

Survey 10 quiz

Fortune and the Führer



Who hired Dorothea Lange to photograph the rural poverty during the Depression?

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Lange was one of the photographers hired by the Farm Security Administration (FSA) in the 1930's to document rural poverty during the Great Depression in the United States.



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The Work Projects Administration (WPA) commissioned posters to publicize exhibits, community activities, theatrical productions, and health and educational programs.



What is Lucky Strike's USP here and what is a USP?

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"It's Toasted"

USP=Unique Selling Point/Proposition



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He is the father of industrial design and streamline product design, (including train and car design).

The designer of the Lucky Strike package was Raymond Loewy: a French-born American who spent most of his professional career in the United States. Among his other designs were logos for Shell, Exxon, TWA, Studebaker, and the former BP logo.



Which company did Walter Dorwin Teague design many products for?

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Kodak Cameras



What is this book an example of?

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1930s – Nazi propaganda

In the years leading up to the war, the Nazis waged a war on its own people.

Propaganda was cleverly used to spread the Nazis' goals and ideals. During the first six years of Hitler's dictatorship, German Jews were faced with more than 400 regulations that restricted all aspects of their lives, including children's ability to attend school.



What kind of art was on display at the Entartete Kunst exhibit in 1938?

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Entartete Kunst=Degenerate Art

The Fate of the Avant-Garde in Nazi Germany

Entartete Kunst Degenerate Art

Entartete Kunst, poster for the 1938 exhibition

<https://www.youtube.com/watch?v=1QE4Ld1mkoM>

No sooner had the Nazis seized control of Germany in 1933 than they launched their relentless attacks on the avant-garde and their desecration of modernist art.

By the fall of 1937 they had stripped 16,000 avant-garde works from the nation's museums and sent 650 to Munich for a massive exhibition, Entartete Kunst (degenerate art, as they called this work)

300 of the exhibited works were apparently stolen by art dealer Hildebrand Gurlitt who reported them destroyed by bombardments. They were seized from his son's apartment in 2012.



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John Heartfield created these works while living and working in Berlin. He risked his life for what he believed in. His works were so powerful that at one point he was 5th most wanted on the Gestapo hit list and was eventually forced to flee for his life after they raided his apartment.

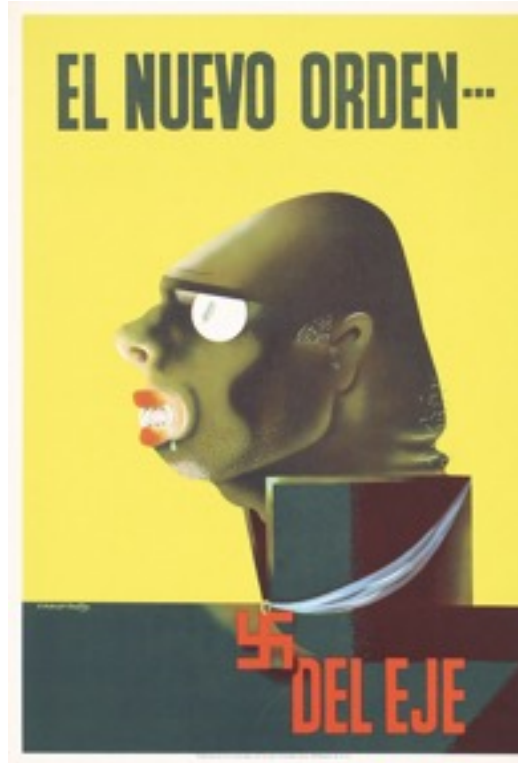


Which American box company employed the talent of refugee European designers?

Which American box company provided refugee European designers with work?

The Container Corporation of America (CCA) owned by Walter Paepcke

By the 1930s CCA increasingly distinguished itself by emphasizing modernist design in advertising and corporate image and established an innovative design department that helped promote a transatlantic modernist style.



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Jean Carlu (French) and Edward McKnight Kauffer (American)



Which German designer worked for Penguin Books in the 1940s?

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1947-49 – Jan Tschichold overhauled design and oversaw the design of over 500 books at Penguin books.



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Futurism

In 1928 Depero moved to New York City, where he worked designing costumes for stage productions and designing covers for magazines including Vogue and Vanity Fair. His work marked the beginning of an era of great freedom for artists and designers in editorial design.



Can you name 2 more European artists/designers who moved to the U.S. in the 1930s?

Can you name 2 more European artists/designers who fled to the U.S. in the 1930s?

Herbert Bayer

AM Cassandre

Josef Albers

László Moholy-Nagy

Walter Gropius

Mies van der Rohe

Marcel Breuer.

Other Europeans moved to the U.S. before the war looking for a brighter future including Fortunato Depero (Italy), Cipe Pineles (Austria) and Alexey Brodovitch (Russia) and Herbert Matter (Switzerland).

**THE END OF THE QUIZ
TO END ALL QUIZZES :)**