

1939 NY world's fair -  
 optimism bc going to war  
 corporate america  
 took minds off of war

• did stuff for the war  
 - leg splint (molded plywood)

The History of Design, 1850-present-Final Exam Review Sheet  
 Sarah A. Lichtman

**Movements**

Norman Bel Geddes, Henry Dreyfuss

**Streamlining**

• Who were the principal designers responsible for driving the new streamlining style forward?

• What are the characteristics of streamlining? aerodynamics, fluid

• What was streamlining for? What did it do?  
 materials - plywood, plastic

• biomorphic  
 • atomic  
 • home/office

**Postwar American Design**

- How did new technologies affect design after WWII?
- What was some of the imagery commonly found in postwar design?
- What was the Machine look? Examples?
- What was the Bimorphic look? Examples?
- What role did MoMA play in promoting taste at mid-century?
- How did the idea of the atom affect design at mid-century?

living creature,  
 organic, atomic

Charles / Ray Barnes

Eileen Saarinen

• new materials  
 • organic - not rigid

**Alternative Design in the 1960s**

- Ideas of new attitudes in life and design
- How would you define Pop design?
- During the 1960s what were some of the changing attitudes toward Modernism?
- How did new materials affect design?
- How did changing ideas about taste affect design?
- Design in revolt - how did the designs of this period use irony and humor?
- How did designers express new ways of living?
- How would you define postmodernism? What are some of its characteristics?

nuclear energy, fear

make it fun & exciting (ball clock)

• bold color/print  
 • poking fun  
 • psychedelic/drugs

Hoover vacuum

• supports movement

Quacker alarm

• playful

Cold spot

• redesigned motor (hiding mechanics)

Futurama

• utopian society / view → highways + cars  
 - General Motors

self-expression (indiv)

Post modernism

• making fun

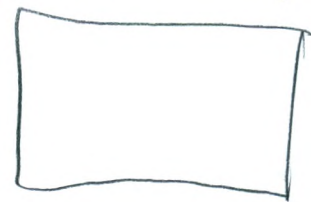
youth culture / minorities  
 being different & not fit into a box  
 → civil rights / women's / gay

Post-war

color

marshmallow sofa

- move & change



**Space Age**

- rotoliving system, chair, etc.
- don't need outside world - look to future
- youth culture

**Contemporary**

- science, tech, body, sexuality, violence
- Normen Bel Geddes "Streamlining" language
- Machine art
- Pop to post-mod.
- Vatturi, Brown "learning from Las Vegas"
- Labels, Leavy, Maya

Readings for short answer

war wasn't on our mind → excess \$  
 • GI bill

consumer culture

organic new materials, color

display machine - machine is beautiful

throwaway culture

none

away utopia, indiv, DIY, poke fun

differences between postmodernism & modernism

**Essay Questions:**

- a. Using at least 4 specific examples, please discuss how ideas of “organic” and “machine” design influenced the look and promotion of design during the postwar period.
- ★ b. Using at least 4 specific examples, please explain how Streamlining was applied to objects during the 1920s and 1930s. Explain why Streamlining was used. What was it meant to accomplish?
- c. What is postmodernism? Using at least 4 examples, please explain how these designs exhibit postmodern qualities.
- d. Using at least 4 examples, please discuss how popular imagery, including space imagery, influenced design in the postwar period.
- e. Using at least 4 specific examples, please discuss the ways in which technology has influenced and changed design in the 21<sup>st</sup> century.