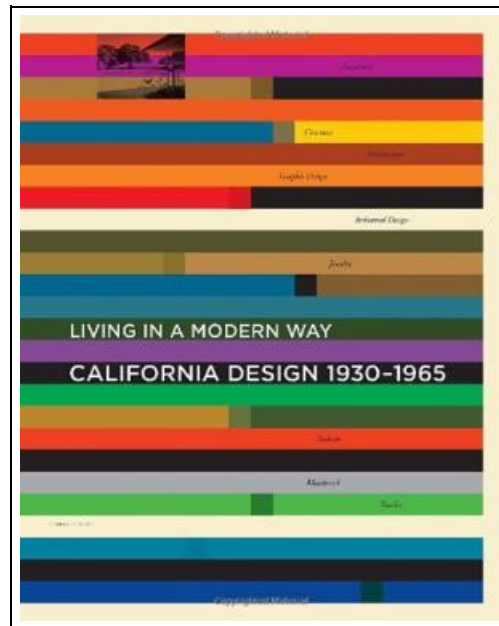


## California Design, 1930-1965: Living in a Modern Way (Hardback)



Filesize: 8.83 MB

### **Reviews**

*This publication is amazing. This can be for all who statte that there had not been a worth reading through. I realized this publication from my i and dad encouraged this ebook to find out.*  
*(Desmond Schuster II)*

## CALIFORNIA DESIGN, 1930-1965: LIVING IN A MODERN WAY (HARDBACK)



To save **California Design, 1930-1965: Living in a Modern Way (Hardback)** PDF, make sure you refer to the link under and download the file or have access to additional information which are have conjunction with CALIFORNIA DESIGN, 1930-1965: LIVING IN A MODERN WAY (HARDBACK) ebook.

MIT Press Ltd, United States, 2011. Hardback. Book Condition: New. 310 x 249 mm. Language: English . Brand New Book. In 1951, designer Greta Magnusson Grossman observed that California design was not a superimposed style, but an answer to present conditions. It has developed out of our own preferences for living in a modern way. California design influenced the material culture of the entire country, in everything from architecture to fashion. This generously illustrated book, which accompanies a major exhibition at the Los Angeles County Museum of Art, is the first comprehensive examination of California's mid-century modern design. It begins by tracing the origins of a distinctively California modernism in the 1930s by such European emigres as Richard Neutra, Rudolph Schindler, and Kem Weber; it finds other specific design influences and innovations in solid-color commercial ceramics, inspirations from Mexico and Asia, new schools for design training, new concepts about leisure, and the conversion of wartime technologies to peacetime use (exemplified by Charles and Ray Eames's plywood and fiberglass furniture). The heart of California Design is the modern California home, famously characterized by open plans conducive to outdoor living. The layouts of modernist homes by Pierre Koenig, Craig Ellwood, and Raphael Soriano, for example, were intended to blur the distinction between indoors and out. Homes were furnished with products from Heath Ceramics, Van Keppel-Green, and Architectural Pottery as well as other, previously unheralded companies and designers. Many objects were designed to be multifunctional: pool and patio furniture that was equally suitable indoors, lighting that was both task and ambient, bookshelves that served as room dividers, and bathing suits that would turn into ensembles appropriate for indoor entertainment. California Design includes 350 images, most in color, of furniture, ceramics, metalwork, architecture, graphic and industrial design, film, textiles, and fashion, and ten...



[Read California Design, 1930-1965: Living in a Modern Way \(Hardback\) Online](#)



[Download PDF California Design, 1930-1965: Living in a Modern Way \(Hardback\)](#)

## See Also



**[PDF] Baby Must Haves The Essential Guide to Everything from Cribs to Bibs 2007 Paperback**

Access the link under to download "Baby Must Haves The Essential Guide to Everything from Cribs to Bibs 2007 Paperback" PDF document.

[Download Book »](#)



**[PDF] Weebies Family Halloween Night English Language: English Language British Full Colour**

Access the link under to download "Weebies Family Halloween Night English Language: English Language British Full Colour" PDF document.

[Download Book »](#)



**[PDF] A Summer in a Canyon (Dodo Press)**

Access the link under to download "A Summer in a Canyon (Dodo Press)" PDF document.

[Download Book »](#)



**[PDF] Your Pregnancy for the Father to Be Everything You Need to Know about Pregnancy Childbirth and Getting Ready for Your New Baby by Judith Schuler and Glade B Curtis 2003 Paperback**

Access the link under to download "Your Pregnancy for the Father to Be Everything You Need to Know about Pregnancy Childbirth and Getting Ready for Your New Baby by Judith Schuler and Glade B Curtis 2003 Paperback" PDF document.

[Download Book »](#)



**[PDF] Daddyteller: How to Be a Hero to Your Kids and Teach Them What s Really by Telling Them One Simple Story at a Time**

Access the link under to download "Daddyteller: How to Be a Hero to Your Kids and Teach Them What s Really by Telling Them One Simple Story at a Time" PDF document.

[Download Book »](#)



**[PDF] Becoming Barenaked: Leaving a Six Figure Career, Selling All of Our Crap, Pulling the Kids Out of School, and Buying an RV We Hit the Road in Search Our Own American Dream. Redefining What It Meant to Be a Family in America.**

Access the link under to download "Becoming Barenaked: Leaving a Six Figure Career, Selling All of Our Crap, Pulling the Kids Out of School, and Buying an RV We Hit the Road in Search Our Own American Dream. Redefining What It Meant to Be a Family in America." PDF document.

[Download Book »](#)