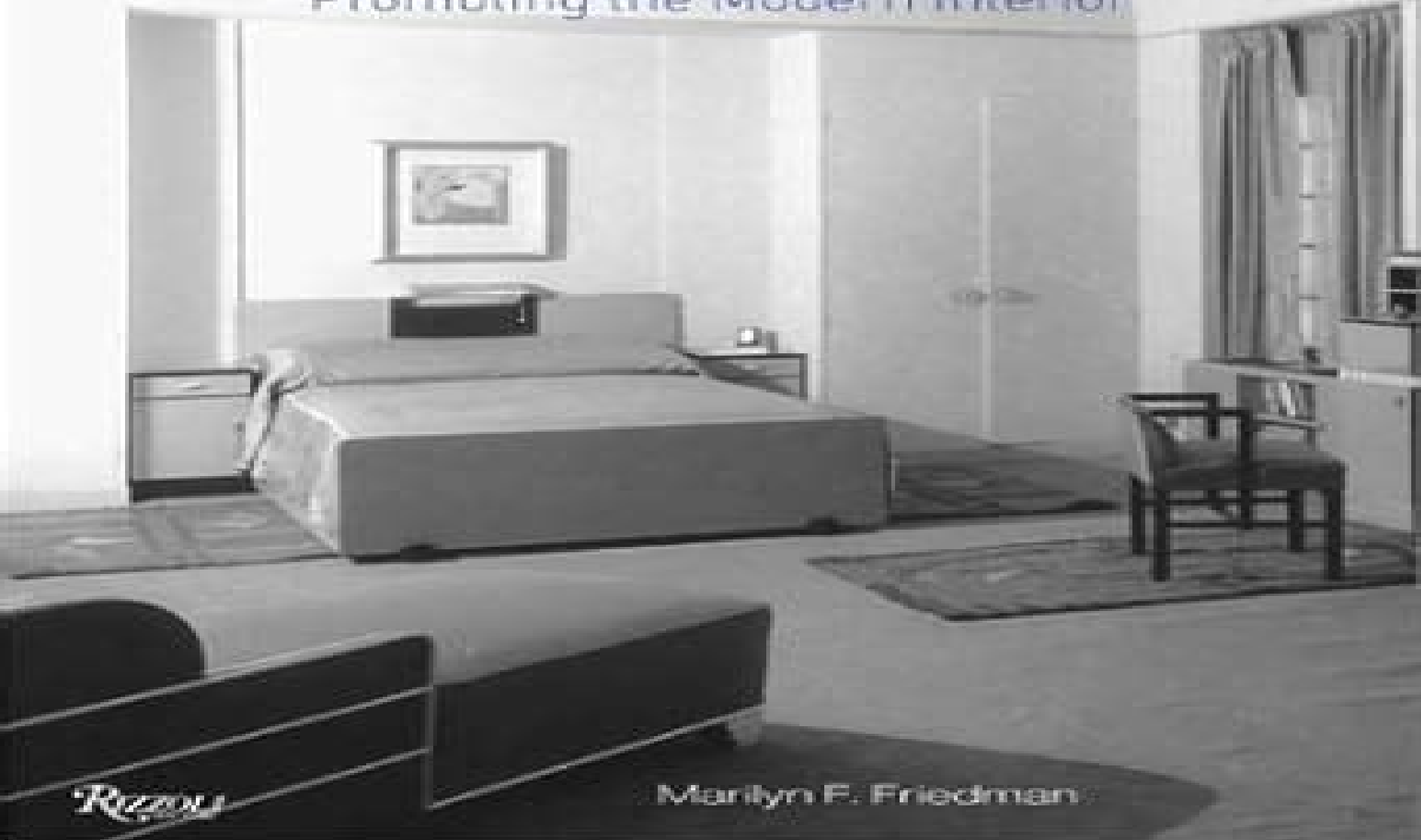


Selling Good Design

Promoting the Modern Interior



Rizzoli

Marilyn F. Friedman

Selling Good Design Promoting The Modern Interior

Michelle Jackson-Beckett



Selling Good Design Promoting The Modern Interior:

Selling Good Design Marilyn F. Friedman, 2003 Designers now have at their fingertips an invaluable reference and illustrated history of modern furnishings and interior design from period rooms of the early twentieth century Ikea eat your heart out Macy's Lord Taylor and others designed exhibits in the 1920s with mock living rooms bedrooms and even kitchens to display and sell modern furnishings and decorative objects Marilyn Friedman's text and accompanying period photographs describe in detail the exhibits held by Macys Lord Taylor B Altman and Wanamaker's to popularize modern design Macy's in particular worked closely with the Metropolitan Museum of Art to select designers and display works of modern design by Gio Ponti William Lescaze and Paul Frankel as part of the exhibits More than 120 photographs illustrate period furnishings and decorative objects by European and American designers providing a visual feast for interior designers art lovers and collectors

Designed to Sell Alessandra Wood, 2020-02-28 Designed to Sell presents an engaging account of mid twentieth century department store design and display in America from the 1930s to the 1960s It traces the development of postwar philosophies of retail design that embodied aesthetics and function and new modes of merchandise display resulting in the emergence of a new type of industrial designer The evolution of aesthetics in department stores during this period reflected larger cultural shifts in consumer behaviour and lifestyle Designed to Sell explores these changes using five key case studies and original archival sources to reveal the link between designers and consumption beyond the design of individual objects It argues that design is not simply connected to retail consumption but that it is capable of controlling how and where customers shop and what they are drawn to purchase This book contextualises this discussion and brings it up to date for students and scholars interested in design retail and interior history

Designing Modern Germany Jeremy Aynsley, 2009-05-15 German design and architecture reflects the country's rich and fraught political history in its structure and aesthetic philosophy Jeremy Aynsley now offers an in depth study of this relationship between German history and design since 1870 and the compl

Corporate Patronage of Art and Architecture in the United States, Late 19th Century to the Present Monica E. Jovanovich, Melissa Renn, 2019-04-18 This interdisciplinary collection of case studies rethinks corporate patronage in the United States and reveals the central role corporations have played in shaping American culture This volume offers new methodologies and models for the subject of corporate patronage and contains an extensive bibliography on corporate patronage art collections and exhibitions sponsorship and philanthropy in the United States The case studies herein go beyond the usual focus on corporate sponsorship and collecting to explore the complex organizational networks and motivations behind corporate commissions Featuring chapters on Margaret Bourke White Julie Mehretu Maxfield Parrish Pablo Picasso Diego Rivera Eugene Savage Millard Sheets and Kehinde Wiley as well as studies on Andrew Carnegie Andrew Mellon John D Rockefeller Sr and Jr and Dorothy Shaver and companies such as Herman Miller and Lord and Taylor this volume looks at a wide array of works ranging from sculpture photography mosaics and murals to

advertisements department store displays sportswear medical schools and public libraries

Corporate Cultural Responsibility Michael Bzdak, 2022-05-22 Is corporate investing in the arts and culture within communities good business? Written by an expert on the topic who ran the Corporate Art Program at Johnson Johnson the book sets out the case for business patronage of the arts and culture and demonstrates how to build an effective program for businesses to follow As companies seek new ways to add value to society this book places business support of the arts in a corporate social responsibility context and offers a new concept Corporate Cultural Responsibility It discusses the issues underlying business support of the arts and explores new avenues of collaboration and value creation The framework presented in the book serves as a guide for identifying the key attributes and projected impact of successful and sustainable models Unlike other books centered on the relationship of art and commerce this book looks at the broader and global implications of Corporate Cultural Responsibility It also usefully sets the discussion about the role of philanthropy and corporate social responsibility and the arts within an historical timeframe As the first book to link culture to community responsibility the book will be of particular relevance to corporate art advisors and auction houses as well as students of arts management and corporate social responsibility at advanced undergraduate and postgraduate levels

Modern in the Middle Susan Benjamin, Michelangelo Sabatino, 2020-09-01 The first survey of the classic twentieth century houses that defined American Midwestern modernism Famed as the birthplace of that icon of twentieth century architecture the skyscraper Chicago also cultivated a more humble but no less consequential form of modernism the private residence Modern in the Middle Chicago Houses 1929-75 explores the substantial yet overlooked role that Chicago and its suburbs played in the development of the modern single family house in the twentieth century In a city often associated with the outsize reputations of Frank Lloyd Wright and Ludwig Mies van der Rohe the examples discussed in this generously illustrated book expand and enrich the story of the region's built environment Authors Susan Benjamin and Michelangelo Sabatino survey dozens of influential houses by architects whose contributions are ripe for reappraisal such as Paul Schweikher Harry Weese Keck Keck and William Pereira From the bold early example of the Battledock House by Henry Dubin 1930 to John Vinci and Lawrence Kenny's gem the Freeark House 1975 the generation spanning residences discussed here reveal how these architects contended with climate and natural setting while negotiating the dominant influences of Wright and Mies They also reveal how residential clients typically middle class professionals progressive in their thinking helped to trailblaze modern architecture in America Though reflecting different approaches to site space structure and materials the examples in Modern in the Middle reveal an abundance of astonishing houses that have never been collected into one study until now

Hooked Rugs Cynthia Fowler, 2017-07-05 Through a close look at the history of the modernist hooked rug this book raises important questions about the broader history of American modernism in the first half of the twentieth century Although hooked rugs are not generally associated with the avant garde this study demonstrates that they were a significant part of the artistic

production of many artists engaged in modernist experimentation Cynthia Fowler discusses the efforts of Ralph Pearson and of Zoltan and Rosa Hecht to establish modernist hooked rug industries in the 1920s uncovering a previously undocumented history The book includes a consideration of the rural workers used to create the modernist narrative of the hooked rug as cottage industries were established throughout the rural Northeast and South to serve the ever increasing demand for hooked rugs by urban consumers Fowler closely examines institutional enterprises that highlighted and engaged the modernist hooked rugs such as key exhibitions at the Museum of Modern Art and the Metropolitan Museum of Art in the 1930s and 40s This study reveals the fluidity of boundaries among art craft and design and the profound efforts of a devoted group of modernists to introduce the general public to the value of modern art

Frederick Kiesler: Face to Face with the Avant-Garde Peter Bogner, Gerd Zillner, Frederick Kiesler Foundation, 2019-07-08 Network of superlatives Frederick Kiesler was a committed networker and communicated regularly with the who's who of the avant garde He was an important intermediary between the visionary ideas of the European Moderne movement and the up and coming New York art scene About 20 contributions portray his colorful life and his multifaceted oeuvre in various contexts and place Kiesler in a dialog with the most important artists and architects of his time The publication on the occasion of the 20 year anniversary of the Friedrich Kiesler Foundation deals with his relationship with the Bauhaus surrealism and the New York School as well as with personalities such as Richard Buckminster Fuller Marcel Duchamp Arshile Gorky Theo van Doesburg Piet Mondrian Hans Arp Sigfried Giedion and others An interwoven analysis of his life and work Contributions on individual and case studies Kiesler and Bauhaus Mondrian Buckminster Fuller Duchamp and many others

Shaping the American Interior Paula Lupkin, Penny Sparke, 2018-05-11 Bringing together 12 original essays Shaping the American Interior maps out for the first time the development and definition of the field of interiors in the United States in the period from 1870 until 1960 Its interdisciplinary approach encompasses a broad range of people contexts and practices revealing the design of the interior as a collaborative modern enterprise comprising art design manufacture commerce and identity construction Rooted in the expansion of mass production and consumption in the last years of the nineteenth century new and diverse structures came to define the field and provide formal and informal contexts for design work Intertwined with but distinct from architecture and merchandising interiors encompassed a diffuse range of individuals institutions and organizations engaged in the definition of identity the development of expertise and the promotion of consumption This volume investigates the fluid pre history of the American profession of interior design charting attempts to commoditize taste shape modern conceptions of gender and professionalism define expertise and authority through principles and standards marry art with industry and commerce and shape mass culture in the United States

Vienna and the New Wohnkultur, 1918-1938 Michelle Jackson-Beckett, 2024-03-20 While the domestic sphere might seem tangential to the dire political situation and humanitarian crises of interwar Europe it was nevertheless at the forefront of debates about cultural identity and economic policy in the

Viennese press culture and arts Vienna and the New Wohnkultur 1918 1938 explores why and how the Viennese design landscape was set apart aesthetically and theoretically from other European explorations of modern design Jackson Beckett examines interior design exhibitions press and debates about modern living in interwar Vienna an overlooked area of modern European architecture and design history arguing for a reconsideration of the contours of European modernism The text analyses varied interpretations of modern domestic culture Wohnkultur in Vienna and explores why these interpretations were distinct from other strands of European modernism Vienna and the New Wohnkultur introduces new research and translation of primary sources on flexible adaptable and affordable design by architects designers and retailers Vienna s design discourse also prefigured important postmodern and contemporary discussions on historicism eclecticism empathy and user experience Through extensive new research in archival and period sources Jackson Beckett illustrates how design ideas taste and portrayals of domestic culture of fin de siècle Viennese Modernism Wiener Moderne were also deployed as forms of cultural and national identity both during the early years of the Social Democratic government in Vienna 1918 1934 and later under the fascist state 1934 1938 Architectures of Display Anca I. Lasc, Patricia Lara-Betancourt, Margaret Maile Petty, 2017-09-11 Through an international range of case studies from the 1870s to the present this volume analyzes strategies of display in department stores and modern retail spaces Established scholars and emerging researchers working within a range of disciplinary contexts and historiographical traditions shed light on what constitutes modern retail and the ways in which interior designers architects and artists have built or transformed their practice in response to the commercial context **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 *The Routledge Companion to Art Deco* Bridget Elliott, Michael Windover, 2019-06-25 Scholarly interest in Art Deco has grown rapidly over

the past fifty years spanning different academic disciplines This volume provides a guide to the current state of the field of Art Deco research by highlighting past accomplishments and promising new directions Chapters are presented in five sections based on key concepts migration public culture fashion politics and Art Deco s afterlife in heritage restoration and new media The book provides a range of perspectives on and approaches to these issues as well as to the concept of Art Deco itself It highlights the slipperiness of Art Deco yet points to its potential to shed new light on the complexities of modernity

The International Handbooks of Museum Studies, 4 Volume Set Sharon Macdonald, Helen Rees Leahy, 2015-07-20 The International Handbooks of Museum Studies is a multi volume reference work that represents a state of the art survey of the burgeoning field of museum studies Featuring original essays by leading international museum experts and emerging scholars readings cover all aspects of museum theory practice debates and the impact of technologies The four volumes in the series divided thematically offer in depth treatment of all major issues relating to museum theory historical and contemporary museum practice mediations in art design and architecture and the transformations and challenges confronting the museum In addition to invaluable surveys of current scholarship the entries include a rich and diverse panoply of examples and original case studies to illuminate the various perspectives Unprecedented for its in depth topic coverage and breadth of scholarship the multi volume International Handbooks of Museum Studies is an indispensable resource for the study of the development roles and significance of museums in contemporary society

Merchants of Style Natasha Degen, 2023-05-17 Looking at Andy Warhol s legacy as maker and muse this book offers a critical examination of the coalescence of commerce and style Merchants of Style explores the accelerating convergence of art and fashion looking at the interplay of artists and designers and the role of institutions both public and commercial that have brought about this marriage of aesthetic industries The book argues that one figure more than any other anticipated this moment Andy Warhol Beginning with an overview of art and fashion s deeply entwined histories and then picking up where Warhol left off Merchants of Style tells the story of art s emboldened forays into commerce and fashion s growing embrace of art As the two industries draw closer together than ever before this book addresses urgent questions about what this union means and what the future holds

Cultural Ideals of Home Deborah Chambers, 2020-03-18 Spanning the nineteenth to twenty first centuries this book investigates how home is imagined staged and experienced in western culture Questions about meanings of home and domestic culture are triggered by dramatic changes in values and ideals about the dwellings we live in and the dwellings we desire or dread Deborah Chambers explores how home is idealised as a middle class haven managed as an investment and signified as a status symbol and expression of personal identity She addresses a range of public state commercial popular and expert discourses about home the heritage industry design exhibitions television social media home mobilities and migration smart technologies and ecological sustainability Drawing on cross disciplinary research including cultural history and cultural geography the book offers a distinctive media and cultural studies approach supported by

original historically informed case studies on interior and domestic design exhibitions of model homes TV home interiors media home imaginaries multiscreen homes corporate visions of homes of tomorrow and digital smart homes A comprehensive and engaging study this book is ideal for students and researchers of cultural studies cultural history media and communication studies as well as sociology gender studies cultural geography and design studies Museum Media Michelle Henning, 2020-11-19 MUSEUM MEDIA Edited by Michelle Henning Museum Media explores the contemporary uses of diverse media in museum contexts and discusses how technology is reinventing the museum It considers how technological changes from photography and television through to digital mobile media have given rise to new habits forms of attention and behaviors It explores how research methods can be used to understand people's relationships with media technologies and display techniques in museum contexts as well as the new opportunities media offer for museums to engage with their visitors Entries written by leading experts examine the transformation of history and memory by new media the ways in which exhibitions mediate visitor experience how designers and curators can establish new kinds of relationships with visitors the expansion of the museum beyond its walls and its insertion into a wider commercial and corporate landscape Focusing on formal theoretical and technical aspects of exhibition practice this in depth volume explores questions of temporality attachment to objects atmospheric and immersive exhibition design the reinvention of the exhibition medium and much more Time Off for Good Behavior Mary Lou Quinlan, 2007-12-18 Have you ever fantasized about taking time away from your overworked life Nights uninterrupted by email Days to pursue set aside dreams Do you promise yourself that someday you will get a break Mary Lou Quinlan had those someday thoughts But her hard earned job as CEO of a New York advertising agency claimed most of her waking hours Exhausted and losing motivation she was so desperate she perversely imagined breaking her leg to get some time alone Then she declared a brief timeout During her time off she slept late took walks danced the salsa kept a journal and ultimately uncovered the roots of a new business In the process she rediscovered herself Time Off for Good Behavior is the result of listening to women like her who realized enough was enough Quinlan tells no holds barred stories of dozens of women who sacrificed their health relationships their good humor and a good night's sleep until they found the courage to ask themselves if they were happy with the life they were living and made the decisions to take life saving breaks Mary Lou Quinlan explores the factors that compel you to work so hard and examines how to take back control of your life She explores our unwillingness to give ourselves permission to rest so that we can re imagine our futures And she shows the powerful self fulfilling changes that can occur when we do decide to take that rest Whether you contemplate leaving a career that took years to build or just need a long vacation to assess what you want next you'll find practical tools and bolstering advice throughout Each chapter ends with provocative questions to help you plan your good behavior reprieve Specific exercises on financial planning advice for negotiating time off and tools to uncover your passions make this a must read for women who are ready for someday Time off for Good Behavior ultimately shows that stepping away

from everything even for a short while often means ending up with so much more Museum Movies Haidee Wasson,2005-06-27 Haidee Wasson provides a rich cultural history of cinema s transformation from a passing amusement to an enduring art form by mapping the creation of the Film Library of the Museum of Modern Art MoMA New York established in 1935 The first North American film archive and museum the film library pioneered an expansive moving image network comprising popular abstract animated American Canadian and European films More than a repository MoMA circulated these films nationally and internationally connecting the modern art museum to universities libraries women s clubs unions archives and department stores Under the aegis of the museum cinema also changed Like books paintings and photographs films became discrete objects integral to thinking about art history and the politics of modern life **Engineered to Sell** Jan L. Logemann,2019-11-20 The mid twentieth century marketing world influenced nearly every aspect of American culture music literature politics economics consumerism race relations gender and more In Engineered to Sell Jan L Logemann traces the transnational careers of consumer engineers in advertising market research and commercial design who transformed capitalism from the 1930s through the 1960s He argues that the history of marketing consumer goods is not a story of American exceptionalism Instead the careers of immigrants point to the limits of the Americanization paradigm Logemann explains the rise of a dynamic world of goods and examines how and why consumer engineering was shaped by transatlantic exchanges From Austrian psychologists and little known social scientists to the illustrious Bauhaus artists the emigr s at the center of this story illustrate the vibrant cultural and commercial connections between metropolitan centers Vienna and New York Paris and Chicago Berlin and San Francisco By focusing on the transnational lives of emigr consumer researchers marketers and designers Engineered to Sell details the processes of cultural translation and adaptation that mark both the midcentury transformation of American marketing and the subsequent European shift to American consumer capitalism

Selling Good Design Promoting The Modern Interior Book Review: Unveiling the Power of Words

In some sort of driven by information and connectivity, the power of words has be evident than ever. They have the capability to inspire, provoke, and ignite change. Such could be the essence of the book **Selling Good Design Promoting The Modern Interior**, a literary masterpiece that delves deep in to the significance of words and their impact on our lives. Written by a renowned author, this captivating work takes readers on a transformative journey, unraveling the secrets and potential behind every word. In this review, we will explore the book is key themes, examine its writing style, and analyze its overall impact on readers.

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