

America Goes Modern: The Rise of the Industrial Designer

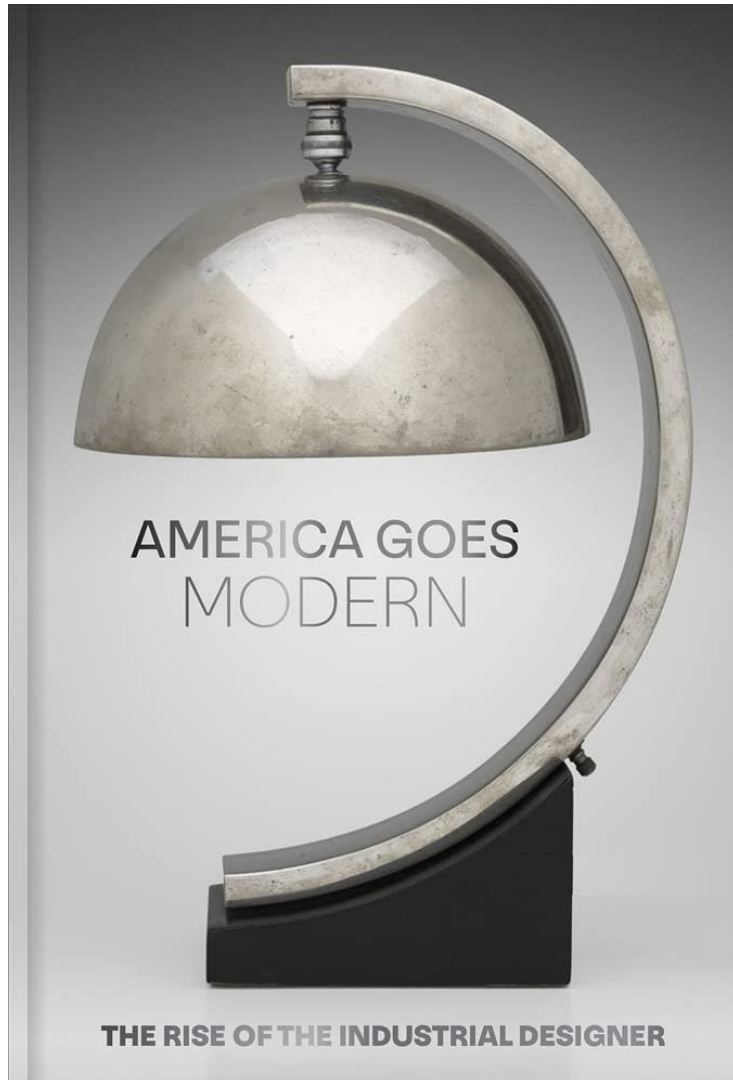
When

Thursday, September 22, 2022
from 6:30 PM to 8:00 PM EDT

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Where

This is an online event.



Join us as we learn more about the formative years of the Industrial Design Profession with an illustrated talk by noted Boston Museum of Fine Arts Curator Nonie Gadsden. Industrial design is synonymous with many of the Art Deco objects we have come to know, love, and collect, including streamlined automobiles, chrome cocktail shakers, beautiful radios, and dazzling light fixtures. During the 1920s and 1930s, the speed of modern life in the United States, accelerated by advances in transportation, communication, technology, and advertising, changed how people lived their lives, and the objects they chose to live with. A new profession emerged to help American manufacturers and consumers navigate the overwhelming transitions of the era. Through the power of design; form, color, ornament, and materials; the earliest industrial designers

created a modern aesthetic that came to represent American hopes, dreams, and fantasies.

Nonie's talk will start with a brief overview of the industrial design profession. The presentation will then focus on the themes outlined in the book she has co-authored on the subject, looking at designers' achievements through close examination of selected masterworks found in the Museum of Fine Arts collection. Each of these exceptional objects offers a window into the social, cultural, technological, and economic world in which they were made and used.

About the Presenter

America Goes Modern coauthor Nonie Gadsden is Katharine Lane Weems Senior Curator of American Decorative Arts and Sculpture, Art of the Americas at the Museum of Fine Arts in Boston. She is a prolific author: in addition to numerous articles and essays, she has authored or coauthored several well-received books, including *Louis Comfort Tiffany: Parakeets Window*, and *Boston Arts and Crafts Jewelry: Frank Gardner Hale and His Circle*. In addition to her role at the MFA and her writing projects, Nonie serves as Governor for the Decorative Arts Trust, and she works with the Nichols House Museum, where she serves on the Board of Governors and co-chairs their Collections Committee. Nonie holds a Bachelor of Arts in American Studies from Yale University and a Master of Arts from the Winterthur Program in Early American Culture.

More About the Book

America Goes Modern is coauthored by Nonie Gadsden and Kate Joy. The book features sleek furniture, vibrant ceramics, streamlined metal wares and innovative plastics from the leading designers of the era, including Norman Bel Geddes, Donald Deskey, Paul Frankl, Belle Kogan, Harley Earl, and many others. The 192-page hard cover volume is now available from multiple sources including Amazon, Ebay, and Walmart.

[Get more information](#)

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We look forward to seeing you on the 22nd.

Sincerely,

Steve Knight
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