



DOWNLOAD



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

By -

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...



**READ ONLINE**  
[ 5.77 MB ]

### Reviews

*This ebook is wonderful. I could comprehend every thing out of this created e book. I am just effortlessly can get a satisfaction of reading a created pdf.*

-- **Federico Nolan**

*This ebook could be worthy of a read through, and far better than other. I am quite late in start reading this one, but better then never. I realized this publication from my dad and i advised this publication to learn.*

-- **Stefan Von**