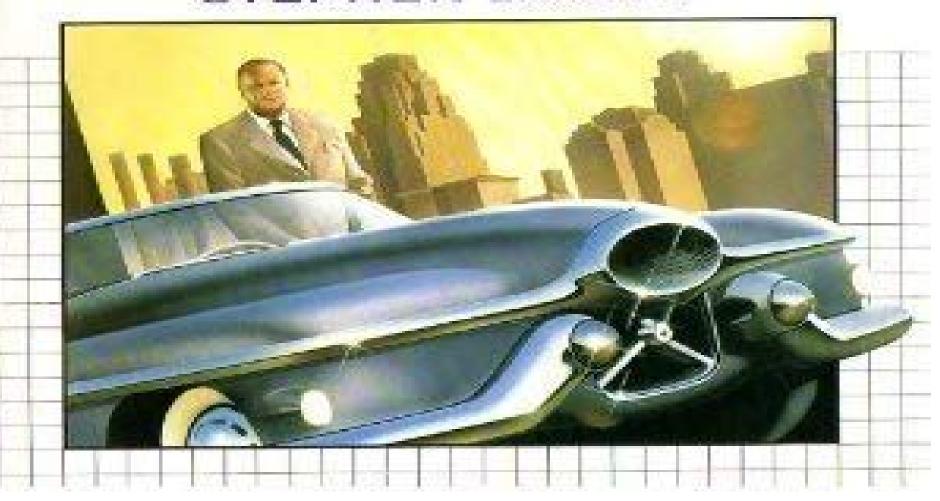
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Harley Earl And The Dream Machine

William H. Young

Harley Earl And The Dream Machine:

Harley Earl and the Dream Machine Stephen Bayley, 1983 **Auto-Opium** David Gartman, 2013-01-11 This much needed book is the first to provide a comprehensive history of the profession and aesthetics of American automobile design The author reveals how the appearance of the automobile was shaped by the social conflicts arising from America's mass production system He connects the social struggles of American society with the organizational struggles of designers to create symbol laden substitutes for the American dream Theoretically sophisticated lucid and compelling Auto Opium will appeal to all interested in the American obsession with the car **Auto Mania** Tom McCarthy, 2007-01-01 The twentieth century American experience with the automobile has much to tell us about the relationship between consumer capitalism and the environment Tom McCarthy contends In Auto Mania he presents the first environmental history of the automobile that shows how consumer desire and manufacturer decisions created impacts across the product lifecycle from raw material extraction to manufacturing to consumer use to disposal From the provocative public antics of young millionaires who owned the first cars early in the twentieth century to the SUV craze of the 1990s Auto Mania explores developments that touched the environment Along the way McCarthy examines how Henry Ford's fetish for waste reduction tempered the environmental impacts of Model T mass production how Elvis Presley's widely shared postwar desire for Cadillacs made matters worse how the 1970s energy crisis hurt small cars and why baby boomers ignored worries about global warming McCarthy shows that problems were recognized early The difficulty was addressing them a matter less of doing scientific research and educating the public than implementing solutions through America's market economy and democratic government Consumer and producer interests have rarely aligned in helpful ways and automakers and consumers have made powerful opponents of regulation The result has been a mixed record of environmental reform with troubling prospects for the future Car Dimitry Anastakis, 2024-03-26 Dream Car tells the story of entrepreneur Malcolm Bricklin's fantastical 1970s era Safety Vehicle 1 SV1 audaciously launched during a tumultuous breakpoint in postwar history The tale of the sexy yet safe SV1 reveals the influence of automobiles on ideas about the future technology entrepreneurship risk safety showmanship politics sex gender business and the state as well as the history of the auto industry s birth decline and rebirth Written as an open road the book invites readers to travel a narrative arc that unfolds chronologically and thematically Dream Car's seven chapters have been structured so that they can be read in any order determined by whichever theme each reader finds most interesting The book also includes a musical playlist of car songs from the era and songs about the SV1 itself Culture. Class, and Critical Theory David Gartman, 2013 Culture Class and Critical Theory develops a theory of culture that explains how ideas create and legitimate class inequalities in modern society. This theory is developed through a critique and comparison of the powerful ideas on culture offered by Pierre Bourdieu and the Frankfurt School thinkers especially Theodor Adorno These ideas are illuminated and criticized through the development of two empirical cases on which Gartman has

published extensively automobile design and architecture Bourdieu and the Frankfurt School postulate opposite theories of the cultural legitimation of class inequalities Bourdieu argues that the culture of modern society is a class culture a ranked diversity of beliefs and tastes corresponding to different classes The cultural beliefs and practices of the dominant class are arbitrarily defined as superior thus legitimating its greater share of social resources By contrast the thinkers of the Frankfurt School conceive of modern culture as a mass culture a leveled homogeneity in which the ideas and tastes shared by all classes disguises real class inequalities This creates the illusion of an egalitarian democracy that prevents inequalities from being contested Through an empirical assessment of the theories against the cases Gartman reveals that both are correct but for different parts of modern culture These parts combine to provide a strong legitimation of class inequalities

The Challenge of Affluence Avner Offer,2006-03-09 Since the 1940s Americans and Britons have experienced rising material abundance but also a range of social and personal disorders including family breakdown obesity and addiction Drawing on the latest cognitive research Avner Offer presents a detailed and reasoned critique of the modern consumer society

Matters of Culture Roger Friedland, John Mohr, 2004-07-22 American sociology is in the midst of a cultural turn Where sociologists once spurned culture today they embrace and explore it seeking to understand the construction of social forms and the way culture matters Problems of meaning discourse aesthetics value textuality form and narrativity topics traditionally within the humanists purview have come to the fore as sociologists increasingly emphasize the role of meanings symbols cultural frames and cognitive schema in their theorizations of social process and institution Matters of Culture first published in 2004 is an introduction to some of the best theorizing in cultural sociology focusing in particular on questions of power the sacred and cultural production With a major theoretical introduction that lays out the internal structure of the field and its relation to cultural studies and contributions from leading academics Matters of Culture offers students and professors alike a representative range of the types of cultural sociological analysis available Forever Barbie: The Unauthorized Biography of a Real Doll M.G. Lord, 2024-03-05 Barbie is a strong independent doll But is she a feminist icon It s complicated Since her introduction in 1959 Barbie's impact has been revolutionary Far from being a toy designed by men to oppress women she was a toy invented by women to teach women what was expected of them for better or for worse Whether tarred and glittered as antifeminist puffery or celebrated as a feminist icon or at any rate an important cultural touchstone in understanding feminism Barbie has undeniably influenced generations of girls In Forever Barbie cultural critic investigative journalist and first generation Barbie owner M G Lord uncovers the surprising story behind Barbie's smash success Revealing her low origins as Bild Lilli a risqu doll for adults sold as a gag gift in postwar Germany Forever Barbie traces Barbie's development and transformation through countless makeovers and career changes into an international pop culture icon and now traditional toy Though not every doll in the line has been a hit with pregnant Midge and Growing up Skipper among the more intriguing disasters Barbie's endurance Lord writes speaks as much to Mattel's successful

marketing as it does to our society s overall ambivalence toward femininity With new accessories including a preface on the latest developments in the Barbieverse Forever Barbie will make you think of America's most celebrated plastic doll in ways you never have before Susan Faludi The Making of the American Creative Class Shannan Clark, 2021 The Making of the American Creative Class narrates the history of workers in New York's publishing advertising design and broadcasting industries and their efforts to improve their working conditions set against the backdrop of the economic dislocations of **Streamliner** John Wall, 2018-08-15 The true story of Raymond Loewy whose designs are twentieth century capitalism still celebrated for their unerring ability to advance American consumer taste Born in Paris in 1893 and trained as an engineer Raymond Loewy revolutionized twentieth century American industrial design Combining salesmanship and media savvy he created bright smooth and colorful logos for major corporations that included Greyhound Exxon and Nabisco His designs for Studebaker automobiles Sears Coldspot refrigerators Lucky Strike cigarette packs and Pennsylvania Railroad locomotives are iconic Beyond his timeless designs Loewy carefully built an international reputation through the assiduous courting of journalists and tastemakers to become the face of both a new profession and a consumer driven vision of the American dream In Streamliner John Wall traces the evolution of an industry through the lens of Loewy s eclectic life distinctive work and invented persona How he asks did Loewy build a business while transforming himself into a national brand a half century before branding became relevant Placing Loewy in context with the emerging consumer culture of the latter half of the twentieth century Wall explores how his approach to business complemented or differed from that of his well known contemporaries including industrial designers Henry Dreyfuss Walter Teague and Norman Bel Geddes Wall also reveals how Loewy tailored his lifestyle to cement the image of designer in the public imagination and why the self promotion that drove Loewy to the top of his profession began to work against him at the end of his career Streamliner is an important and engaging work on one of the longest lived careers in industrial design Design History Hazel Conway, 2006-08-21 Hazel Conway introduces the student new to the subject to different areas of design history and shows some of the ways in which it can be studied and some of its delights and difficulties No background knowledge of design history art or architecture is assumed The Fifties David Halberstam, 2012-12-18 This vivid New York Times bestseller about 1950s America from a Pulitzer Prize winning journalist is an engrossing sail across a pivotal decade Time Joe McCarthy Marilyn Monroe The H bomb Ozzie and Harriet Elvis Civil rights It s undeniable The fifties were a defining decade for America complete with sweeping cultural change and political upheaval This decade is also the focus of David Halberstam's triumphant The Fifties which stands as an enduring classic and was an instant New York Times bestseller upon its publication More than a survey of the decade it is a masterfully woven examination of far reaching change from the unexpected popularity of Holiday Inn to the marketing savvy behind McDonald's expansion A meditation on the staggering influence of image and rhetoric The Fifties is vintage Halberstam who was hailed by the Denver Post as a lively graceful

writer who makes you understand how much of our time was born in those years This ebook features an extended biography Material and Mind Christopher Bardt, 2019-09-17 An in depth exploration of the interaction of David Halberstam between mind and material world mediated by language image and making in design the arts culture and science In Material and Mind Christopher Bardt delves deeply into the interaction of mind and material world mediated by language image and the process of making He examines thought not as something pure and autonomous but as emerging from working with material and he identifies this as the source of imagination and creative insight This takes place as much in such disciplines as cognitive science anthropology and poetry as it does in the more obvious painting sculpture and design In some fields the medium of work is in fact the very medium of thinking as fabric is for the tailor Drawing on the philosophical notions of the extended mind and the enactive mind and looking beyond the world of material based arts Bardt investigates the realms in which material and mind interweave through metaphor representation projection analogues tools and models He considers words and their material origins and discusses the paradox of representation He draws on the design process scientific discovery and cultural practice among others things to understand the dynamics of human thinking to illuminate some of the ways we work with materials and use tools and to demonstrate how our world continues to shape us as we shape it Finally he considers the seamless immaterial flow of imagery text and data and considers the place of material engagement in a digital Future Lawrence R. Samuel, 2009-12-03 The history of our attitudes toward the possibilities of tomorrow A fascinating trek through American future visions from the 1920s to the present Lori C Walters Ph D University of Central Florida The future is not a fixed idea but a highly variable one that reflects the values of those who are imagining it By studying the ways that visionaries imagined the future particularly that of America in the past century much can be learned about the cultural dynamics of the times In this social history Lawrence R Samuel examines the future visions of intellectuals artists scientists businesspeople and others to tell a chronological story about the history of the future in the past century He defines six separate eras of future narratives from 1920 to the present day and argues that the milestones reached during these years especially related to air and space travel atomic and nuclear weapons the women s and civil rights movements and the advent of biological and genetic engineering sparked the possibilities of tomorrow in the public s imagination and helped make the twentieth century the first century to be significantly more about the future than the past The idea of the future grew both in volume and importance as it rode the technological wave into the new millennium and the author tracks the process by which most people to some degree have now become futurists as the need to anticipate tomorrow accelerates

Anglo-American Innovation Peter A. Clark,2015-08-17 No detailed description available for Anglo American Innovation The Economics of Attention Richard A. Lanham,2006-04-21 If economics is about the allocation of resources then what is the most precious resource in our new information economy Certainly not information for we are drowning in it No what we are short of is the attention to make sense of that information With all the verve and erudition that have established his

earlier books as classics Richard A Lanham here traces our epochal move from an economy of things and objects to an economy of attention According to Lanham the central commodity in our new age of information is not stuff but style for style is what competes for our attention amidst the din and deluge of new media In such a world intellectual property will become more central to the economy than real property while the arts and letters will grow to be more crucial than engineering the physical sciences and indeed economics as conventionally practiced For Lanham the arts and letters are the disciplines that study how human attention is allocated and how cultural capital is created and traded In an economy of attention style and substance change places The new attention economy therefore will anoint a new set of moguls in the business world not the CEOs or fund managers of yesteryear but new masters of attention with a grounding in the humanities and liberal arts Lanham s The Electronic Word was one of the earliest and most influential books on new electronic culture The Economics of Attention builds on the best insights of that seminal book to map the new frontier that information technologies have created

The Automobile in American History and Culture Michael L. Berger, 2001-07-30 This comprehensive reference guide reviews the literature concerning the impact of the automobile on American social economic and political history Covering the complete history of the automobile to date twelve chapters of bibliographic essays describe the important works in a series of related topics and provide broad thematic contexts This work includes general histories of the automobile the industry it spawned and labor management relations as well as biographies of famous automotive personalities Focusing on books concerned with various social aspects chapters discuss such issues as the car's influence on family life youth women the elderly minorities literature and leisure and recreation Berger has also included works that investigate the government s role in aiding and regulating the automobile with sections on roads and highways safety and pollution The guide concludes with an overview of reference works and periodicals in the field and a description of selected research collections The Automobile in American History and Culture provides a resource with which to examine the entire field and its structure Popular culture scholars and enthusiasts involved in automotive research will appreciate the extensive scope of this reference Cross referenced throughout it will serve as a valuable research tool Where Stuff Comes From Harvey Molotch, 2004-11-23 Molotch takes us on a fascinating exploration into the worlds of technology design corporate and popular culture We now see how corporations designers retailers advertisers and other middle men influence what a thing can be and how it is made We see the way goods link into ordinary life as well as vast systems of consumption economic and political operation The book is a meditation into the meaning of the stuff in our lives and what that stuff says about us

Raiding the Icebox Peter Wollen, 2020-05-05 Raiding the Icebox is a kaleidoscopic review of the avant garde and radical subcultures of the twentieth century and explains how the most powerful artistic statements of the era redrew the line between high and low art Beginning with an analysis of the role of Diaghilev and the Russian Ballet Wollen argues that modernism has always had a hidden suppressed side which cannot easily be absorbed into the master narrative of modernity

Wollen reviews the hopes fears and expectations of artists and critics such as the Bauhaus movement as fascinated by Henry Ford s assembly line as they were by the Hollywood dream factory concluding with Guy Debord's caustic dystopian vision of an all consuming Society of the Spectacle Finally Wollen chronicles the emergence of a subversive sensibility as he explores some of the unexpected new cultural forms which non Western artists are taking as modernism enters into crisis at the beginning of a new century reversing the rules of the game and raiding the icebox of the West
The 1950s William H. Young, 2004-04-30 Have the 1950s been overly romanticized Beneath the calm conformist exterior new ideas and attitudes were percolating This was the decade of McCarthyism Levittowns and men in gray flannel suits but the 1950s also saw bold architectural styles the rise of paperback novels and the Beat writers Cinema Scope and film noir television variety shows the Golden Age of the automobile subliminal advertising fast food Frisbees and silly putty Meanwhile teens attained a more prominent role in American culture with hot rods rock n roll preppies and greasers and gasp juvenile delinquency At the same time a new technological threat the atom bomb lurked beneath the surface of the postwar decade This volume presents a nuanced look at a surprisingly complex time in American popular culture

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