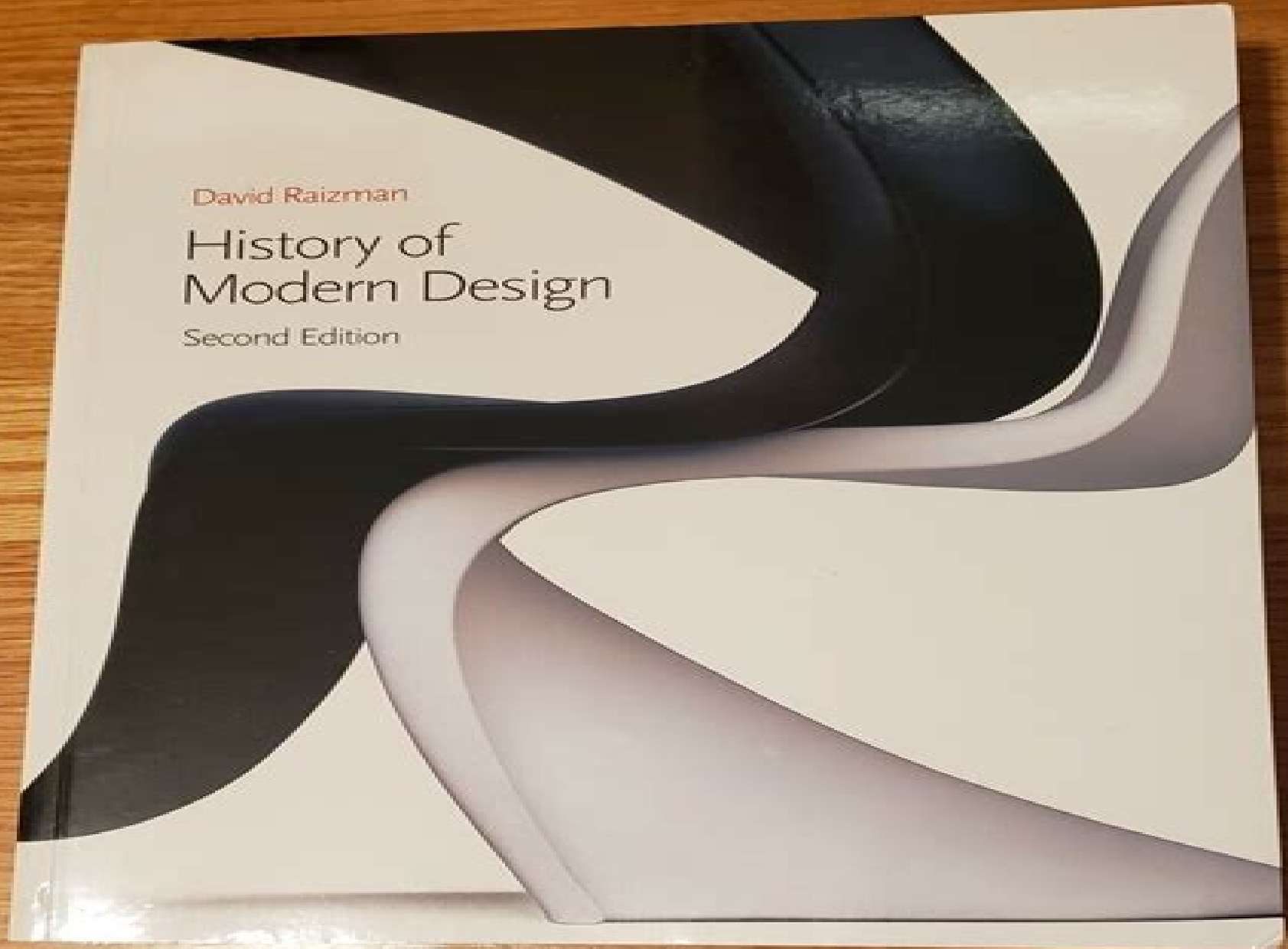


David Raizman

History of Modern Design

Second Edition



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Design History Kjetil Fallan, 2010-01-01 Design History has become a complex and wide ranging discipline It now examines artefacts from conception to development production mediation and consumption Over the last few decades the discipline has developed a diverse range of theories and methodologies for the analysis of objects Design History presents the most comprehensive overview and guide to these developments The book first traces the development of the discipline explaining how it draws from Art History Industrial Design Cultural History and Material Culture Studies The core of the book then analyses the seminal methodologies used in Design History today The final section highlights the key issues concerning knowledge and meaning in Design Throughout the aim is to present a concise and accessible introduction to this complex field A map to the intellectual landscape of Design History the book will be an invaluable guide for students and a very useful reference for scholars Forever Blue Michael D'Antonio, 2009 Pulitzer Prize winning writer D Antonio presents a richly detailed and engrossing portrait of Walter O Malley the enigmatic Dodgers owner who changed Brooklyn Los Angeles and baseball forever *History of modern design* David Raizman, 2010 **The Color Revolution** Regina Lee Blaszczyk, 2012-09-07 A history of color and commerce from haute couture to automobile showrooms to interior design When the fashion industry declares that lime green is the new black or instructs us to think pink it is not the result of a backroom deal forged by a secretive cabal of fashion journalists designers manufacturers and the editor of Vogue It is the latest development of a color revolution that has been unfolding for more than a century In this book the award winning historian Regina Lee Blaszczyk traces the relationship of color and commerce from haute couture to automobile showrooms to interior design describing the often unrecognized role of the color profession in consumer culture Blaszczyk examines the evolution of the color profession from 1850 to 1970 telling the stories of innovators who managed the color cornucopia that modern

artificial dyes and pigments made possible These color stylists color forecasters and color engineers helped corporations understand the art of illusion and the psychology of color Blaszczyk describes the strategic burst of color that took place in the 1920s when General Motors introduced a bright blue sedan to compete with Ford s all black Model T and when housewares became available in a range of brilliant hues She explains the process of color forecasting not a conspiracy to manipulate hapless consumers but a careful reading of cultural trends and consumer taste And she shows how color information flowed from the fashion houses of Paris to textile mills in New Jersey Today professional colorists are part of design management teams at such global corporations as Hilton Disney and Toyota The Color Revolution tells the history of how colorists help industry capture the hearts and dollars of consumers *Forthcoming Books* Rose Arny,2003

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