.What is popular

If modern people are beyond ornament, as Loos argues, it is because they *know better* than to waste their energies on it; plain things are cheaper and you save money on not buying what’s unnecessary and, what’s more, is *junkily* unnecessary, now that lace and color aren’t the work of craftspeople but of tacky marketers looking to build obsolescence into what we buy.7)

1. Text title \*
2. Author (and one sentence about who they are)
3. 1 sentence about the subject of the piece.-two representational companies apple and google’s modernism.
4. 1 sentence about the context in which this was written.- If modern people are beyond ornament, as Loos argues, it is because they know better than to waste their energies on it;
5. 1 observation (about the piece)
6. 1 question (prompted by the piece)-what is your definition of modernism and style in general?
7. 1 lesson (from the piece)- “The new” is not actually about being new; it’s about being ahead of somebody else
8. 1 connection-Jan Tschichold
9. it’s an effect of style, which is in turn (if we follow Loos’s logic) a proxy for economic dominance. Time is, so to speak, money.