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Auckland Art Gallery Toi o T\u0026amp;macaroni is proud to present California Design, 1930-1965: Living in a Modern Way. California Design - the first major examination of modern California design - demonstrates the impact of California's artists, craftspeople and designers on the products, furnishings and houses of mid-twentieth-century America.

California Design, 1930-1965: Living in a Modern Way ...
Wendy Kaplan, ed., California Design, 1930-1965: Living in a Modern Way. Los Angeles and Cambridge: Los Angeles County Museum of Art and MIT Press, 2011, 360 pp., 350 color illus., \$60 (hardcover), ISBN 9780262016070

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Buy California Design, 1930-1965: "Living in a Modern Way" by Kaplan, Wendy online on Amazon.ae at best prices. Fast and free shipping free returns cash on delivery available on eligible purchase.

In 1951, designer Greta Magnusson Grossman observed that California design was "not a superimposed style, but an answer to present conditions....It has developed out of our own preferences for living in a modern way." California design influenced the material culture of the entire country, in everything from architecture to fashion. This generously illustrated book, which accompanies a major exhibition at the Los Angeles County Museum of Art, is the first comprehensive examination of California's mid-century modern design. It begins by tracing the origins of a distinctively California modernism in the 1930s by such European migrs as Richard Neutra, Rudolph Schindler, and Kem Weber; it finds other specific design influences and innovations in solid-color commercial ceramics, inspirations from Mexico and Asia, new schools for design training, new concepts about leisure, and the conversion of wartime technologies to peacetime use (exemplified by Charles and Ray Eames's plywood and fiberglass furniture).The heart of California Design is the modern California home, famously characterized by open plans conducive to outdoor living. The layouts of modernist homes by Pierre Koenig, Craig Ellwood, and Raphael Soriano, for example, were intended

to blur the distinction between indoors and out. Homes were furnished with products from Heath Ceramics, Van Keppel-Green, and Architectural Pottery as well as other, previously unheralded companies and designers. Many objects were designed to be multifunctional: pool and patio furniture that was equally suitable indoors, lighting that was both task and ambient, bookshelves that served as room dividers, and bathing suits that would turn into ensembles appropriate for indoor entertainment. California Design includes 350 images, most in color, of furniture, ceramics, metalwork, architecture, graphic and industrial design, film, textiles, and fashion, and ten incisive essays that trace the rise of the California design aesthetic.

More than 140 illustrated biographical profiles map the innovative modern California design community. Mid-twentieth-century California offered fertile ground for design innovations. The state's reputation as a land of unlimited opportunity, its many institutions of higher learning, and its perpetually booming population created conditions that allowed designers and craftspeople to flourish. They found an eager market among educated and newly affluent Californians, and their products shaped the material culture of the entire nation. This book, a companion to the popular 2011 MIT Press/LACMA publication California Design, 1930-1965: "Living in a Modern Way," reveals the complex web of influences, collaborations, institutional affiliations, and social networks that fueled the California design economy. This book offers more than 140 illustrated biographical profiles of the most significant mid-century California designers, including such famous names as Saul Bass and Charles and Ray Eames as well as many lesser known but influential practitioners. These designers, craftspeople, and manufacturers worked in the full range of design media, creating furniture, fashion, textiles, jewelry, ceramics, and graphic and industrial design. Each entry includes a succinct biography, a portrait of the designer or image of an important design, cross-references to other entries, and a list of sources for further research. Significant examples of California design and craft objects are featured in more than 180 illustrations and rare photographs. Created by internationally renowned graphic designer Irma Boom, the book is a beautifully crafted object in its own right. It will become an indispensable resource for all those interested in modern design.

The birthplace of American modernism, Los Angeles is the epicenter for a new way of living for the last one hundred years, as manifested in its cutting-edge architecture and design. With roots in the innovative houses by Frank Lloyd Wright, Greene & Greene, and Rudolph Schindler in the early twentieth century, this constantly evolving city became a crucible of modern living. Inspired by the International Style, architects and designers in Los Angeles developed their own individual styles with a rare sensitivity to site, landscape, and human scale. This brand of modernism, blurring the boundaries of indoors and outdoors, has since been imitated from Seattle to Sydney. Acclaimed architecture and design photographer Tim Street-Porter captures the best Modernist architecture of Los Angeles, from the seminal Neutra houses to the idiosyncratic structures by Frank Gehry. With iconic buildings by Craig Ellwood, Pierre Koenig, John Lautner, Charles and Ray Eames, and Oscar Niemeyer, among others, L.A. Modern presents the full spectrum of Los Angeles modernism in gorgeous new color photography.

"Published in conjunction with the exhibition Design in California and Mexico, 1915-1985: Found in Translation, September 17, 2017-April 1, 2018"--

Examines the goals of the Arts and Crafts movement

A richly illustrated retrospective of the best in California design from the 1950s to the mid-1970s features hundreds of items, including signature works by Charles and Ray Eames, Don Chadwick, and Tropi-Cal, as well as an array of ceramics, furniture, textile arts, jewelry, and more. Original.

A beautifully illustrated book from Cleo Wade—the artist, poet, and speaker who has been called “the Millennial Oprah” by New York Magazine—that offers creative inspiration and life lessons through poetry, mantras, and affirmations, perfect for fans of the bestseller Milk & Honey. True to her hugely popular Instagram account, Cleo Wade brings her moving life lessons to Heart Talk, an inspiring, accessible, and spiritual book of wisdom for the new generation. Featuring over one hundred and twenty of Cleo’s original poems, mantras, and affirmations, including fan favorites and never before seen ones, this book is a daily pep talk to keep you feeling empowered and motivated. With relatable, practical, and digestible advice, including “Hearts break. That’s how the magic gets in,” and “Baby, you are the strongest flower that ever grew, remember that when the weather changes,” this is a portable, replenishing pause for your daily life. Keep Heart Talk by your bedside table or in your bag for an empowering boost of spiritual adrenaline that can help you discover and unlock what is blocking you from thriving emotionally and spiritually.

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