American Magazine

1933 - 1965

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Stine Aagaard

Group 13

Stilart: American Magazine

Link til præsentation

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American Magazine This was a period of time where fashion

ruled the industry in America. It peeked around 1933 - 1965 where alot of Magazines where produced advertising for all sorts of things but mostly womens fashion. In this article I am going to focus on: a couple of the most influencial designers,

the industry; such as sale and product

and the history somewhere mixed in, in all of that

the features of the design from that time

The Origin of Magazine's American Magazine's was one of the first US

magazine's and originated around 1741. The term Magazine had'nt appeared till 1731, untill the Gentlemen's Magazine. Magazine's such as Seventeen, Bazaar and Vogue first popped up in the mid 19th century.

What is a Magazine? a Magazine is a periodical puplication containing articles and illustrations, often on a particular subject or aimed at a particular readership.

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Montparnasse, he found himself in a community of russian artists, which lead to his wish to

He obtained a job as a painter of stage sets for Diaghilev's Ballets Russes. Diaghilev's approach to design inspired him to move towards the more commercial arts and influ-

Alexey Brodovitch is known foremost for his work on the american fashion-magazine Harp-

Born in Ogolitchi, Russia in 1898 in an aristocratic and wealthy family, Brodovitch's youth was marked by the bolshevik revolution. Being

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Harper's Bazaar

From Paris to America

Harper's Bazaar Brodovitch was quikly discovered after that by agencies and he became Art Director of

Athélia Studio and had become a highly respected designer in Paris. But paris was losing it's spirit of adventure it initially had. He looked across the Atlantic for new opportunities and was asked to come to Philadelphia to organize design classes at Philadelphia College

In every assignment the students were challenged to avoid clichés, capture the essence, use their mistakes and look within themselves

As expected his work didn't go unnoticed in America. He was introduced to Carmel Snow, editor-in-chief of the magazine whom immedi-

Brodovitch created a harmonious and meaningful whole using avant-garde photography, typography and illustration. He was the first art director to integrate image and text. Most american magazines at that time used text and illustration seperately, dividing them by

his images as a frozen moment in time and often worked with succeeding pages to create a nice flow trough the entire magazine. This brought a whole new dynamism in fashion

of Art.

Harper's Bazaar

ately offered him a job.

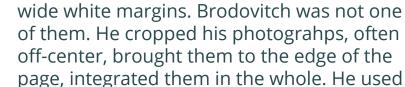
The Silhouette

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"If you know yourself, you are doomed."

- Alexey Brodovitch



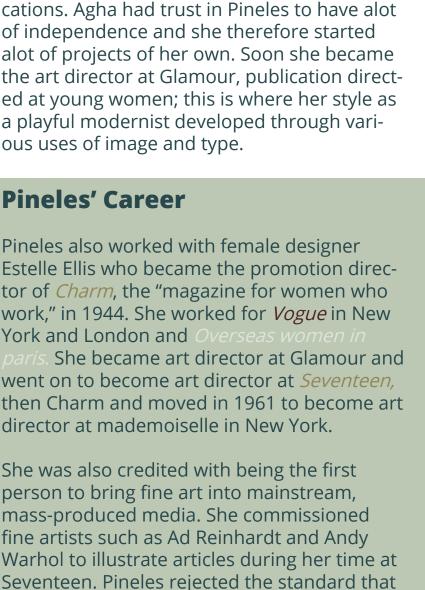
Cipe Pineles

1908 - 1991

CIPE PINELES

Pineles had a nearly 60-year-long career in design. She started her career at the age of 23 at Contempora after struggling to enter the work force due to sexism in the industry. She worked there from 1931-1933 until Condé Nast's wife noticed Pineles' work at Contempora. In 1932-1936 she became an assistant to . M.F Agha the art director of Condé Nast publi-

Pineles' Biography



women should be mindless and focused on finding a husband, and considered her read-

"We tried to make the prosaic attractive without using the tired clichés of false glamour,"

BEAUTY

Typography

The Style Network used a bold weight of Didot in its on-air identity (in addition to the News Gothic font). Alexey Brodovitch implemented the usage of Didot in Cahiers d'Art and Harper's Bazaar. Vogue has been using Didot as the typeface for their cover title since 1955.

Didot Close Up

tall ascenders

and decenders

vertical axis

ers thoughtful and serious.

she said in an interview.

Harper's Bazaar

Didot or Didono

contrast between

thick and thin

name of typograpgy style

Characteristics

can be determined by the:

abrupt bilateral hairline serifi

Modern roman type it's versatile usage in printing and especially in fashion magazines it's a contrast between thick and thin elements

sharp and definite edges

The characteristic's of the tile of typography



Color's of the time

FASHIONS THAT UNDER 815 Harper's Bazaar and Glamour front pages to illustrate the color's of the Bibliography

https://www.slideshare.net/changeza/magazine-histo-

https://www.google.dk/search?q=cipe+pineles&source=lnms&tbm=isch&sa=X&ved=0ahUKEwiW_Oy8i6TdAhWDE-VAKHTHZBYQQ_AUICigB&biw=1439&bih=694&dpr=2

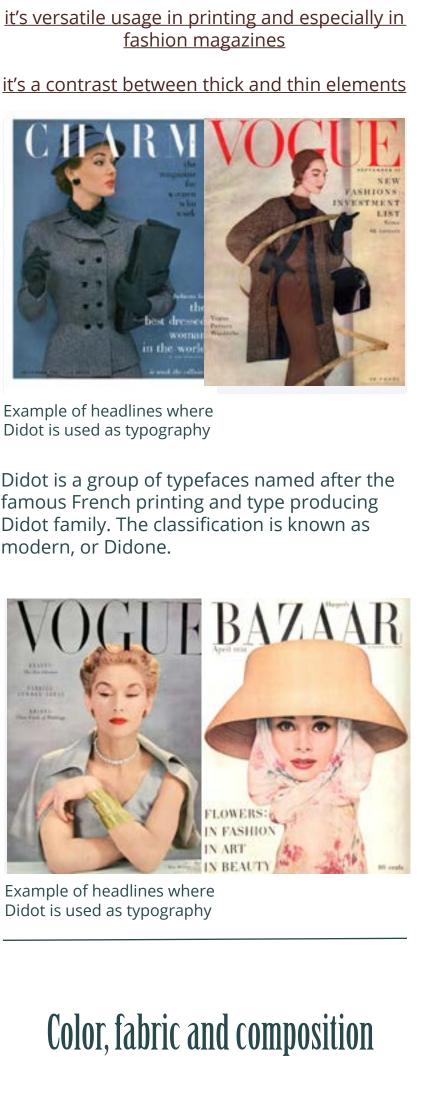
https://en.wikipedia.org/wiki/Cipe_Pineles

https://www.aiga.org/medalist-cipepineles

Soruces:

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Alexecy Brodovitch **Cipe Pineles** Ladislav Sutnar S.E. Richard Lindner Lucille Corcos Richard Anuskiewicz Seymour Chwast Joseph Binder Charm Seventeen Vogue Harper's Bazaar () G F seventeen



Both natural and synthetic textiles found new uses in the 1950s. Denim, for example, had only been used for work wear but now was sporty and casual enough for most leisure clothing. Corduroy was favored by men, but now women used it for winter skirts and dresses. There were less rules about what type of fabric could only be used for certain

(and drawbacks) of synthetics.

1950's Fabrics

repelled stains.

clothing items.

With the research and production of synthetic fabrics exploding in the 1950s, the sheer number of textile options was overwhelming. Natural fibers (cotton, wool, linen) were mixed with new synthetics to create hybrid blends that dried faster, needed less laundering and

Pure synthetics were woven into textures that looked like natural fibers yet had the benefits

green were reflective of youthIn the fall and winter, deep hues of dark brown, rust, black, charcoal grey, red, royal blue, wine, olive, purple, peacock, gold, and navy fit the season. Moving closer to the 1960s, colors shifted into

While colors came in and out of fashion for most of the decade, there was a certain set

that repeated throughout the decade. colors were saturated with some pastel shades in spring. Unlike the 1940s, colors drifted from the primary into offset shades like teal, coral and dark green. In the spring and summer, light pink, powder blue, cream,

agua, rose, maize (yellow), lilac, and kelly



Easy Living:

Lazybones Diel

Vogue and Seventeen Front

Charm and Harper's Bazaar front

pages

who

pages

Indhold til desktop site

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an assistant to M.F Agha the art director of

Condé Nast publications. Agha had trust in

Pineles to have alot of independence and she

therefore started alot of projects of her own.

Soon she became the art director at Glam-

our, publication directed at young women;

developed through various uses of image

Pineles also worked with female designer

Estelle Ellis who became the promotion director of *Charm*, the "magazine for women who work," in 1944. She worked for Vogue in

New York and London and Overseas worm

and went on to become art director at Sev-

enteen, then Charm and moved in 1961 to

She was also credited with being the first

person to bring fine art into mainstream,

mass-produced media. She commissioned

fine artists such as Ad Reinhardt and Andy

Warhol to illustrate articles during her time

at Seventeen. Pineles rejected the standard

on finding a husband, and considered her

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Harper's Bazaar

Example of headlines

Vogue Pattern Wardrobe

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NEW

FASHIONS: INVESTMENT

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and type.

York.

Pineles' Career

this is where her style as a playful modernist

Pineles' Biography

front page / about / typography / bibliography /

American Magazine

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Born in Ogolitchi, Russia in 1898 in an aris-

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Harper's Bazaar

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Characteristics

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Color, fabric and composition

1950's Fabrics

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UNDER

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IN FASHION

IN BEAUTY

IN ART

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He obtained a job as a painter of stage sets for Diaghilev's Ballets Russes. Diaghilev's approach to design inspired him to move towards the more commercial arts and influenced him in his ideas on the lack of boundaries between different arts. Brodovitch entered a poster competition which searched for the most innovatory design to anounce an upcoming ball. He won the first prize, leaving a drawing by Picasso behind. His design symbolically represented the idea of masking in the switch between colors black and white. This 'Bal Banal' poster was the beginning

designers and agencies.

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sharp and definite edges Modern roman type it's versatile usage in printing and especially in fashion magazines it's a contrast between thick and thin ele-Didot is a group of typefaces named after the famous French printing and type producing Didot family. The classification is known as modern, or Didone.

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Bibliography Soruces: https://www.slideshare.net/changeza/magazine-history-by-changez-alam https://en.wikipedia.org/wiki/Cipe_Pineles https://www.aiga.org/medalist-cipepineles https://www.google.dk/search?q=cipe+pineles&source=lnms&tbm=isch&sa=X&ved=0ahUKEwiW_Oy8i6TdAhWDEVAKHTHZBYQQ_AUICig-B&biw=1439&bih=694&dpr=2 https://vintagedancer.com/1950s/1950s-fabrics-colors-in-fashion/ https://en.wikipedia.org/wiki/Didot_(typeface)

Important artist's and magazines of that time **Alexecy Brodovitch Cipe Pineles** Ladislav Sutnar S.E. Richard Lindner Lucille Corcos Richard Anuskiewicz Seymour Chwast Joseph Binder Charm Seventeen Vogue Harper's Bazaar

Ekstra Fibers of 53 - Constellation Blue - American Collon-Harper's Bazaar and Glamour front pages to illustrate the color's of the time TIMEICS

Time Kinds of Stables

Example of headlines where Didot is used as typography