



History of Modern Design (2nd Edition) (Fashion Series)

By David Raizman



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History of Modern Design (2nd Edition) (Fashion Series) By David Raizman

Filling the gap for an extensively illustrated history of modern design, this introduction provides a balanced chronological survey of 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.



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- Sales Rank: #354832 in Books
- Published on: 2010-07-09
- Ingredients: Example Ingredients
- Original language: English
- Number of items: 1
- Dimensions: 11.60" h x 1.20" w x 8.90" l, 3.33 pounds
- Binding: Hardcover
- 432 pages

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Editorial Review

Review

“David Raizman's *History of Modern Design* has assumed landmark status within design studies.

Synthesizing design, technology, art history and social history, Raizman builds a cogent argument for studying design as both a production-based discipline and an intellectually-driven profession.”

- Elizabeth Guffey, Professor of Art History, School of Humanities, Purchase College, State University of New York, and Editor, *Design and Culture*

"With a reworking of the book's narrative structure and inclusion of ways in which the concept and power of design have mutated in the seven years since its first publication, this book remains an essential addition to the bookshelves of designers, design students and those for whom design-thinking is important."

- Jamie Brassett, MA Course Director and Subject Leader, Central St Martin's

“Functioning as a superb overview of the ways in which design issues affected the modern world (from the 18th century until now) Raizman has successfully created...the foremost text for those well versed in design history while also presenting the general public with a comprehensive, informed, extremely well illustrated volume that will stand the test of time.”

- Gabriel P. Weisberg, Professor of Art History, Design and Graphic Art History, University of Minnesota

“This book offers a fascinating and authoritative cross-disciplinary description of the past 250 years of design history. The text moves effortlessly between typography, graphic design, fashion, furniture design, architecture, and many other disciplines. It is exemplary because of its balanced prioritisation of historical events and factors and its rich contextualisation. It is an excellent textbook for teachers and students in universities, academies and design schools and a fine introduction for readers with an interest in design, with whom it has already, deservedly, found an audience.”

- Ida Engholm, Associate Professor, Danish Centre for Design Research, The Royal Academy of Fine Arts, School of Architecture, Copenhagen

“Incorporating architecture, graphic design, product design, typography, studio craft, furniture design and fashion design, seamlessly contextualized through both the "fine arts" canon and popular culture of their respective era, Raizman's *History of Modern Design* is an invaluable resource for not only understanding design history, but its relevance to cultural history. The host of new illustrations and up-to-the-minute writing on contemporary issues in design only improve upon Raizman's winning approach.”

- Maria Elena Buszek, Assistant Professor of Art History, School of Liberal Arts, Kansas City Art Institute

From the Back Cover

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, 1918-1944 and international modernism and mass culture after World War II. For design professionals.

About the Author

David Raizman is a professor in the Department of Visual Studies at Drexel University in Philadelphia. He has published several studies in journals and books focusing on the art and architecture of Spain in the later twelfth and early thirteenth centuries for the journal *Gesta*. Professor Raizman is also the author of *Objects, Audiences, and Literatures: Alternative Narratives in the History of Design*, co-edited with Carma Gorman published by Cambridge Scholars Publishing (UK).

Users Review

From reader reviews:

April Little:

The particular book *History of Modern Design (2nd Edition) (Fashion Series)* has a lot of information on it. So when you make sure to read this book you can get a lot of profit. The book was compiled by the very famous author. The writer makes some research just before write this book. This specific book very easy to read you can find the point easily after reading this article book.

Gladys James:

Reading can called brain hangout, why? Because while you are reading a book particularly book entitled *History of Modern Design (2nd Edition) (Fashion Series)* your head will drift away trough every dimension, wandering in each aspect that maybe unfamiliar for but surely can be your mind friends. Imaging each word written in a reserve then become one type conclusion and explanation in which maybe you never get prior to. The *History of Modern Design (2nd Edition) (Fashion Series)* giving you an additional experience more than blown away your mind but also giving you useful data for your better life within this era. So now let us explain to you the relaxing pattern this is your body and mind are going to be pleased when you are finished looking at it, like winning a sport. Do you want to try this extraordinary spending spare time activity?

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James Sanford:

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