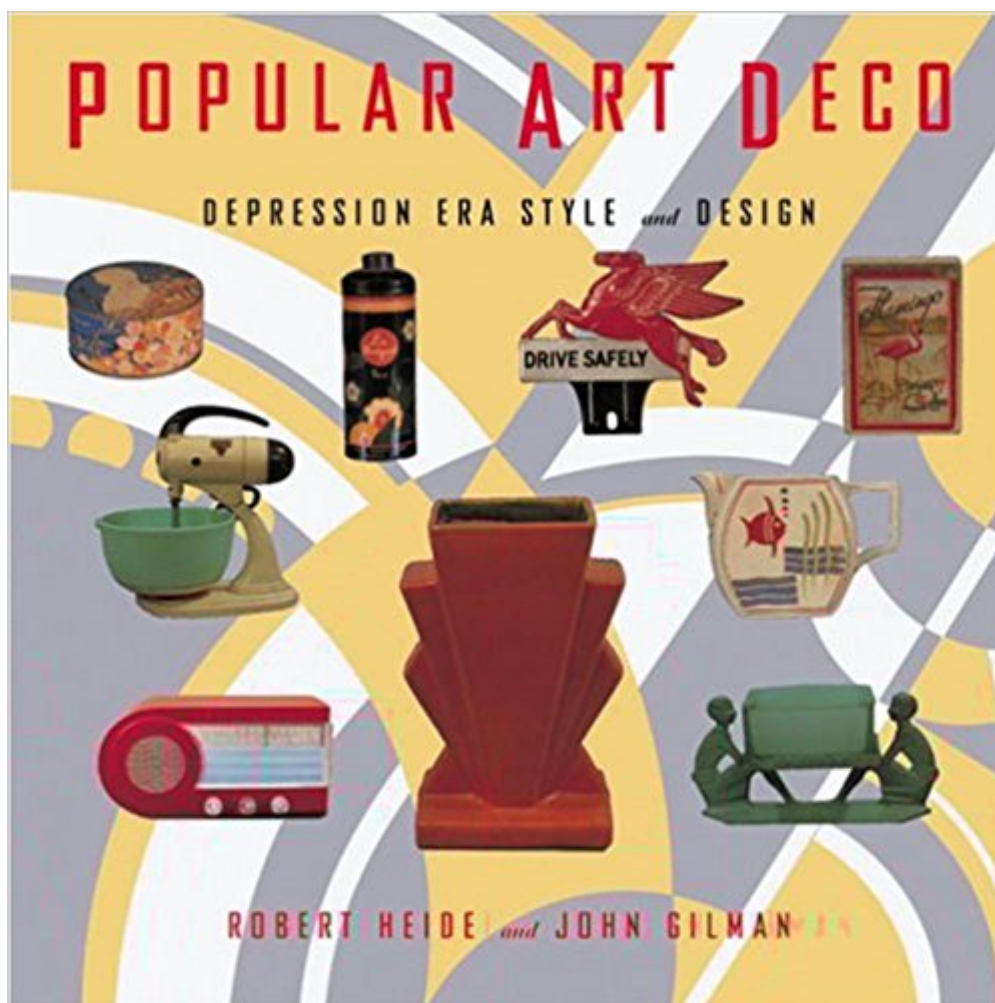


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# Popular Art Deco: Depression Era Style And Design



## Synopsis

Emphasizing the original and beautiful elements of art deco that so influenced mass marketing in the 1920s and 1930s, this book covers the works of designers such as Raymond Loewy, Norman Bel Geddes and Russell Wright.

## Book Information

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## Customer Reviews

Robert Heide and John Gilman, noted experts in the field of popular culture, authored Abbeville's Box-Office Buckaroos and other volumes. --This text refers to the Paperback edition.

Found this book at my library and I had to own it. I have several Art Deco books, but this one has a lot of everyday items and not just museum quality artifacts, like a lot of the others. Love it!

Fantastic and engaging read about highly collectable and relatable objects from the Art Deco era...written by two authors who understand the period and fascination for it over years. Not only a useful source on objects, but origins of and revival of the period. Highly recommended. In fact, I'm seeking other works by these authors now...

Lot's of examples and photographs but it seems to perpetuate the myth that all from this era was Art Deco/Style Moderne.

This is a good book with very nice pictures! I would recommends this if you are trying to decorate

with this time period!

Most books about Art Deco rightly cover the fine art aspects of the movement but the authors of this lovely book explore the way commerce used deco styling in mass produced products available on any Main Street. It would be a good few years before an art style was used again to sell things, namely pop art in the mid-Sixties. Look at the many photographs of everyday items in the book and it is clear that manufacturers copied whatever deco style elements they wanted to enhance the sales potential of their products, at the same time a group of industrial designers were developing America's unique design style, streamline and contributing more elements to be copied, a good example are the three speed lines that popped up on many products. I think the illustrations in the book are well chosen and they really do cover everyday items in use during the Depression years and nicely the text is broken up with various interesting sidebars like the one on Dolores Del Rio's moderne house or festive season graphics or Deco Mexicana. To compliment this excellent survey have a look at 'Streamline' (ISBN 0811806626) by Steven Heller and Louise Fili, basically a visual book with several hundred examples of everyday graphics. Both books cover so well two exuberant art styles that everyone could share and so were truly democratic.\*\*\*FOR AN INSIDE LOOK click 'customer images' under the cover.

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