

# History of Modern Design

By David Raizman

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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: "Raizmans 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").

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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. A" - 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

### 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 Professor in the Art and Art History Department in the Westphal College of Media Arts & Design at Drexel University in Philadelphia. He co-edited, with Professor Carma Gorman, *Objects, Audiences, and Literatures: Alternative Narratives in the History of Design* (2007), and has been a research fellow at the Wolfsonian-Florida International University museum in Miami Beach, Florida.

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**Jennifer Darby:**

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**Mitchell Diaz:**

History of Modern Design can be one of your beginning books that are good idea. We all recommend that straight away because this publication has good vocabulary that will increase your knowledge in terminology, easy to understand, bit entertaining but nonetheless delivering the information. The article author giving his/her effort to put every word into delight arrangement in writing History of Modern Design nevertheless doesn't forget the main stage, giving the reader the hottest in addition to based confirm resource information that maybe you can be one of it. This great information can easily drawn you into brand new stage of crucial imagining.

**Anne Bonk:**

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