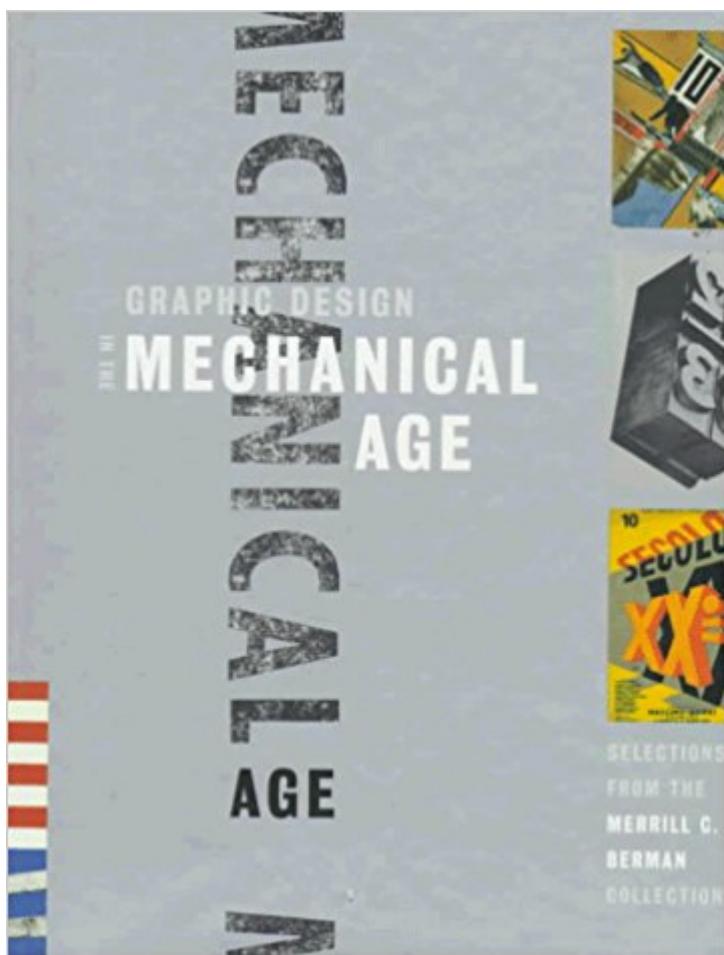


The book was found

Graphic Design In The Mechanical Age: Selections From The Merrill C. Berman Collection



Synopsis

Drawing from Merrill C. Berman's private collection of 20th-century posters, adverts, photomontages and graphic ephemera, this book showcases over 200 examples of progressive graphic design from the 1920s and 30s. European, Soviet and American avant-garde designers and artists of the time, using new technologies of mass production and mass distribution, marketed everything from salad oil and cigarettes to communism, utopian socialism and the avant-garde itself. These selections from the Berman Collection include works by well-known artists (Lissitzky, Rodchenko, Cassandre, Man Ray and others) and by lesser-known masters. The book begins by detailing Berman's role in shaping the history of graphic design as he amassed his collection. The authors then investigate the filtering of avant-garde design into mass produced posters and advertisements, the evolution of design production techniques in the Machine Age and the avant-garde's promotion of itself. This book accompanies an exhibition that opens at the Williams College Museum of Art in April 1998, then travels to the Cooper-Hewitt National Design Museum in February 1999, and later to Spain, Japan and The Henry Museum in Seattle.

Book Information

Hardcover: 222 pages

Publisher: Yale University Press (April 20, 1998)

Language: English

ISBN-10: 0300074948

ISBN-13: 978-0300074949

Product Dimensions: 11.4 x 9.3 x 0.8 inches

Shipping Weight: 3 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 1 customer review

Best Sellers Rank: #1,980,802 in Books (See Top 100 in Books) #26 in Books > Reference > Writing, Research & Publishing Guides > Publishing & Books > Bibliographies & Indexes > Politics #2608 in Books > Arts & Photography > Architecture > Individual Architects & Firms #4514 in Books > Arts & Photography > Graphic Design > Techniques

Customer Reviews

Deborah Rothschild, Ellen Lupton, and Dara Goldstein The look of the machine age was crafted in the design studio before machinery had been invented that could approximate it. For a poster advertising the 1924 film Kino Eye, Aleksandr Rodchenko employed crayon to mimic the continuous tonal range of photography, and hand-lettered a "machine" font of his own rather than use the

old-fashioned scripts (ultimately based on handwriting) that were available on printers' blocks. A 1928 poster for a municipal pool in Germany seemingly depicts a muscled diver in midair, but a surviving production photograph shows that the swimsuited model was stretched out stiffly on a towel and "diving" into a rose bush, his clothes tossed behind him. This beautifully printed selection of 210 objects (on view now at Williams College, moving to the Cooper-Hewitt in February) forms the basis for intelligent essays on the dialectical evolutions of design and production, on the Dadaists' unwitting invention of modern promotionalism, and on the often conflicting commercial and political uses to which that exuberant visual language was turned. If today the diver and the rose-bush look like something out of Magritte, there is more than coincidence involved. Don't see the ensemble in a Fruitopia ad tomorrow? Look for it in Russian campaign posters next year.

Copyright Â© 1996, Boston Review. All rights reserved. -- From The Boston Review

this book is a real find! there are some truly magnificent and stylistically ground-breaking samples of early 20th century graphic design here. most of the selections represent the pinnacle of the german and russian avante-garde designers of the 1920's and 30's, including alexandr rodchenko, el lissitsky, lazlo-moholy nagy and many others. But there is also a decent overview of french and american designers as well. this period of work is profound because of it's ingenuity, daring graphic experiments in text and layout, and it's use of collage, photos and text, and dada influences to create bold graphic statements. the pieces included in this volume span many different media in the graphic arts...war propaganda, art exhibition posters, product advertising, civil program posters, packaging, publishing, and even fine art. it is a testament to this collection of designers, because many of them worked simultaneously in many different mediums all at once, especially those involved in the bauhaus movement and the russian avante-garde artists. this book is an excellent overview of this period in graphic design, and would provide endless inspiration for anybody involved in any field of design. i cannot recommend it strongly enough!

[Download to continue reading...](#)

Graphic Design in the Mechanical Age: Selections from the Merrill C. Berman Collection Graphic Design Success: Over 100 Tips for Beginners in Graphic Design: Graphic Design Basics for Beginners, Save Time and Jump Start Your Success (graphic ... graphic design beginner, design skills) Code Check Plumbing & Mechanical 4th Edition: An Illustrated Guide to the Plumbing and Mechanical Codes (Code Check Plumbing & Mechanical: An Illustrated Guide) Ketubbah: Jewish Marriage Contracts of Hebrew Union College, Skirball Museum, and Klau Library (Philip and Muriel Berman Edition) Shigley's Mechanical Engineering Design (McGraw-Hill Series in Mechanical

Engineering) The Mechanical Design Process (Mcgraw-Hill Series in Mechanical Engineering) Geometric Dimensioning and Tolerancing for Mechanical Design 2/E (Mechanical Engineering) The Mechanical Design Process (Mechanical Engineering) "Graphic Design U.S.A., No. 16": The Annual of the America Institute of Graphic Arts (365: Aiga Year in Design) Shapes: Geometric Forms in Graphic Design (Graphic Design Elements) Graphic Design School: The Principles and Practice of Graphic Design Graphic Design, Referenced: A Visual Guide to the Language, Applications, and History of Graphic Design Photoshop: Photo Manipulation Techniques to Improve Your Pictures to World Class Quality Using Photoshop (Graphic Design, Digital Photography and Photo ... Adobe Photoshop, Graphic Design Book 1) TYPOGRAPHY: ESSENTIALS: The FUNDAMENTALS of having BEAUTIFUL Type for Print and Website Graphic Design (Graphic Design, Graphics, Photography Lighting, ... for Beginners, Artists, Illustrator, Adobe) Principles And Practice of Mechanical Ventilation, Third Edition (Tobin, Principles and Practice of Mechanical Ventilation) Mechanical Costs with Rsmeans Data (Means Mechanical Cost Data) Master The Mechanical Aptitude and Spatial Relations Test (Mechanical Aptitude and Spatial Relations Tests) Practice Problems for the Mechanical Engineering PE Exam, 13th Ed (Comprehensive Practice for the Mechanical Pe Exam) Barron's Mechanical Aptitude and Spatial Relations Test, 3rd Edition (Barron's Mechanical Aptitude & Spatial Relations Test) Bearings and Lubrication: A Mechanical Designers Workbook (Mcgraw-Hill Mechanical Designers Workbook Series)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)