

An Introduction to Design and Culture

an introduction to **design and culture**
[1900 to the present] edition 2.0
penny sparke



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Now in a completely new and updated edition, this introduction to the development of modern (and postmodern) design is ideal for undergraduate students. Divided into four parts, the book covers the major periods in design culture since the start of the twentieth century, beginning by examining the formative years 1900-1914. Two sections on design and modernity explore the periods 1915-1939 and 1939-1969, and a completely new section, design and postmodernity, covers 1970 to the present. New to this edition are: key discussions on postmodernism and design the alliance between technology and design the relationship between identity and design. Drawing on a wealth of mass-produced artifacts, images and environments including sewing machines, cars, televisions, clothes, electronic and branded goods and exhibitions, Sparke shows how design has helped to shape and reflect our social and cultural development.

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