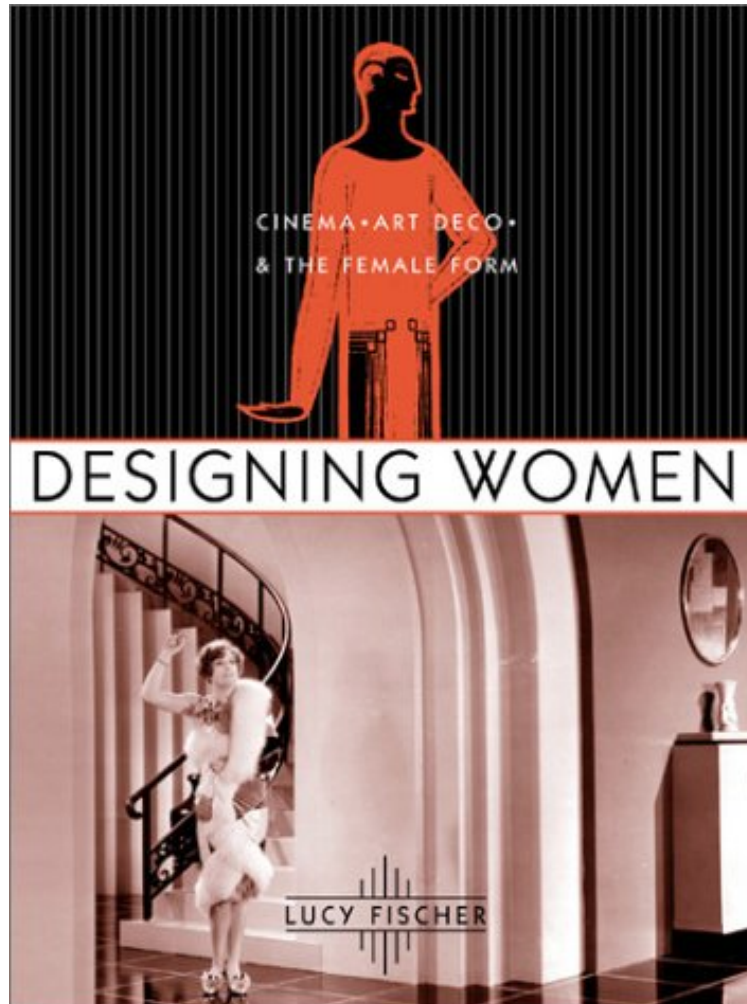


(Online library) Designing Women (Film and Culture Series)

Designing Women (Film and Culture Series)

Lucy Fischer

**Download PDF / ePub / DOC / audiobook / ebooks*



[Download](#)

[Read Online](#)

#2032646 in Books 2003-08-15 Original language: English PDF # 1 10.74 x .75 x 8.461, 1.59 #File Name: 0231125011352 pages | File size: 64.Mb

Lucy Fischer : Designing Women (Film and Culture Series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Designing Women (Film and Culture Series):

3 of 3 people found the following review helpful. wonderful book on art deco and cinema By Y. Ioannides A wonderful book on the relation between film and the Art deco style, especially in regards to the female icons in cinema representing this unique form of expression. The chapter on the Divine Garbo was particularly fascinating, in describing Garbo the actress as an Art deco icon in relation to the environment of her films, not only the decors which represent the Art deco trend of her films but also the philosophy and ideas of this trend which she seems to represent. The book gave us a burning desire to watch again and again all those wonderful movies (with Garbo Woman of Affairs, The kiss, The Torrent, The single Standard, with Rogers and Astaire and many others) and to realise the richness of the Art deco style and the power of the cinema as a medium of communication.

Grand, sensational, and exotic, Art Deco design was above all modern, exemplifying the majesty and boundless potential of a newly industrialized world. From department store window dressings to the illustrations in the Sears, Roebuck Co. catalogs to the glamorous pages of *Vogue* and *Harper's Bazar*, Lucy Fischer documents the ubiquity of Art Deco in mainstream consumerism and its connection to the emergence of the "New Woman" in American society. Fischer argues that Art Deco functioned as a trademark for popular notions of femininity during a time when women were widely considered to be the primary consumers in the average household, and as the tactics of advertisers as well as the content of new magazines such as *Good Housekeeping* and the *Woman's Home Companion* increasingly catered to female buyers. While reflecting the growing prestige of the modern woman, Art Deco-inspired consumerism helped shape the image of femininity that would dominate the American imagination for decades to come. In films of the middle and late 1920s, the Art Deco aesthetic was at its most radical. Female stars such as Greta Garbo, Joan Crawford, and Myrna Loy donned sumptuous Art Deco fashions, while the directors Cecil B. DeMille, Busby Berkeley, Jacques Feyder, and Fritz Lang created cinematic worlds that were veritable Deco extravaganzas. But the style soon fell into decline, and Fischer examines the attendant taming of the female role throughout the 1930s as a growing conservatism challenged the feminist advances of an earlier generation. Progressively muted in films, the Art Deco woman once an object of intense desire gradually regressed toward demeaning caricatures and pantomimes of unbridled sexuality. Exploring the vision of American womanhood as it was portrayed in a large body of films and a variety of genres, from the fashionable musicals of Josephine Baker, and Fred Astaire and Ginger Rogers to the fantastic settings of *Metropolis*, *The Wizard of Oz*, and *Lost Horizon*, Fischer reveals America's long standing fascination with Art Deco, the movement's iconic influence on cinematic expression, and how its familiar style left an indelible mark on American culture.

Lucy Fischer's book is fueled by love... and enlivened by her zest for finding and analyzing the presence of Art Deco in unlikely places. Her research is meticulous.... This book is a very entertaining investigation of a style still much loved today. (*Pittsburgh Post-Gazette*) Friendly to the general reader...It's hard not to be charmed...It's an extremely stimulating read. (*The Sophisticate*) A beautiful, and beautifully illustrated, book that is a real pleasure to read. Indeed, rarely has a feminist-inspired study of film exhibited so much pure pleasure. The chapter on Art Deco and the Movie Musical is a sheer delight. (Linda Williams, University of California, Berkeley) About the Author Lucy Fischer is director of the film studies program and professor of English and film at the University of Pittsburgh, and a former president of the Society for Cinema and Media Studies. She is the author of *Sunrise; Cinematernity: Film, Motherhood, Genre*; and *Shot/Countershot: Film Tradition and Women's Cinema*.