

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**



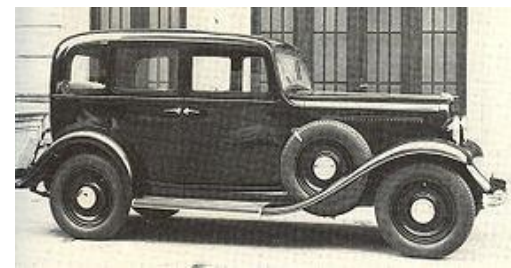
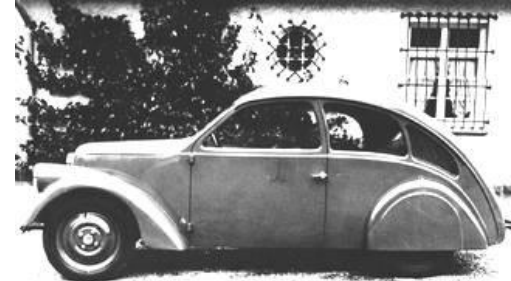
Alvar Aalto (1898, Finland): 406 plywood lounge chair (1939)
Alfonso Bialetti (1888, Italy): Moka Express coffeemaker (1933)
Raymond Loewy (1893, France): Gestetner Duplicator (1929)



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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>