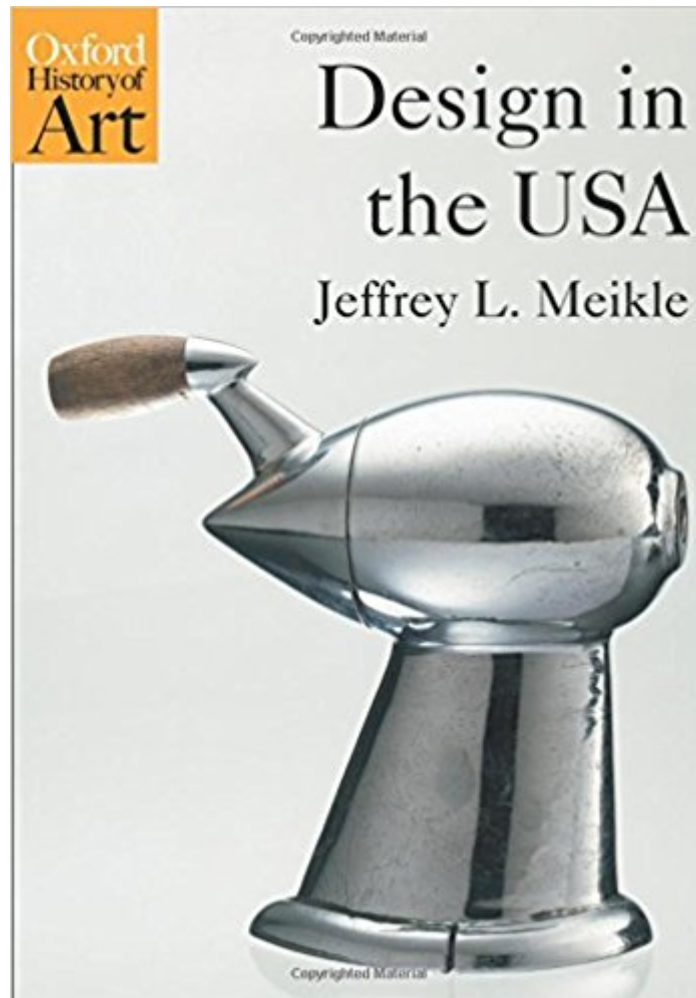




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# Design In The USA (Oxford History Of Art)



## Synopsis

From the Cadillac to the Apple Mac, the skyscraper to the Tiffany lamp, the world in which we live has been profoundly influenced for over a century by the work of American designers. But the product is only the end of a story that is full of fascinating questions. What has been the social and cultural role of design in American society? To produce useful things that consumers need? Or to persuade them to buy things they don't need? Where does the designer stand in all of this? And how has the role of design in America changed over time, since the early days of the young Republic? Jeffrey Meikle explores the history of American design, from the hand-crafted furniture and artifacts of the early nineteenth century, through the era of industrialization and the mass production of the machine age, to the information-based society of the present, covering everything from the Arts and Crafts movement to Art Deco, modernism to post-modernism, the MOMA to the Tupperware bowl. Beautifully illustrated, *Design in the USA* also includes suggestions for further reading, a timeline, and a list of relevant museums and web sites. It is an excellent source of information for anyone seeking to uncover the imagination and industry behind American design.

## Book Information

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## Customer Reviews

Jeffrey L. Meikle is Professor of American Studies and Art History at the University of Texas, Austin.

I'm a major of Urban Studies with a minor in Architecture and this was a great outline of the history of design in every direction! It's amazing to see what we're sometimes subconsciously dictated by in

our everyday lives from this rhythm and really this separate entity--design. It helps create and transform the environment of each person's world and also helps each understand the beauty of functionality as well. The pictures are great to see too!

All the books I've bought, are written very successful.

Historical exploration of design  
Very pedantic  
No heart grabbing insights  
Not a book I'd recommend or pick up again

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