The Modernist Age

• Industrial Design
  – Radios
  – Kitchen Appliances
  – Furniture
  – Cars
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• Industrial Design/ Home and Office
  – 1925: The Exposition Internationale des Arts Décoratifs et Industriels Modernes in Paris
  – 1928: Gió Ponti's magazine Domus
  – 1937: Lázló Moholy–Nagy founds the new Bauhaus in Chicago
  – Gio Ponti (1891, Italy): ceramics, appliances, furniture

Alvar Aalto (1898, Finland): 406 plywood lounge chair (1939)
Alfonso Bialetti (1888, Italy): Moka Express coffeemaker (1933)
Raymond Loewy (1893, France): Gestetner Duplicator (1929)
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• Industrial design/ Automotive
  – Hans Ledwinka (1878, Austria): Tatra V570 (1933)
  – Ferdinand Porsche (1875, Germany): Volkswagen Beetle (1938)
  – Raymond Loewy (1893, France): Locomotive S1 for the Pennsylvania Railroad (1938)
  – Giovanni Bertone (1884, Italy): Fiat Ardita (1934)
  – Harley Earl (1893, USA): Buick Y-Job (1938)
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• Norman Bel Geddes’ Futurama between the diorama and virtual reality
This is a chapter in piero scaruffi’s “A Visual History of the Visual Arts”: http://www.scaruffi.com/art/history