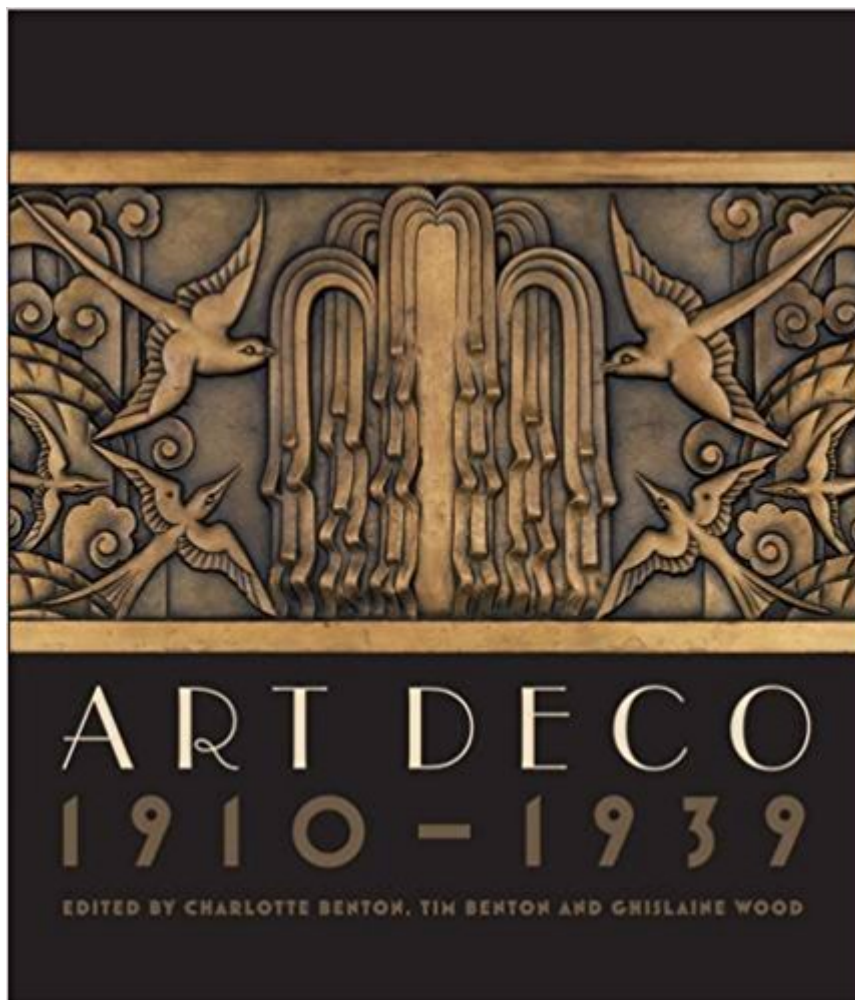


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# Art Deco 1910-1939



## Synopsis

Art deco "the style of the flapper, the luxury ocean liner, and the skyscraper" came to epitomize the glamour, luxury, and hedonism of the Jazz Age. It burst onto the world stage at the 1925 Exposition internationale des art decoratifs et industriels modernes in Paris and quickly swept the globe. Its influence was felt everywhere, from the skylines of New York and Shanghai to the design of fashionable eveningwear, jewelry, and plastic radios. Above all, it became the style of the pleasure palaces of the age "hotels, nightclubs, and movie theaters. This authoritative publication brings together leading experts in the field to explore the sources, varied forms of expression, distinct visual language, and global reach of deco. With its breathtaking illustrations, this lavish volume is the definitive book on what is, arguably, the most popular style of the 20th century.

## Book Information

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> Decorative Arts & Design > Decorative Arts #3541 in Books > Arts & Photography > History &

Criticism > History

## Customer Reviews

Charlotte Benton is an independent architecture and design historian. Tim Benton is professor of art history at the Open University in the U.K. Ghislaine Wood was curator of the V&A touring exhibition Art Deco 1910-1939 and deputy curator of Art Nouveau 1890-1914.

Bought based solely on intuition, as I could not look inside the book before purchasing a copy - but with a big book about Art Deco, featuring an automobile hood ornament on the cover, I would have definitely liked to have seen more of them inside. A devoted chapter on the subject would have been perfect, but no such luck. Nothing, really (or very little) regarding deco hood ornaments on

groovy old motor-cars. Oh, well... I've only had an opportunity to peruse the pages of this massive book, all the way through, one time. But it seemed full of stunning additions, invention, and developments wrapped in the theme of the period - art deco. Some beautiful stuff in this book. I look forward to learning more about these astonishingly prevalent trends of design. Would make a great gift or purchase by and for anyone interested in this subject.

Top notch .. to be expected from the V. and A.

This is a great collection of beautiful art of the Art Deco period. Lots of colorful, glossy photos and good information on the history of this genre and time period of this art style.

The best book on Art Deco

"Art Deco 1910-1939" is the most comprehensive book on the Deco Style. It thoroughly explains the Machine Age aesthetic and how the movement was, at first, a reaction against its predecessor, Art Nouveau. Once a luxury style for the affluent, it soon trickled down to the mass-market and became something the bourgeois could embrace, too, through advertising and consumer goods. Free of ornamentation and embellishment, Art Deco celebrated the dynamism of power symbols, like sunbursts and lightning bolts. The book is brimming with high resolution photography that, from every facet of culture and socio-economic level, explains how the mannerisms of streamline touched everything from fashion to the automobile.

Very nice book. Very detailed. Fast delivery!

A treasure trove of deco design. An excellent resource for any designer.

Not so many great pictures as the face shows... It's just random art deco, but nothing spectacular.

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