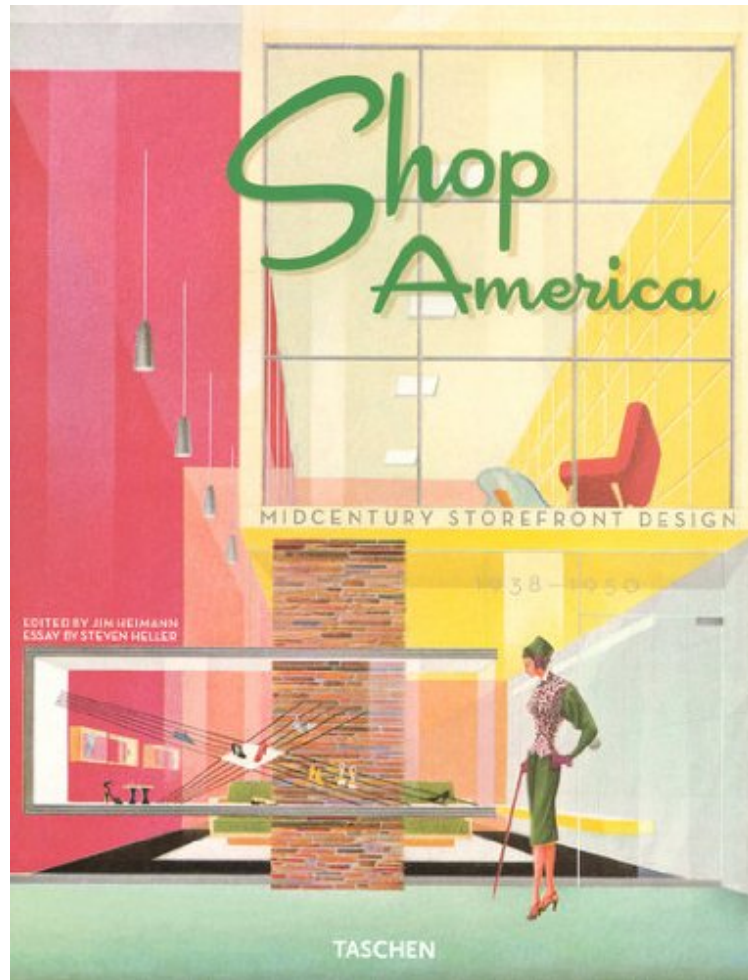


[Free read ebook] Shop America: Mid-Century Storefront Design, 1938-1950 (English, German and French Edition)

Shop America: Mid-Century Storefront Design, 1938-1950 (English, German and French Edition)

Steven Heller

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#1315317 in Books Taschen 2007-03-12Ingredients: Example IngredientsOriginal language:German, English, FrenchPDF # 1 13.68 x 1.31 x 10.711, 4.76 #File Name: 3822842699246 pages | File size: 19.Mb

Steven Heller : Shop America: Mid-Century Storefront Design, 1938-1950 (English, German and French Edition) before purchasing it in order to gage whether or not it would be worth my time, and all praised Shop America: Mid-Century Storefront Design, 1938-1950 (English, German and French Edition):

8 of 8 people found the following review helpful. American Business Embraces ModernismBy Marco Antonio AbarcaIn the midst of the Great Depression, American Business adopted an American form of modernism that heralded a new age of technology and progress. This period of design history is sometimes called, "Machine Age", "Streamline Modern" or "Midcentury Modern." This belief in the spirit of progress can be seen in almost all American design of this period."Shop America" adds to our understanding of the time by focusing on store front design.

American glass companies produced beautifully illustrated catalogs that promoted the use of glass and modern building materials. These catalogs inspired architects and small business owners to create store fronts that embraced the progressive spirit of modernism. When many of us think of the 1940's and 1950's, we think of a conformist age best understood by old television shows like *Ozzie and Harriet* and *Father Knows Best*. However, a book like "Shop America" also demonstrates that American business and consumers of the time were willing to adopt a bold modernist vision. Although the designs in these books are 50-60 years old, they are still very fresh and exciting. This book was produced by the German Publisher, Taschen. Like all Taschen books it is a very good value. It is a large format book with very high production values. This book is a must purchase for all enthusiasts of the period as well as for contemporary architects and designers. Highly recommended.

0 of 0 people found the following review helpful. Big Color Book By Heidi Crabtree aka ScoundrelBook was heavier than I thought it would be. Loaded with color illustrations ranging from flower shop designs to jewelry stores, pharmacies, cosmetics shops, liquor stores, candy shops, etc. All in that great 40s 50s style. The book starts with 1938 and some Deco is apparent. Big hardcover would be appropriate for a coffee table.

7 of 10 people found the following review helpful. disappointing By S. Palmer I was disappointed in this book. The best picture is the one on the cover. Inside, each selection is pretty much the same. "Style suggestion for a florist shop," "Style suggestion for a shoe store," etc. Has diagrams and font types, window measurements, etc. All tech stuff that's not really interesting to me. I would have returned it, but didn't want to mess with the shipping. Sigh.

Window shopping In postwar America, everything pointed to a bright, shiny future. Sheer optimism and opulence informed everything from automobile design to architecture, infusing design with larger-than-life planes and curves. Storefront design of the era is particularly indicative of this phenomenon, incarnated here in an extensive collection of hand-illustrated shop window designs from 1938 to 1950. These spectacular, often grandiose plans for grocery stores, shoe shops, beauty salons, bakeries, and more are reminders of a time when stores were sacred shrines for the congregation of American shoppers?impressive and even slightly intimidating, just like the future itself. Collected for this unique book, the designs viewed in retrospect reveal the mindset of a unique period in history. In addition to an extensive selection of drawings are historical black and white photographs of actual shops built in a similar style. *Shop America* offers a rare look at mid-century commercial America as it pictured itself. The editor: Jim Heimann is Executive Editor for TASCHEN America in Los Angeles and the author of numerous books on architecture, popular culture, and Hollywood history including TASCHEN's bestselling *All-American Ads* series. The author: Steven Heller, the art director of the *New York Times Book Review* and co-chair of the School of Visual Arts MFA Design program, is the author of over one hundred books on design, popular culture, and satiric art. In addition to writing for over a dozen TASCHEN titles, his recent books include *Design Literacy Second Edition*, *Stylepedia*, and *The Education of a Graphic Designer*.

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