

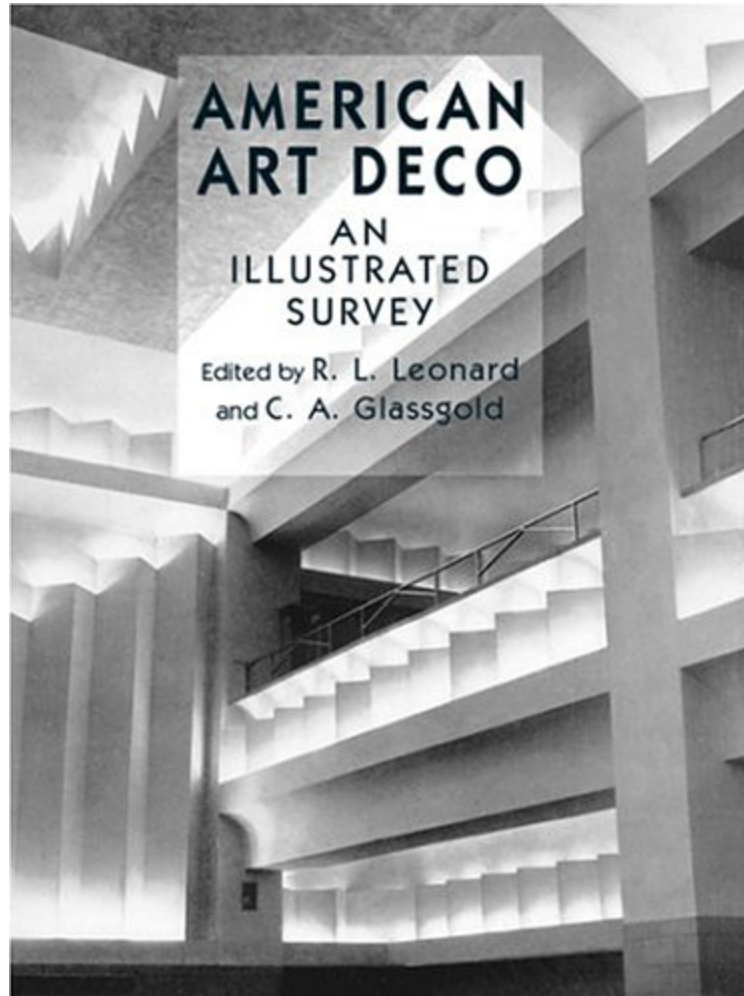
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(Download free pdf) American Art Deco: An Illustrated Survey

American Art Deco: An Illustrated Survey

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2 of 3 people found the following review helpful. Not too bad, but it just seemed to need something more.By Jonathon JonesAlthough it does contain some never-before-seen photographs that I have yet to encounter again in any Art Deco-era book, something about its overall format didn't entertain me as much as I would have liked. It may have been nice to see an alternation of vintage black and white photographs with a great abundance of current color photographs of similar items that were featured within the pages of the book.9 of 9 people found the following review helpful. An Early Manifesto of American ModernismBy Marco Antonio AbarcaThis book is an unabridged re-publication of a Depression era book titled, "Annual of American Design 1931 by the American Union of Decorative Artists and Craftsmen".Right off the bat, the most negative thing about this book is that it is a Dover Publication Reprint. This means the quality of the publication is mediocre. Both the paper and binding are cheap. The photo quality is decent.

This is no museum quality monograph on American Modernism. If you have the money and interest, try to find the original publication. I am sure that it is highly collectible. The book is divided into nine chapters dealing with such fundamental decorative building blocks as, "The Shop", "Halls, Walls and Fittings" and "Graphic Arts in Advertising". The text for these chapters were written by some great American Modernists of the 1930's. There are short manifestos by such important artists as Kem Weber, Paul Frankl, Frank Lloyd Wright and Edward Steichen. These short texts give the reader great insights into the American modernist mind of the 1930's. The second strength of this book is the large number of black and white photos that illustrate the text. The creations of such modernists as Von Nessen, Deskey, Rhode, Bel Geddes and Karasz are lovingly photographed. This is a valuable book for anybody trying to gain a deeper understanding of American modernist thought in the 1920-30's. This is a great second tier book for people who have read most of the contemporary books on the American take on Modernism such as "Depression Modern" and "American Modernism". If you are not sure, at \$14 a copy, you cannot go wrong by purchasing this book.

One of the most popular forms of twentieth-century design, the Art Deco style dominated the decorative arts in the 1920s and '30s. Championed by progressive architects and inspired by such diverse influences as the industrial age and Native American art, it became a form of artistic self-expression for nearly three decades. This volume includes scores of photographs and important articles that describe the aesthetics of this distinctive style. An introduction by architectural critic Lewis Mumford is followed by commentaries by such notables as Frank Lloyd Wright on design principles; theatrical and industrial designer Norman Bel Geddes on outfitting business interiors; and Edward Steichen on commercial photography. A fascinating glimpse of an exciting and innovative period in the history of American design, this book will appeal to a wide audience from interior decorators and graphic artists to students of art and lovers of the Art Deco style.