

141 Survey 9: Colour Theory and Cool Type (1925-1930)

1919-33	1929-1953	1928
Bauhaus School active in Germany	Joseph Stalin's reign of terror in Russia	Mickey Mouse first appeared in Steamboat Willie movie
1925	1927	1928
Exposition des Arts Decoratifs, Paris	Jan Tschichold Phoebus Palast posters (Munich) (M 337)	Bubblegum launched
1925	1927	1928
El Lissitzky designed The Isms of Art for Die Kunstsmen	Fortunato Depero Italian futurist designs (M 264)	Pencillin discovered by Alexander Fleming
1925	1927	1928
Bauhaus moved to Dessau (M 330)	First transatlantic phone call made	Sliced bread invented
1925	1927	1929
Dutch architect Wijdeveld founded Wending magazine (M 319)	Kool-Aid launched	MOMA gallery opened in NYC
1925	1927	1929
Herbert Bayer designed Universal alphabet @ Bauhaus (M 333)	First news reels with sound aired	Canadian women become "persons"
1925	1927	1929
Theo van Doesberg and Moholy Nagy collaborated on designs (M 314)	First talking movie — The Jazz Singer	Dali and Buñuel's film Un Chien Andalou released
1925	1927	1929
J.J.P. Oude designed de Stijl Rotterdam building facade (M 318)	Philo Taylor Farnsworth's TV patented	Man Ray's Sleeping Woman photo
1925	1927	1929
Jan Tschichold published Elementare Typographie pamphlet	Pez candy launched	Magritte's The Treachery of Images (This Is Not a Pipe)
1925	1927	1929
Cassandre designed art deco L'Intransigeant poster (M 292)	Piet Mondrian De Stijl paintings (M 314)	Hemingway's novel A Farewell to Arms published
1925	1927	1929
F. Scott Fitzgerald's The Great Gatsby published	Moholy-Nagy designed for Dutch De Stijl avant-garde magazine i10 (M 325)	Dziga Vertov's film Man with a Movie Camera released in Russia
1925	1927-30	1929
Portable Leica camera mass-produced	Paul Renner designed Futura typeface for Bauer foundry in Germany (M 340)	1929
1925	1928	A.M. Cassandre designed Bifur typeface
The New Yorker magazine launched	Walter Gropius resigned from Bauhaus	1929
1925	1926-28	Works by Dutch constructivist designer Paul Schuitema (M 346)
Birds Eye flash frozen foods launched	Piet Zwart designed for NKF (M 343-344)	1929
1926	1928-9	Various designs by Hungarian constructivist Vilmos Huszar (M 320)
Trans World Airlines (TWA) founded	Augustovich Stenberg brothers Russian film posters (M 310)	1929
1926	1928	Various designs by Czech constructivist Ladislav Sutnar (M 322)
Cardboard packaging perfected by Container Corporation of America	Herbert Bayer Bauhaus magazine and posters (M 332)	1929
1927	1928	Dr. Mehemed Femy Agha became art director for Vogue magazine
Metropolis movie released, director Fritz Lang (M 297)	Tschichold's Die Neue Typographie published (M 337)	1929
1927	1928-30	Erté designed his first cover for Harper's Bazar (M 353)
A.M. Cassandre designs Etoile du Nord poster (M 292)	Eric Gill designed Gill typeface family for Monotype (M 339)	1929
1927	1928	Donald Duncan trademarked the Yo-Yo
Lindbergh first solo flight across Atlantic	Rudolph Koch designed Kabel typeface for Klingspor foundry	1929
	1928	U.S. Stock Market crashes
	A.A.Milne's House at Pooh Corner published	

141 Survey 10: Fortune Magazine and the Führer (1930-1945)

1930s	1933	1936
The Great Depression (worldwide)	US Prohibition repealed	Egbert Jacobson became first design director at CCA (M 358)
1930	1933	1936
Fortune Magazine launched	Original King Kong movie released	Rutherford invented the photo-lettering machine
1930	1933	1936
Alexy Brodovitch became art director for Harper's Bazaar (M 354)	Nazi's closed the Dessau Bauhaus	Heartfield designed for AIZ magazine (Arbeiter-Illustrierte-Zeitung)
1930	1927-1934	1936-39
Otto Neurath's Isotype movement created first infographics (M 341)	John Heartfield designed anti-Nazi posters (M 268)	Spanish Civil War
1930	1933	1937
E. McKnight Kauffer designed London Underground posters (M 290)	Nazi's raided John Heartfield's home	Picasso painted Guernica
1930	1933	1937
Adolf Loos designed the Villa Müller in Prague — modern architecture	Henry C. Beck designed London underground map (M 342)	Amelia Earhart's plane vanishes
1930	1922-34	1937
Gandhi arrested after Salt March protesting British occupation	Georg Salter book designs (M 352)	CCA poster series began
1930	1934-1939	1937
Gustav Klutssis designed Russian constructivist posters (M 311)	Designer exodus to U.S.: Binder, Carlu, Cassandre, Kauffer, Albers, Bayer, Breuer, Gropius, Liberman, Mies van der Rohe, Moholy-Nagy, Salter, Burtin, etc.	Cassandre designed Peignot typeface
1930	1934-36	1937
Scotch tape launched	Herbert Matter tourism posters designs (M 348)	Schwitters declared degenerate by Nazis
1931	1935	1937
Empire State Building completed	Mao Tse-tung (Zedong) became leader of the Chinese Communist Party (CCP)	Lester Beall designed posters for REA (Rural Electrification Administration) (M 352)
1931	1935	1937
George Beauchamp invented the electric guitar	Monopoly invented	Moholy-Nagy opened new Bauhaus School in Chicago, replaced by Institute of Design in 1939
1931	1935	1939
Salvador Dali's The Persistence of Memory	Architect FLW designed Fallingwater residence in Pennsylvania	Gone With The Wind released
1932	1936-39	1939
Amelia Earhart's first transatlantic flight	FLW designed Johnson Wax Headquarters in Wisconsin	Joseph Binder's New York World's Fair poster
1932	1936	1939
Nazi party elected to power in Germany	Herbert Bayer designed Atlas of the World for CCA	Germany invaded Poland, WW2 began
1932	1936	1940-44
Stalin deemed constructivist movement subversive	A.M. Cassandre designed Acier typeface	Exiled European designers created anti-Nazi war effort posters (M 360)
1932	1936-43	1941
Times New Roman typeface designed for The Times newspaper (M 340)	Hohlwein and others designed posters for the Nazis (M 288)	Will Burtin art directed Scope magazine
1932	1936-43	1945
A.M. Cassandre's Dubonnet poster	Work Projects Administration (WPA) posters created in U.S. (M 357)	Alexander Liberman designed for Vogue
1932		
Johnny Weissmuller starred in the original Tarzan The Ape Man		