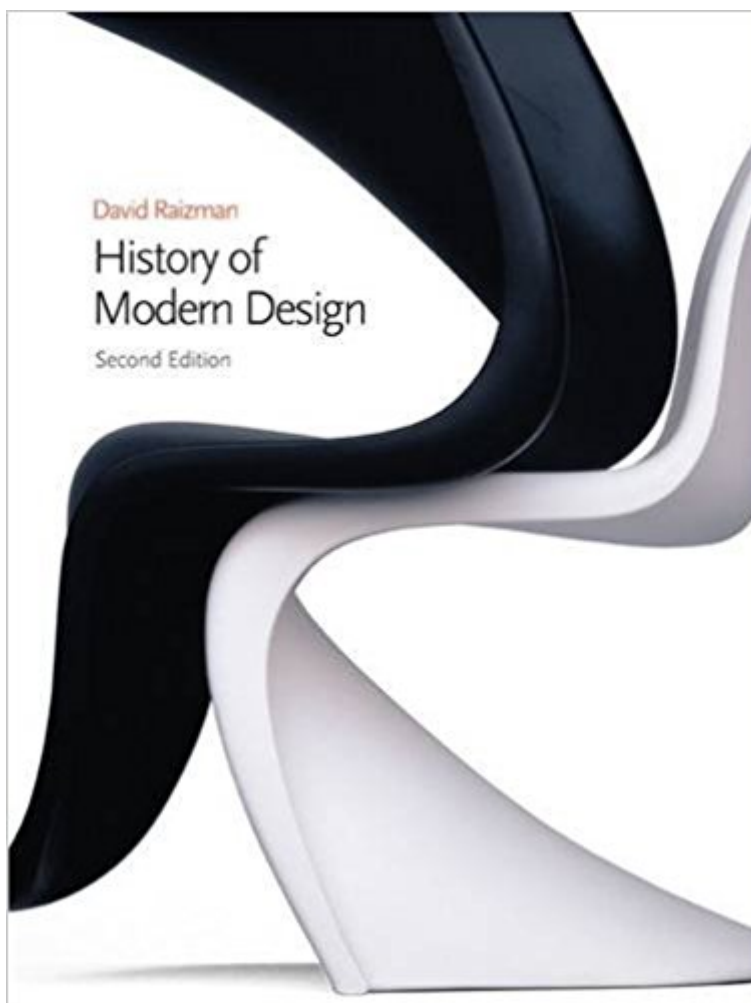


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# History Of Modern Design



## Synopsis

Surveying applied arts and industrial design from the 18th century to the present day, this book explores 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 signs for desires that have little to do with need or function. The book also explores the impact of a wealth of new man-made industrial materials and tools on the course of modern design - from steel to titanium, plywood to plastic, cotton to nylon, wire to transistors, and 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. Reviews of the first edition: "Raizman's book awakens you to examples of design that surround us everywhere, all the time. By the end, the "History of Modern Design" manages the rare trick of being an authoritative textbook that fuels the imagination". ("Blueprint").

## Book Information

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## Customer Reviews

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.<sup>A</sup> - 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.A" - 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.A" - 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.A" - Maria Elena Buszek, Assistant Professor of Art History School of Liberal Arts, Kansas City Art Institute

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. --This text refers to the Hardcover edition.

Pretty great book that has good information and photographs of some important historical figures and pieces that helped to shape today's world of design. I would recommend it to anyone interested in the field.

It was a good textbook for the class that I needed. Most of the good works of design are at the end.

This was required reading for a college course and the price on was more than 50% off the bookstore price, even less than the bookstore's used book price. I now plan ahead and order all the books I can from . 's buy back is great if your university book store won't buy it from you but I've been able to sell all my books locally after I used them

Covers a history worth knowing. Touches on furniture, posters, exhibitions, and the political and personal values that brought about and affected certain styles.

It shipped really quickly, it's just hard to take in sometimes. The book is somewhat wordy at parts and a little dull, but still I needed it for class.

This is a required textbook at my college. It's nearly \$100 at the book store and I think it's still highly priced on when you search for it. This is the exact same book (different cover) as the first result, it just has a softer cover. It's not quite paperback - it's sturdier than that. The content was... as mentioned. I'm not a fan of Raizman's writing style. If you'd like to read about art movements and specific highlights in modern design, I'd get the Fiell book (by Taschen).

This book came in the mail and is easy to read when my teacher assigns readings out of it now.

Convoluted and poorly organized. The information is good but it is difficult to get through the waste and fluff to find it. Long winded and boring. Needs to be edited to place more emphasis on important concepts, people, etc, while cutting out fluff and made more concise

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