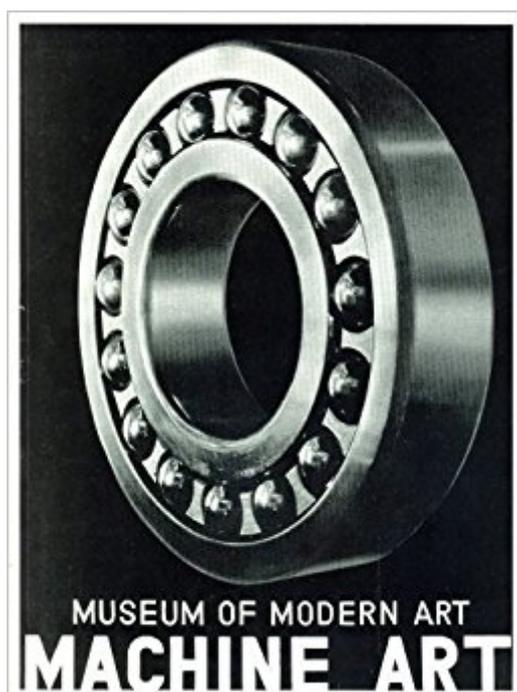


The book was found

Machine Art: March 6 To April 30, 1934



Synopsis

Book by Museum of Modern Art

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Customer Reviews

Look at the products in this catalog and wonder what all the fuss was about. Everything looks so everyday but in 1934 when this Machine Art exhibition was running at the Museum of Modern Art in New York most of the 402 exhibits must have seemed very futuristic. The original catalog was unfortunately very bland looking with two short essays, by Alfred Barr and Philip Johnson (who chose the objects and designed the show) a list of the companies that loaned items and 118 photos of objects from the six categories in the exhibition, industrial units, household, kitchenware, furnishings, scientific instruments and laboratory glass. I thought it was interesting that each company had their address and the product price included, the Museum must have thought this was a good opportunity to show the public how modern design was affordable. The general acceptance of the style was because so many of the products on display were to do with the service areas of the home, garage, kitchen or bathroom, where clean lines and efficiency would be welcome. I doubt that the Museum realised in 1934 what an important exhibition this would be and this facsimile of a dull looking catalog (photographed directly from an original) does not capture the excitement of the style. I think the best book on the subject is 'The Machine Age in America' by Richard Guy Wilson. For a stunning collection of product photos have a look at Stewart Johnson's 'American Modern

1925-1940 Design for a New Age'.

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