

- **Post WWI - The Roaring Twenties**
 - **The Red Scare**
 - **Europe & America afraid of socialism**
 - **challenged their way of life**
 - **End to capitalism**
 - **End to monarchies**
 - **Known socialists were evicted**
 - **Prohibition**
 - **America was deemed too decadent**
 - **Many unwanted pregnancies & abortions**
 - **Led to invention of the condom**
 - **Alcoholism skyrocketed after WWI**
 - **Organized crime began bootlegging -became viable enemy**
 - **Woman's Suffrage**
 - **Women finally allowed to vote in 1920**
 - **Equality measures taken**

• Revolution

- Mexico declares independence
 - Pancho Villa led the resistance
 - assassinated in 1924
- Spanish Civil War
 - Final shred of Hapsburgs evicted from Europe
 - General Francisco Franco takes control
- India Uprising against Britain
- Turkey declares its independence
- Racial intolerance
 - Race riots in Chicago, 1919
 - Massacre and destruction of Rosewood, Florida, 1923
 - Ku Klux Klan membership at all time high
- Economic tensions
 - Advent of Labor Laws to protect workers
 - Coal strikes in Europe & America

- **Science of the Times**
 - **Greater Understanding of the Atom**
 - **Neils Bohr determined path of the electron**
 - **Francis William Aston found atomic isotopes**
 - **Robert Milliken finds cosmic rays in space**
 - **Nicolai Vavilov determines gene centers in human cells**
 - **Greater Understanding of medicine**
 - **vaccines for tuberculosis**
 - **advent of birth control**
- **Culture of the Times**
 - **Greater Understanding of People**
 - **Charlie Birdseye develops frozen food**
 - **The mass production of the automobile**
 - **Baseball & Football gain national attention**

Communication Increases

- **The radio goes into mass production**
 - **Most households had radios & telephones**
 - **People could communicate more freely**
 - **News could be disseminated more freely**
 - **World becomes smaller / ideas & culture are passed**
- **The invention of the Television**
 - **German Scientist Theorized it could be done in the 1880's**
 - **1906 – Lee De Forrest patented the triode vacuum tube**
 - **In 1920 the tube became advanced enough to show images**
 - **Ernst Alexanderson displayed the first home television in 1928 – sold patent to General Electric**
 - **The first television broadcast occurs in England in 1936**
 - **First American Television Broadcast in 1939 at New York World's Fair**
 - **The ability to pass information on visually**
 - **TV suspended during WWII**

- **The Movie Age**

- **Silent Films**

- **Charlie Chaplin – the comedy**
 - **Mary Pickford – the diva**
 - **Douglas Fairbanks – The swashbuckler**
 - **Flash Gordon – The Future**
 - **Cecil Be DeMille – The Director / Producer**
 - **Rin Tin Tin – The first famous animal**
 - **German Avante Garde – Nosferatu (1st vampire movie)**
 - **Japanese Avante Garde – Yoru (the night)**
 - **Ideas & Fantasy passed to the public**
 - **The birth of the Movie House**
 - **Appealed to all classes**
 - **Lee DeForest invented film that could hold sound & Color**
 - **Wizard of Oz – one of the first & most influential**

ART DECO

- **Art Deco style characteristics:**

- **Not functional like modern style**
- **Fashion oriented**
- **Furniture had stepped forms like the new skyscrapers being built in New York**
- **Lighting was prominent**
- **Did not relate to past styles**
- **Pure geometric forms**
- **Centered in France**
- **Used rare woods – macassar ebony; zebrawood**
- **Inlays of ivory, tortiose shell, leather**
- **Used polished metals**
- **Much glass used**
- **“Waterfall” modern furniture**
- **Used term “modernistic” vs. term “modern”**
- **Streamlined**
- **Beginning of Industrial Design as a major force in fashion**

ART DECO

- Ellis & Clarke
 - Daily Express Building, Fleet Street, London, 1931

This building lobby is a series of decorative panels of black Glass, chrome and mirrors.

Art Deco style displaced Art Nouveau. Ornament was now made of modern materials – chrome black glass and Bakelite (plastic). Electric lighting now was a major part of interior design. Shiny machined surfaces reflected light and created the illusion of depth.





**Oliver Percy Bernard, Strand Palace Hotel, London, 1930 –
lighting used as a design element**



**Trent & Lewis, New
Victoria Cinema, London,
1929 – decoration in blues
and greens and use of
shell-capped sconces
suggest an underwater
palace**

Michael Roux-Spitz

- Salon des Artistes Decorateurs, Paris, 1928

In Paris in the Late 1920s there was a series of exhibitions of the Art Deco style. This exhibit highlighted new furniture and geometric patterns. The dressing table takes on a series of steps that build up to the front. The finish on the dressing table top is polished to a mirrored appearance. The screen wall displays African patterns which is repeated in the carpet.

The Art Deco movement incorporated new materials, bright colors & glossy sheens. It was intended to be opulent and bold. Its aggressive patterns mimicked that of the Jazz music of the time.





**Maurice Dufrene, Hall, La
Maitrise Pavilion,
Exposition Universelles,
Paris, 1925**



SS Normandie passenger liner arriving in New York, 1935



Art Deco invaded the high seas. As luxury passenger liners became the most popular mode of trans-Atlantic travel, the need to be extravagant increased. Art Deco forms such as tower light fixtures brought a level of whimsy to the interiors. Furniture was deeply cushioned on metal frames. The walls were of variegated marbles displaying rich vein patterns. The color schemes were deep colors accented with either silver or gold metal tones.

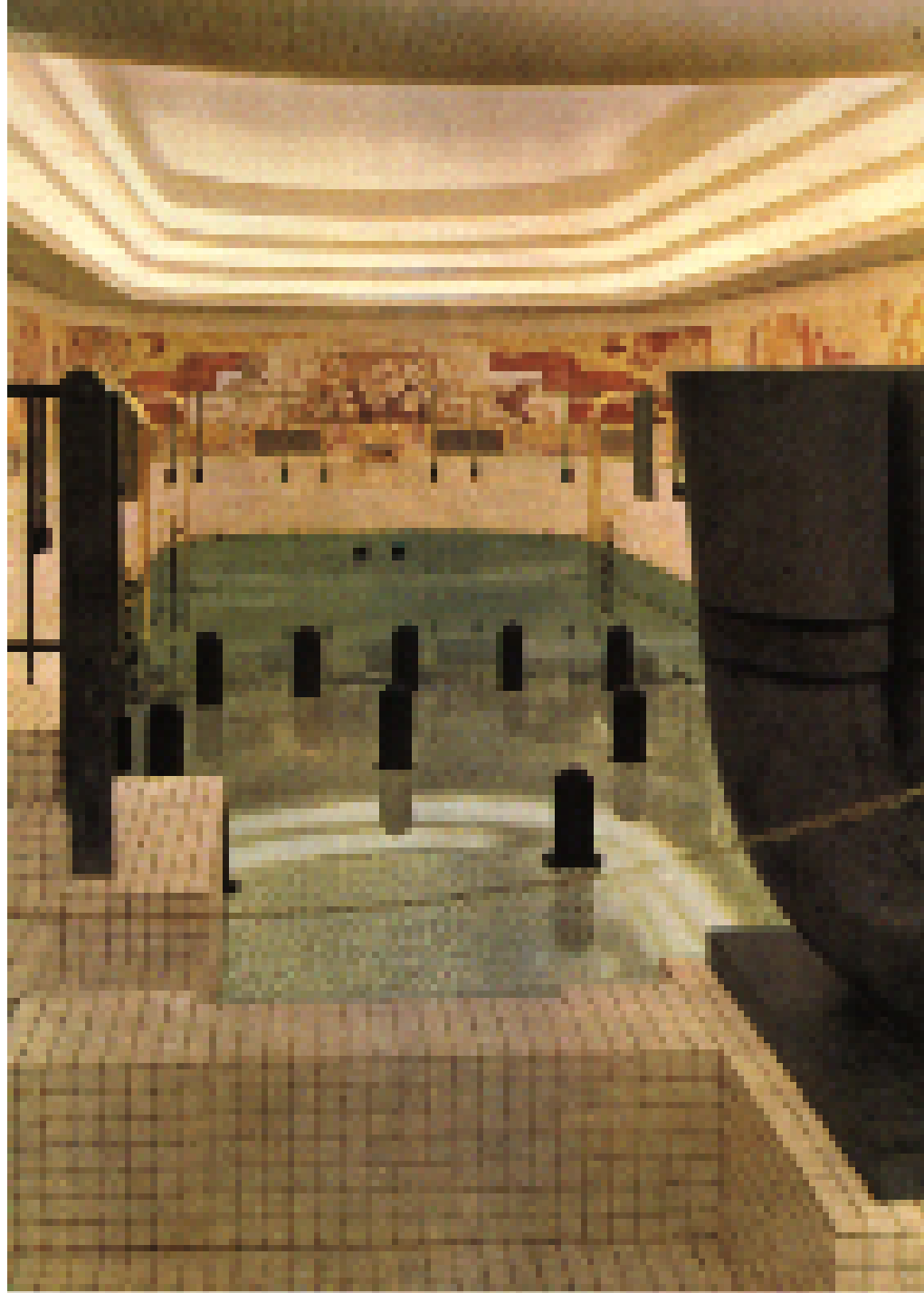
Roger Expert & Richard Bouwens - Interior of SS Normandie passenger liner, 1935



SS Normandie – Dining Room, 1935



SS Normandie – Dining Room, 1935



SS Normandie
Swimming pool, 1935



SS Normandie Lounge, 1935

Art Deco artistic influences

L'AMERIQUE DU SUD



PAR LE PAQUEBOT

"L'ATLANTIQUE"

(40000 T.)

1^{er}

COMPAGNIE DE NAVIGATION
SUD-ATLANTIQUE



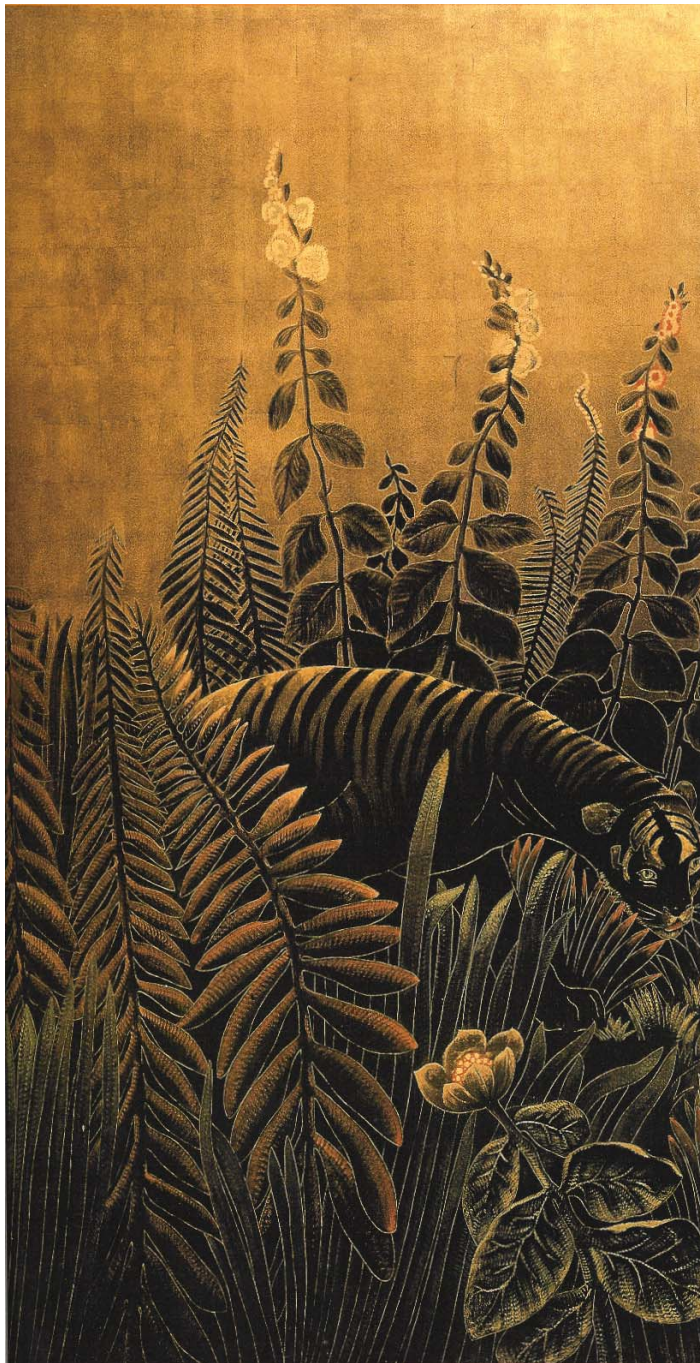
Henri Rousseau, Paysage Exotique, 1910



Henri Rousseau, Suprise!, 1891



Henri Rousseau, La Reve, 1910



Jean Dunand
Lacquered Screen, 1945



Mikhail Larionov
(Russian, 1881-1964)

The Peacock
Mechanical Costume,
1919



Tamara de Lempicka
(Russian, 1898-1980)

The Girls, 1928



Sonia Delaunay,
***Untitled*, 1917**



**Pablo Picasso, Violin
and Guitar, 1913**



**Pablo Picasso, Dream,
1932**



**Chrysler Building,
William van Allen,
New York City, 1930**



Chrysler Building, William van Allen, New York City, 1930



Empire State Building, Shreve, Lamb & Harmon, New York City, 1931



**Empire State
Building, Zeppelin
Mooring Tower**









Empire State Building Lobby, Shreve, Lamb & Harmon, New York City, 1931



Chicago Merchandise Mart, Chicago, Graham, Anderson, Probst & White, 1930



Chicago Merchandise Mart, Chicago, Graham, Anderson, Probst & White, 1930



**Civic Opera House,
Chicago, Graham,
Anderson, Probst & White,
1929**



Civic Opera House, Chicago, Grand Foyer, Graham, Anderson, Probst & White, 1929



Civic Opera House, Chicago, Graham, Anderson, Probst & White, 1929

Raymond Hood, Reinhard & Hofmeister

- Rockefeller Center (1935)

This huge development was highlighted by the International building. The lobby mixed marble with metal, bold colors with electric light. There was a lot of pedestrian traffic through the lobby since the building housed studios for radio shows of the time. The lobby was treated with bold colors. The Blues were thought to represent electricity, Black & Chrome were supposed to represent new technology.



International Building - Lobby

ART DECO

- Donald Deskey
 - Radio City Music Hall (1932)

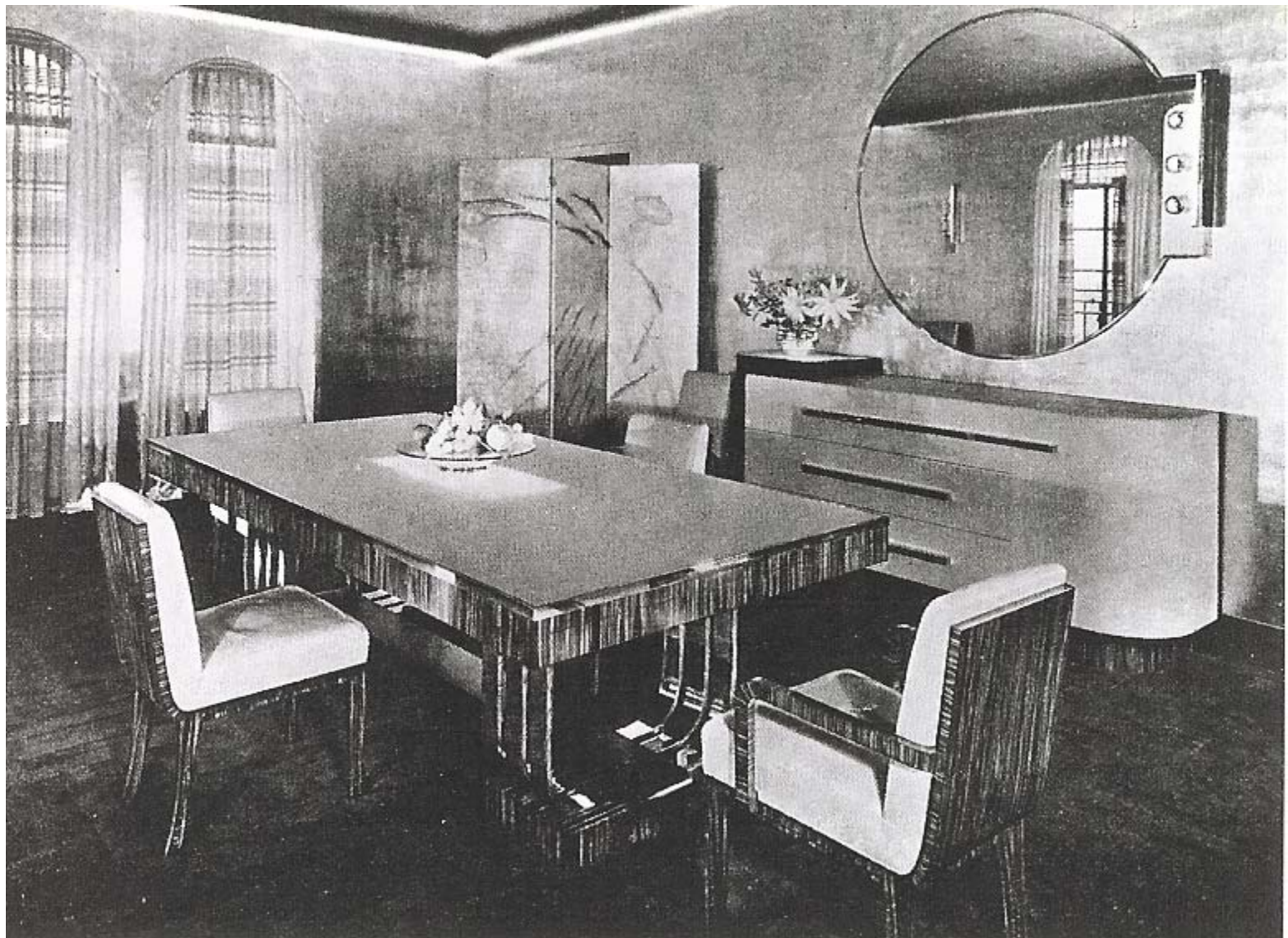
Art Deco in America found its capital in New York City. Rockefeller Center was the largest Art Deco development of the time. Radio City Music Hall was the centerpiece of the development. The theater is a series of Shells that form a Proscenium arch. The Shells are accented with cove lights to add to the visual texture. The furniture designed by Deskey combined aluminum & Bakelite.



Radio City Music Hall – Theater



Donald Deskey, Radio City Music Hall private apartment for the manager, 1933 – cherrywood panelling, furniture of lacquered and veneered wood, Bakelite and brushed aluminum



Donald Deskey, dining room for Abbey Rockefeller Milton, Manhattan, 1934 – silver glazed walls, Macassar ebony table, white leather chair cushions



**Private bathroom for Irwin
S. Chanin in the Chanin
Building in New York, 1929**



Cedric Gibbons, Hollywood movie set for "Our Dancing Daughter," 1928



Rene Lalique, “Victoire” Car Radiator Mascot, 1928

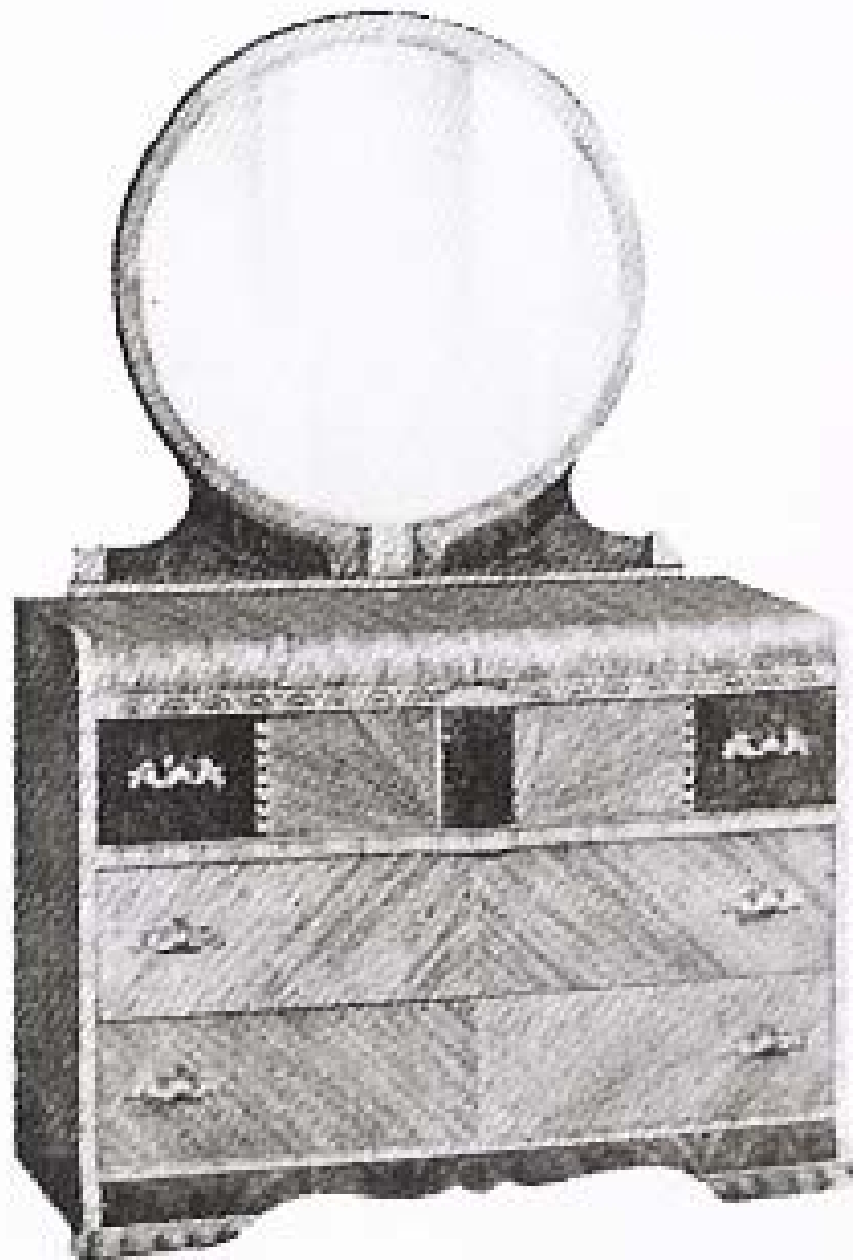


Rene Liliq, “Longchamps” Version B Car Radiator Mascot, 1929



**Art Deco Carpet,
Jean Arp, 1928**

Art Deco furniture



**Art Deco Bureau,
“Waterfall Modern,”
1934**















Maurice Dufrene designed this desk, chair and bookcase for exhibition at the 1925 Paris Exposition. It was called "Goncourt" and was produced by the design workshop "La Matrise" (where he was artistic director) of the French department store Les Galeries Lafayette.

All three pieces are made of oak and mahogany and decorated with ebony and purple heart wood. The desk top and chair seat are black leather and the bookcase door is beveled glass.

Dufrene, born in Paris, studied at the Ecole des Arts Decoratifs and in 1904 became a founding member of the Societe de Artistes Decorateurs with whom he exhibited throughout his career. In 1921 he became artistic director of "La Matrise".



Maurice Dufrene, armchairs, 1925

Silver leafed frames with velvet upholstery



*# DuFrene club chair with detail
of the "ziggurat" design of the front
part*

Maurice DuFrene Club Chair "Niagara" Model Ebonized Mahogany wood, 1925



Maurice Dufrene table, 1930, mahogany base and lemonwood veneer



Andre Domin, saloon chairs, 1930s



Granger of Paris, Art Deco wall sconce, 1925



Art Deco wall sconces, nickel frames, mirrored glass and prism glass rod shades, 1930



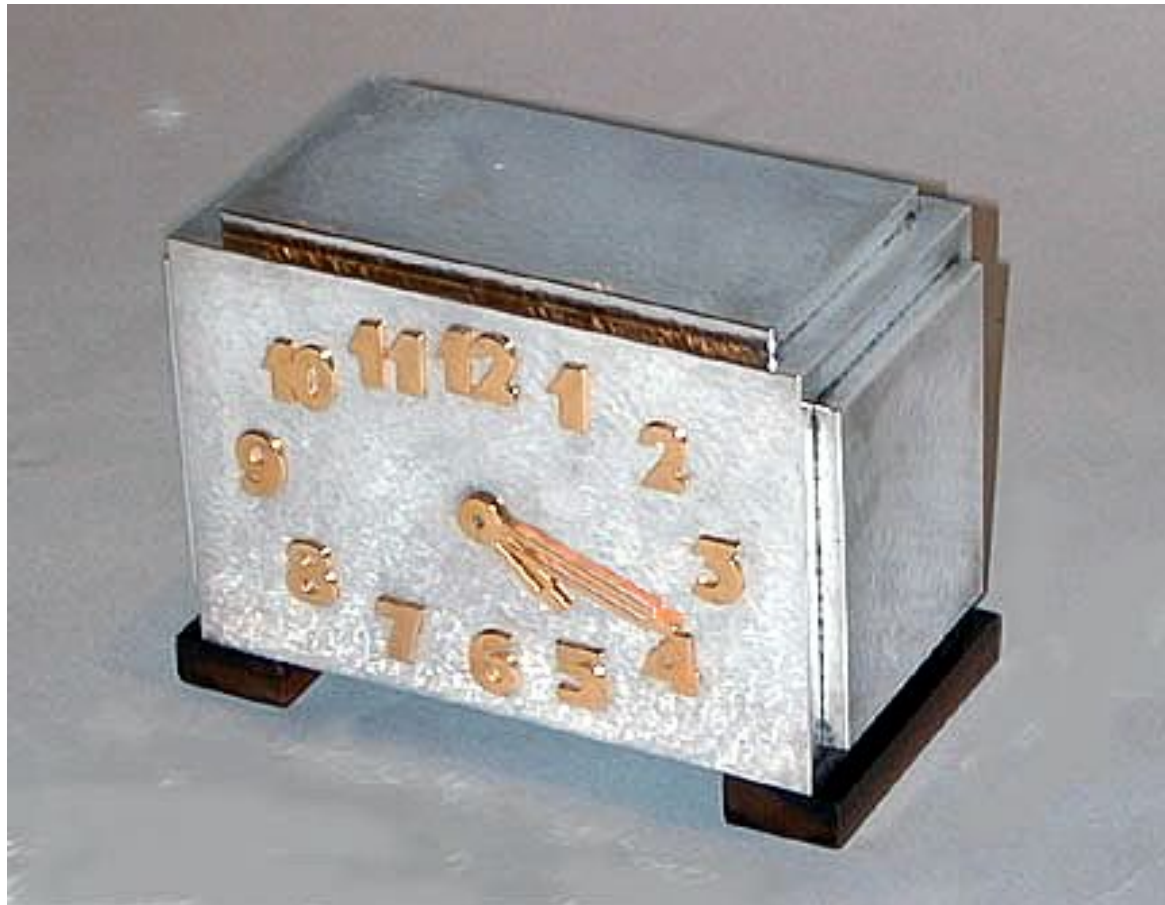
Genet et Michon, French Art Deco wall sconces, 1935



Maurice Dufrene, cocktail cabinet, Rio rosewood with parchment panels and gilt handles, 1935



Andre-Leon Arbus, French Art Deco extending dining table (seating up to 10) circa 1930 - black ebonized with nickel silver mounts and sabots (shoes at bottom of legs)



Art deco clock, silver on polished macassar ebony feet



Art deco jardiniere centerpiece and mirror plateau, 1935



Paul Kiss, wrought iron apartment grilles, 1925

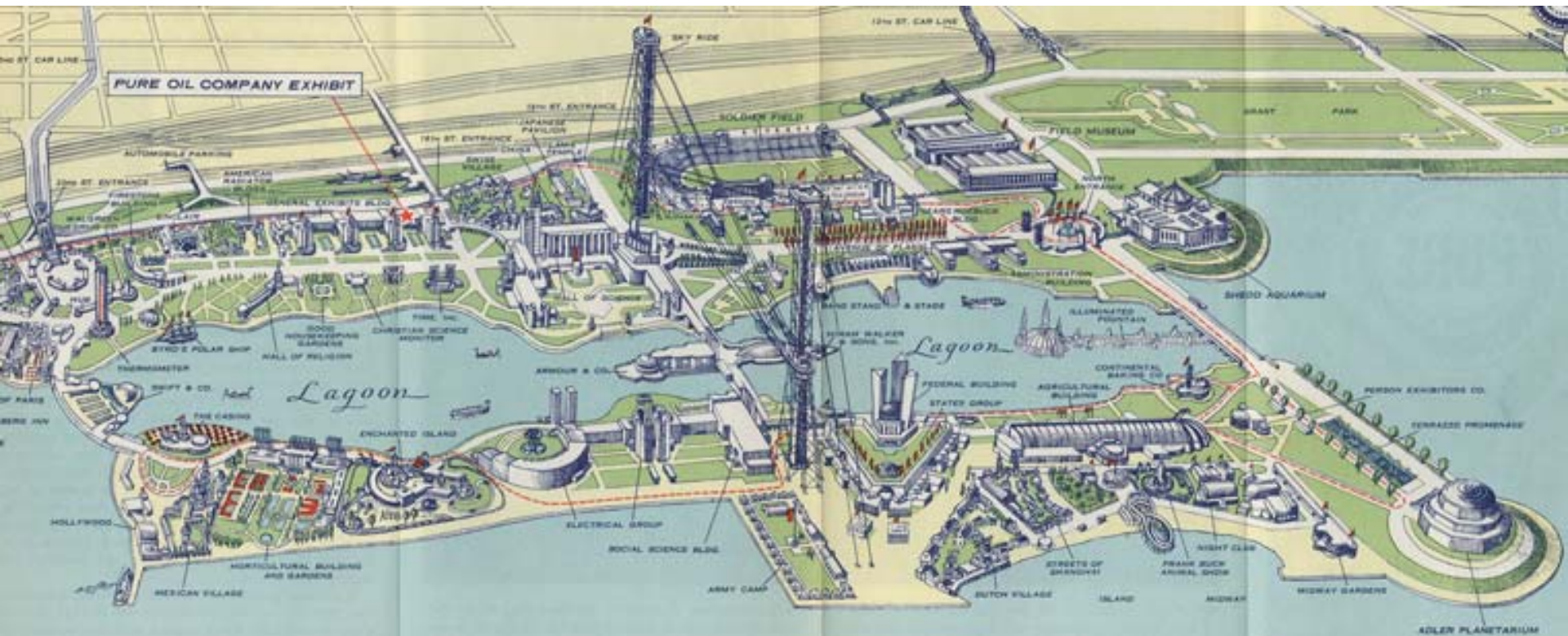


Eric Bagge, art deco table, lacquered beech with glass top, 1940

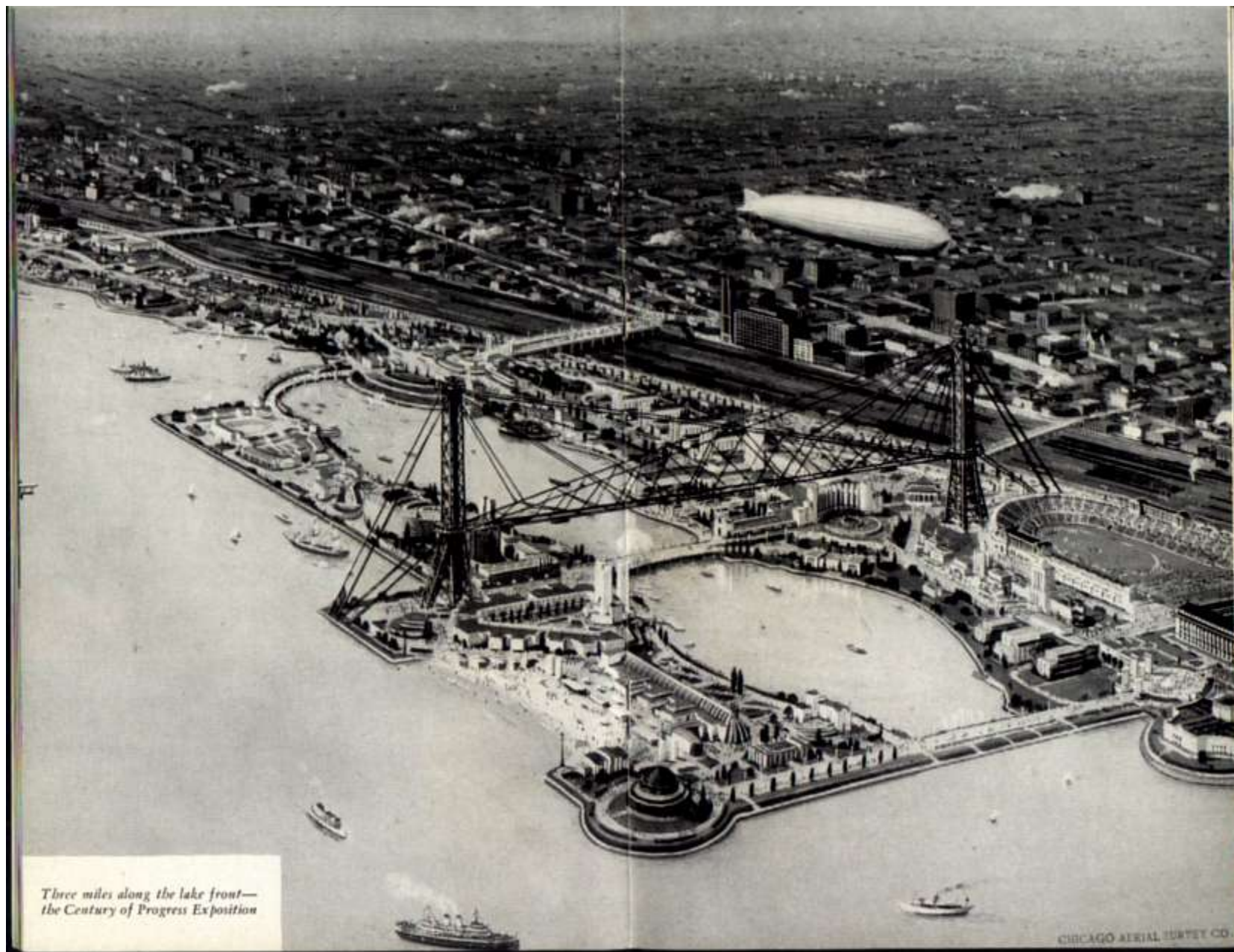


**Maurice DuFrene poster,
1930**

World's Fairs



Chicago World's Fair of 1933 – “A Century of Progress”



*Three miles along the lake front—
the Century of Progress Exposition*



Chicago World's Fair of 1933 – A Century of Progress – Westinghouse Pavilion



Chicago World's Fair of 1933 – A Century of Progress – Travel Building



Chicago World's Fair of 1933 – A Century of Progress – Ford Building



Chicago World's Fair of 1933 – A Century of Progress – Glass Block Building



Chicago World's Fair of 1933 – A Century of Progress – Chrysler Building



Chicago World's Fair of 1933 – A Century of Progress – House of Tomorrow

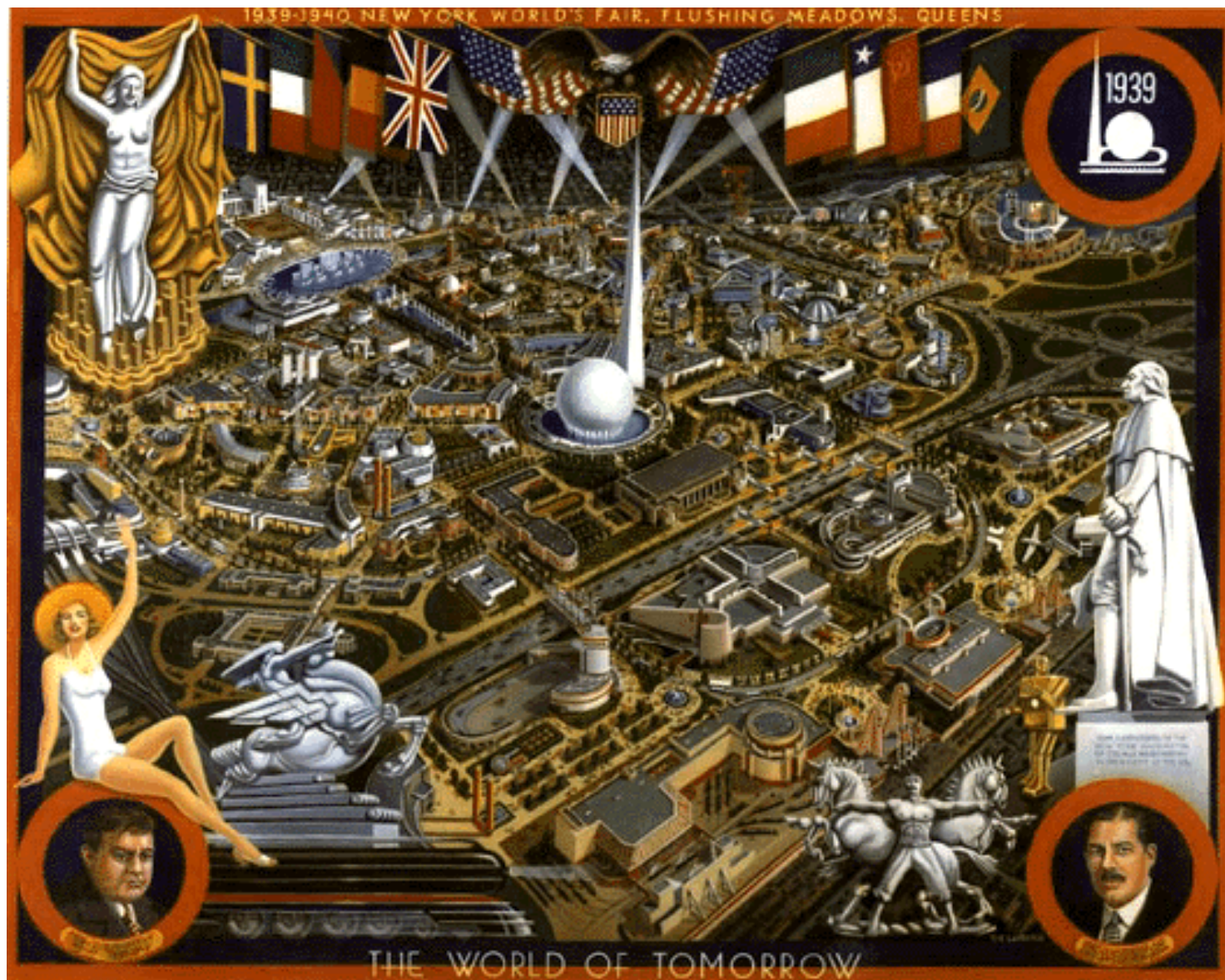


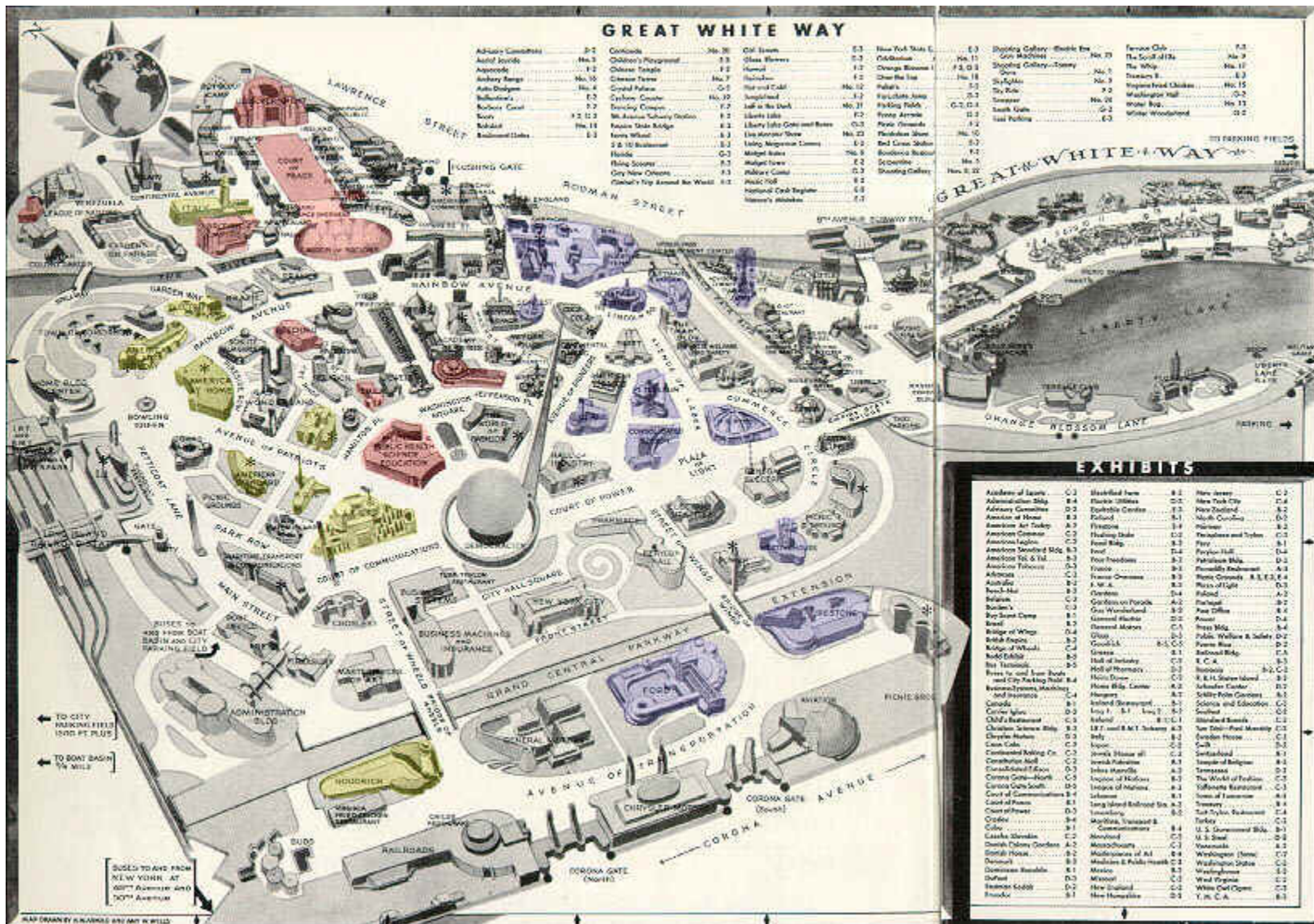
Chicago World's Fair of 1933 – A Century of Progress – Interior of the House of Tomorrow



**Chicago World's Fair of
1933 – A Century of
Progress – Interiors of the
11 model homes
displayed at the fair**









**New York Worlds Fair of 1939 – Firestone Building
“Trylon” and “Perisphere” in background**



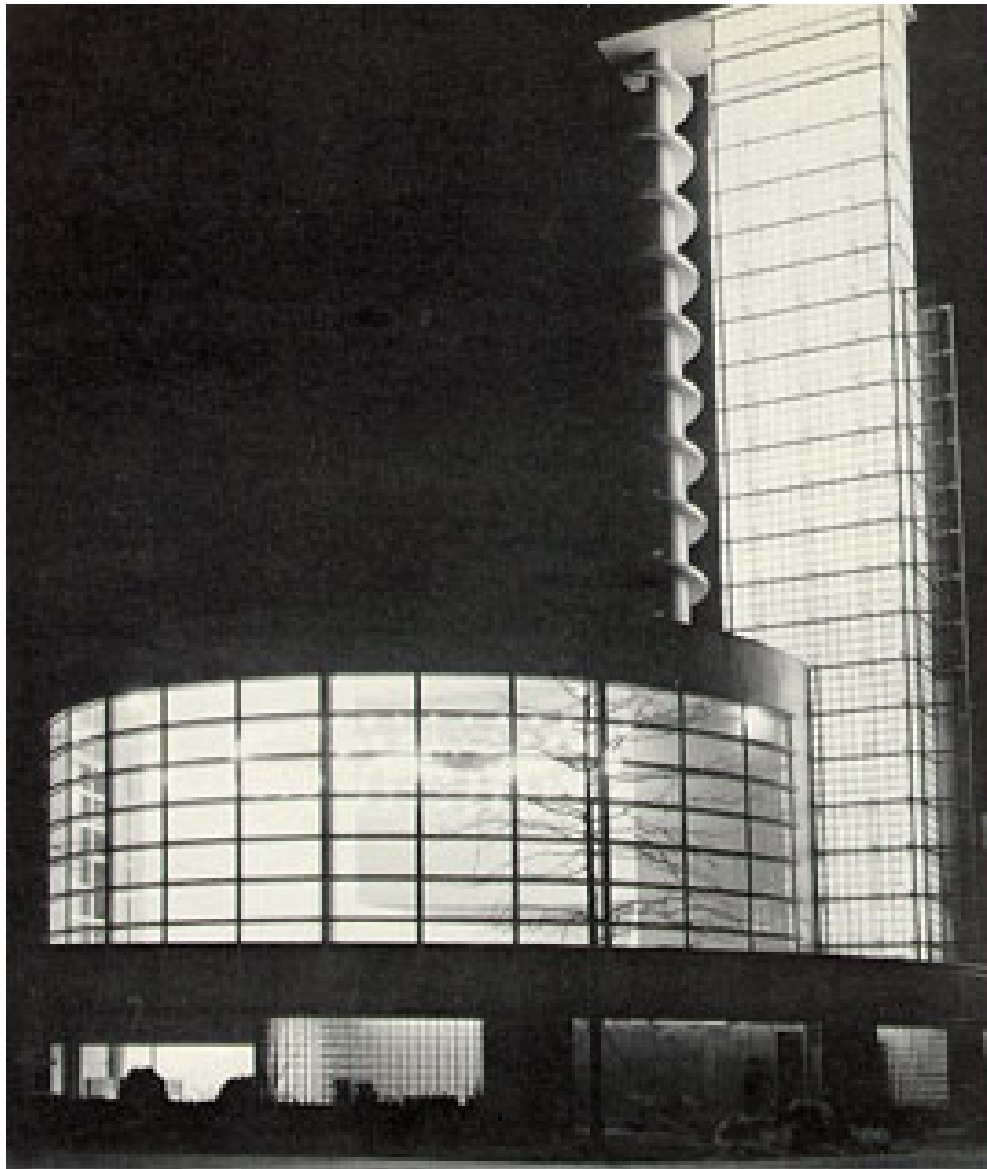
New York Worlds Fair of 1939 – Schaefer Center Restaurant



New York Worlds Fair of 1939 – League of Nations Building



New York Worlds Fair of 1939 – Beech Nut Building

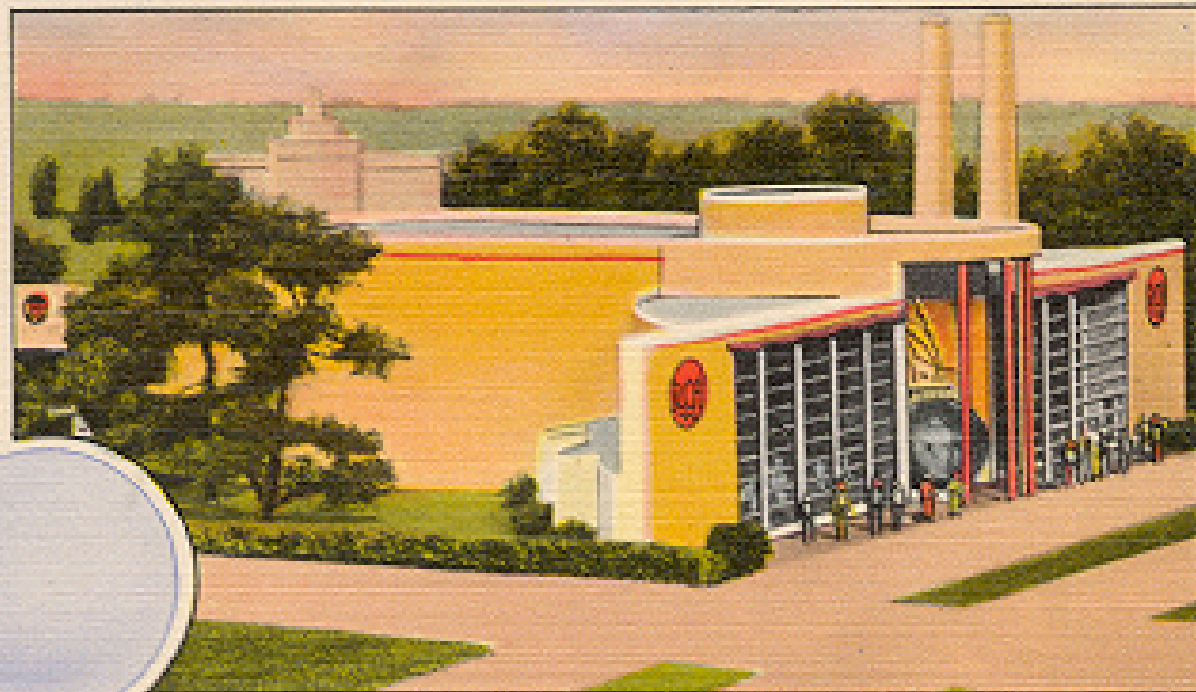


New York Worlds Fair of 1939 – The Glass, Incorporated Building by Shreve, Lamb & Harmon (Empire State Building)



New York Worlds Fair of 1939 – The World of Tomorrow

New York World's Fair 1939



THE R.C.A. EXHIBIT BUILDING.

Radio Corporation of America Exhibit Building



New York World's Fair 1939

APR 1939

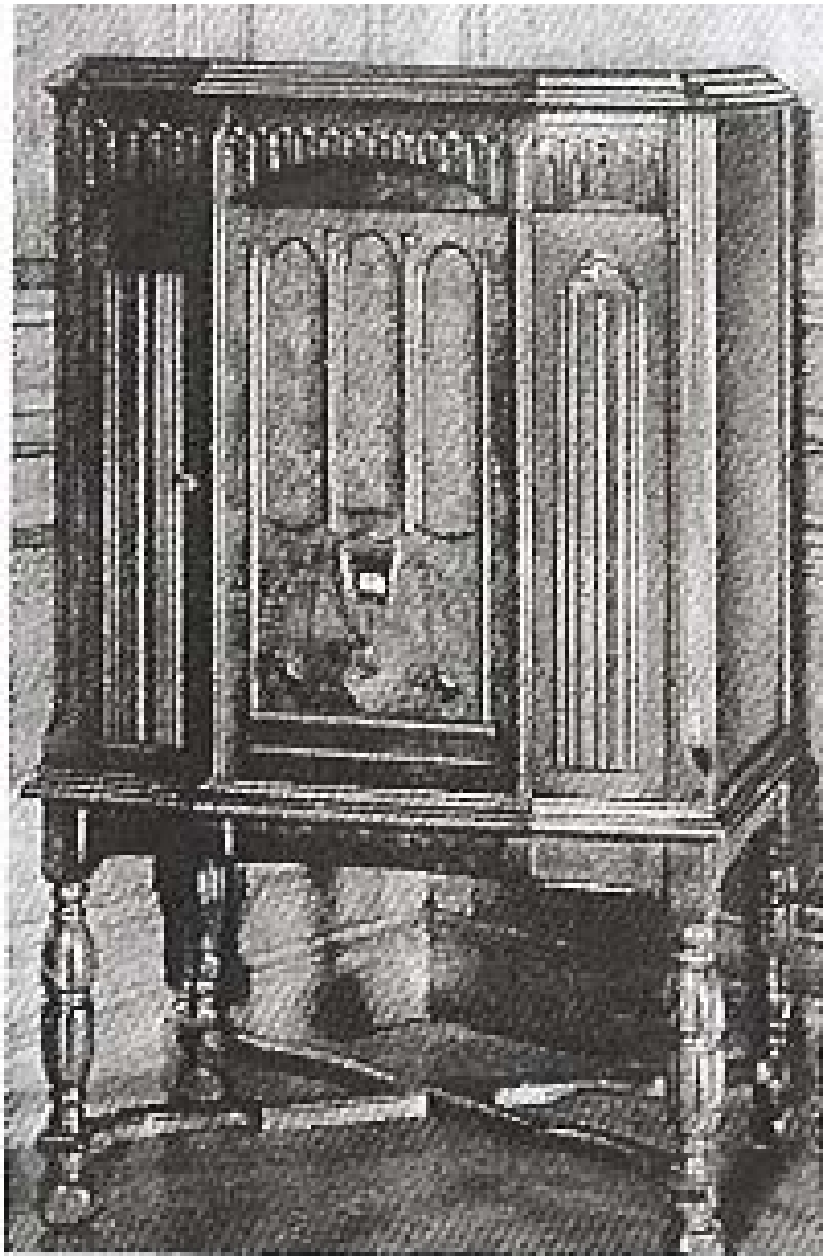
A PREVIEW OF

Television

Radio's Newest Contribution
to Home Entertainment



Industrial Design



RCA Victor Radio, 1934



Butler House kitchen, Des Moines, 1936



Supreme Diner, Boston, 1946



Fiesta-ware was designed by Frederick Hurton Rhead in 1936 and is now among the most collected china products in the world. As originally designed, the line featured art deco styling and bold, bright colors.

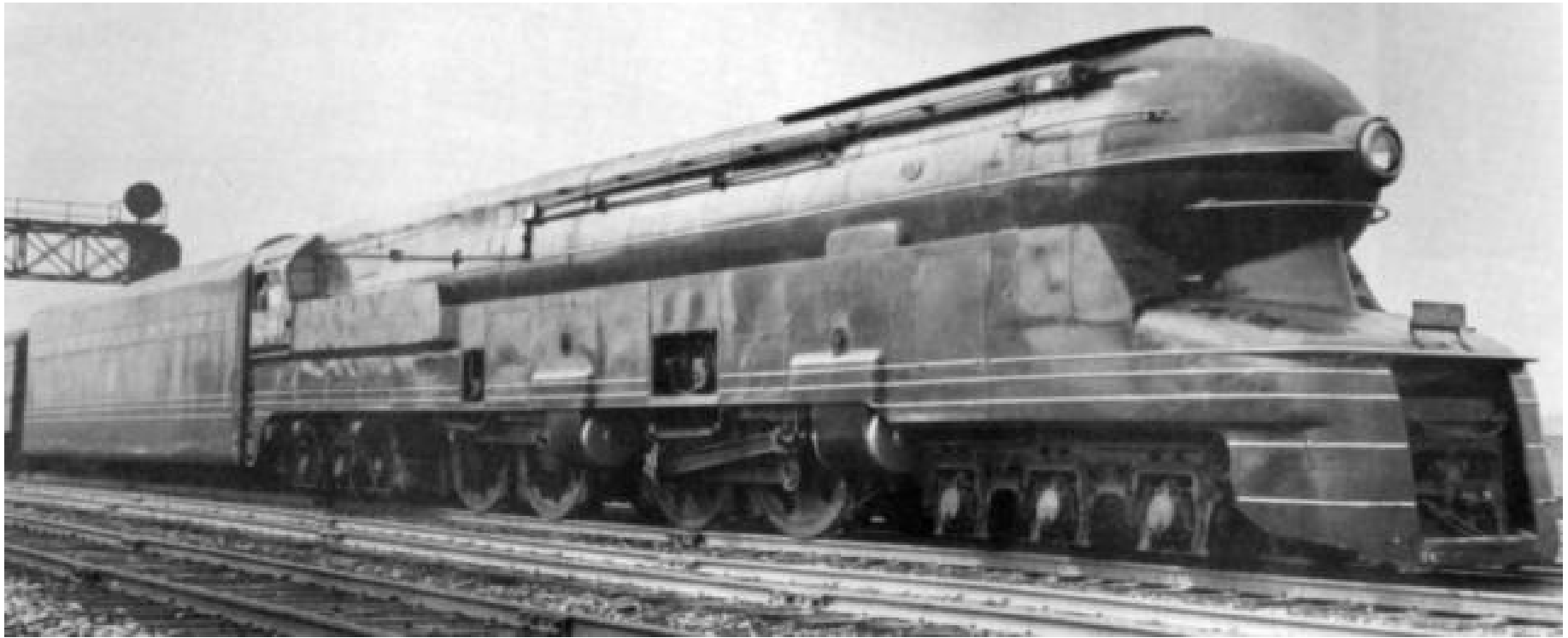
- **Russell Wright**
 - **Tableware, circa 1939**

The tableware seen here became all the rage. The bright colors and fluid lines was very popular. Items such as these available to everyone, helped bring modern design to the public with a high level of acceptance.





**Chase "Coronet
Coffee Urn
Service",
designed by
Walter von
Nessen, 1938.**

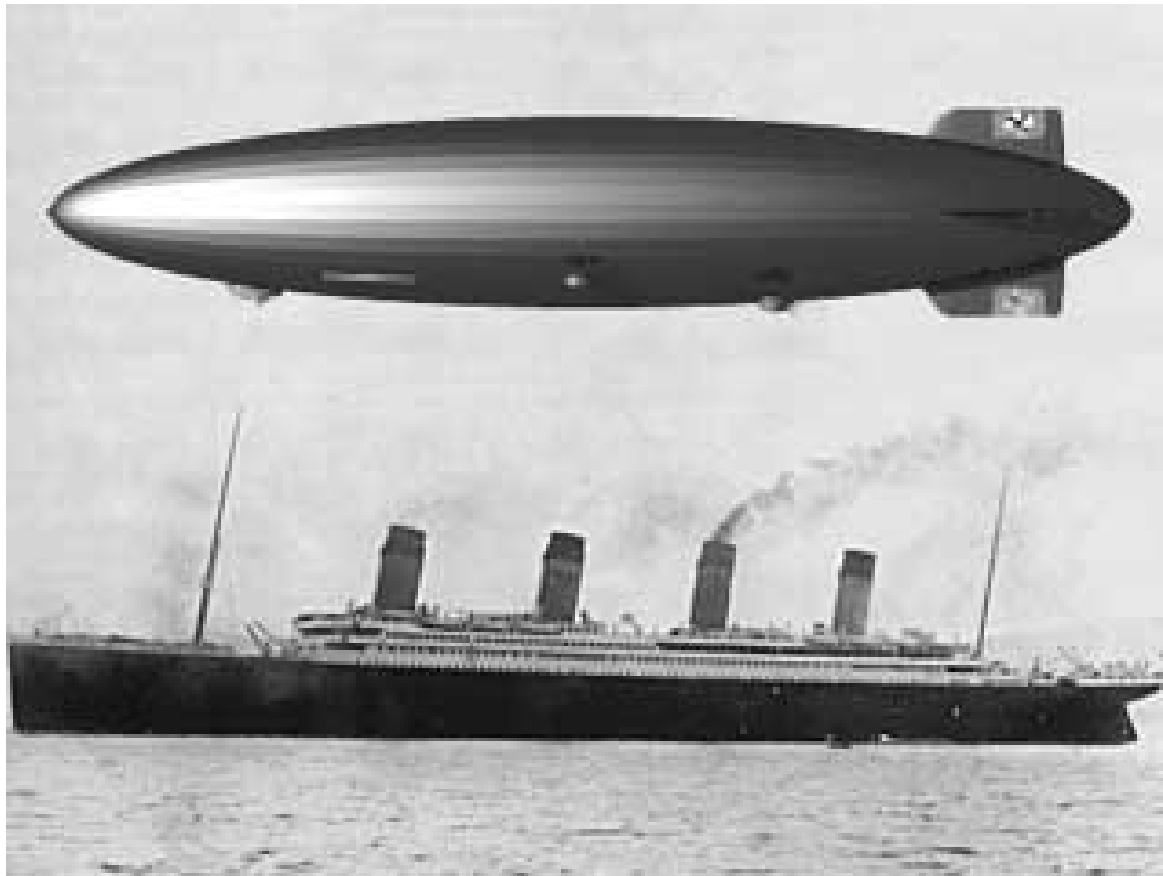


Raymond Lowey - New York Worlds Fair of 1939 – Pennsylvania Railroad first duplex drive steam locomotive

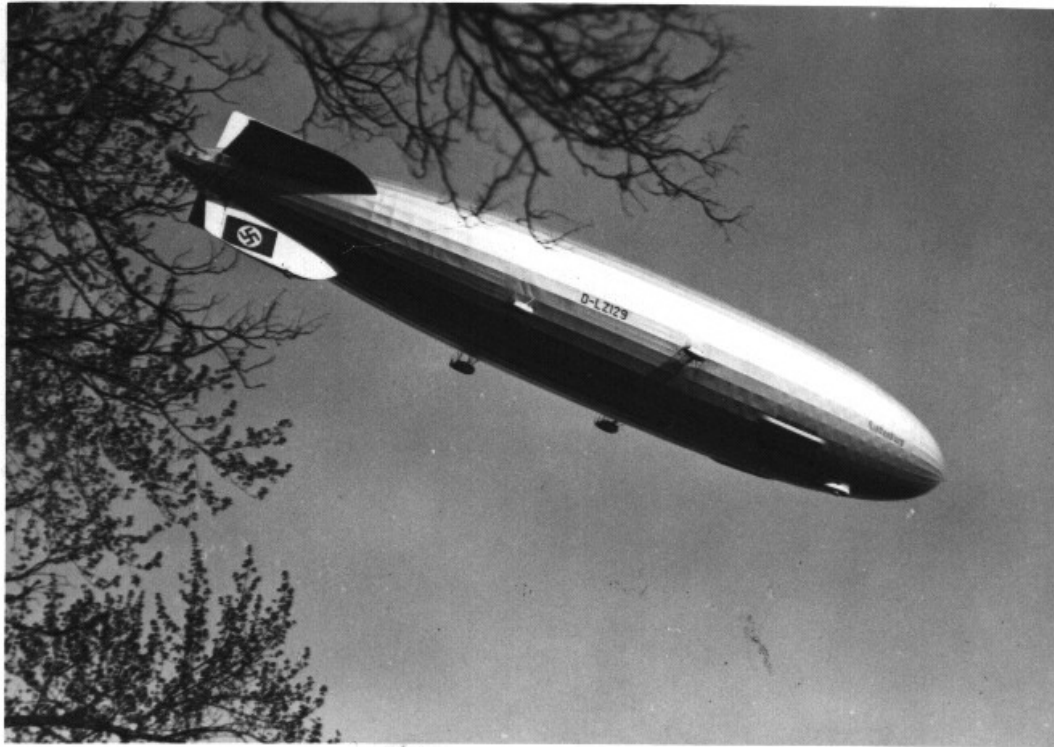


Charles “Lucky” Lindberg and the Spirit of St. Louis, 1927 – first New York to Paris flight





**Size of the German Zeppelin Hindenburg (1937)
compared to the British R.M.S. Titanic (1912)**



The Zeppelin Hindenburg approaching New York, 1937



Hindenburg interior



Hindenburg promenade

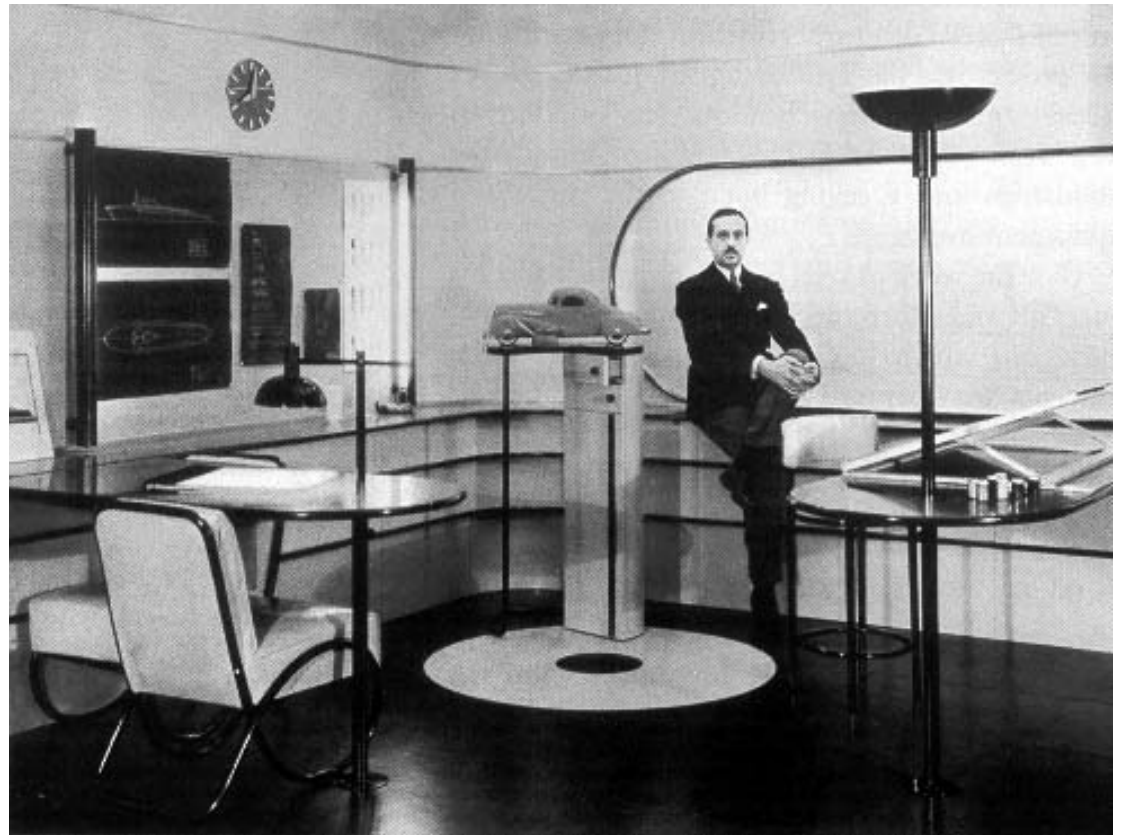


Hindenburg Zeppelin disaster, landing at Lakehurst New York, 1937 – 35 passengers and crew were killed out of 97 on board – this event ended development of the use of lighter-than-air craft for trans-Atlantic travel

Raymond Loewy (1893-1986)

- **Design Exhibition New York 1934**

Loewy as seen here created the Art Deco office for this design exhibition. The office comprised of Modern and Art Deco furniture highlight curved forms and shiny materials. Loewy was very influential in America. He not only designed furniture but also automobiles.



Mock up office



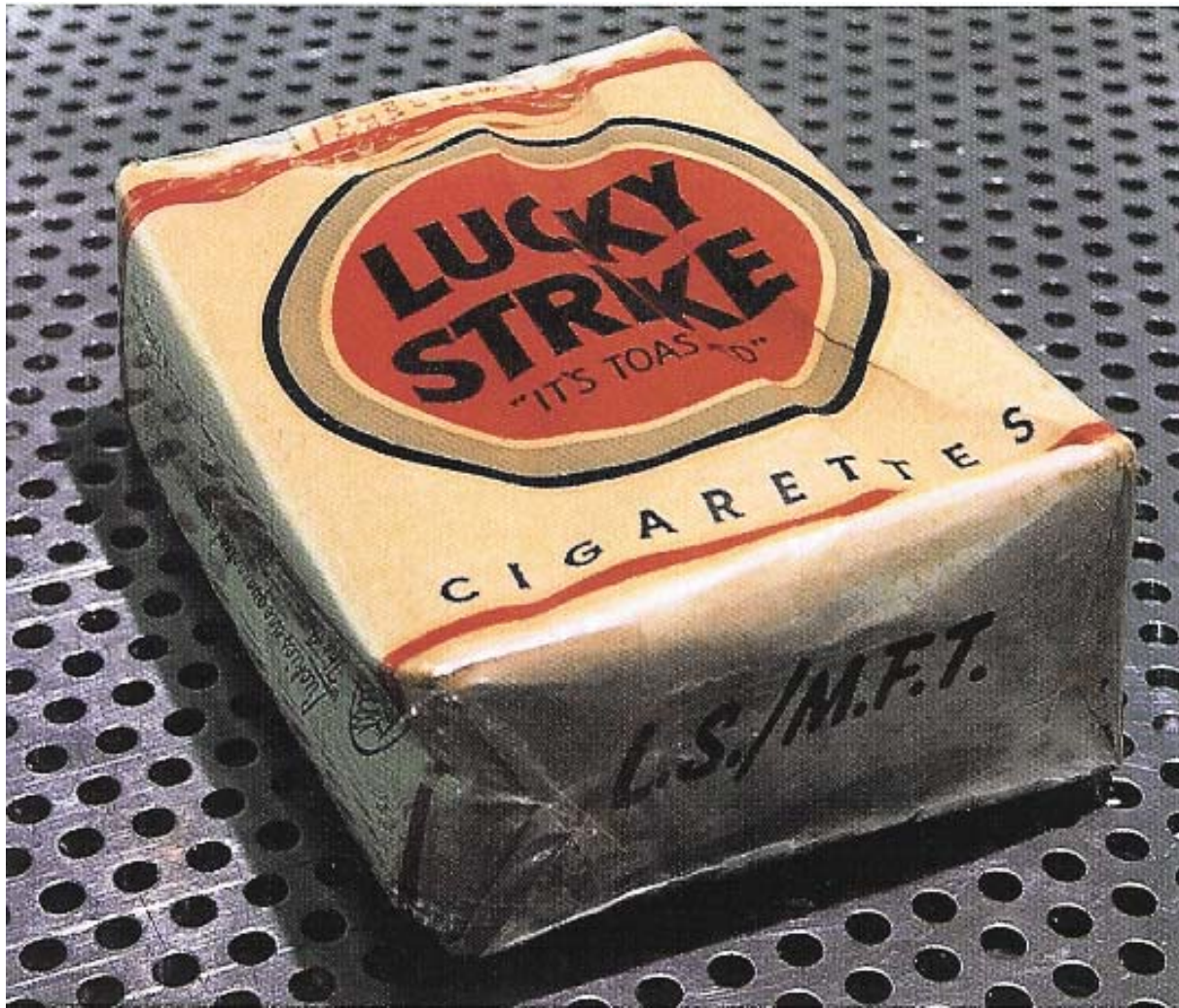
**Raymond Loewy,
Streamlined Pencil
Sharpener, 1933**



**Raymond Loewy,
Coldspot Refrigerator,
1935 (for Sears)**



Raymond Loewy, Coca-Cola machine, Dale Deluxe model, 1947



Raymond Loewy, Lucky Strike cigarette pack, 1950



Raymond Loewy, Studebaker Commander, 1950