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Titolo	Bright Modernity [[electronic resource] ] : Color, Commerce, and Consumer Culture // edited by Regina Lee Blaszczyk, Uwe Spiekermann
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Descrizione fisica	1 online resource (X, 287 p. 39 illustrations, 27 illustrations in colour.)
Collana	Worlds of Consumption
Disciplina	306.09 535.609
Soggetti	Civilization—History World history Labor—History Economic history Culture—Economic aspects Cultural History World History, Global and Transnational History Labor History Economic History Cultural Economics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	I. Foundations: Industry and Education -- 1. Coloring the World: Marketing German Dyestuffs in the Late Nineteenth and Early Twentieth Centuries -- 2. Learning to See with Milton Bradley -- II. Gender and Color -- 3. "Real Men Wear Pink?" A Gender History of Color -- 4. New Words and Fanciful Names: Dyes, Color, and Fashion in the Mid-Nineteenth Century -- 5. Let's Go Shopping with Charles Sanders Peirce: Color Scientists as Consumers of Color -- III. Ringmasters to the Rainbow: Color Inventions and Visual Culture -- 6. Movies Meet the Rainbow -- 7. Glamour Pink: The Marketing of Residential Electric Lighting in the Age of Color, 1920s–1950s -- 8. Life in Color: Life Magazine and the Color Reproduction of Works of Art -- IV. Predicting

the Rainbow -- 9. The Color Schemers: American Color Practice in Britain, 1920s–1960s -- 10. Modeurop: Using Color to Unify the European Shoe and Leather Industry -- 11. Who Decides the Color of the Season? How the Première Vision Trade Show Changed Fashion Culture.

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Sommario/riassunto

Building on Regina Lee Blaszczyk's go-to history of the "color revolution" in the United States, this book explores further transatlantic and multidisciplinary dimensions of the topic. Covering history from the mid nineteenth century into the immediate past, it examines the relationship between color, commerce, and consumer societies in unfamiliar settings and in the company of new kinds of experts. Readers will learn about the early dye industry, the dynamic nomenclature for color, and efforts to standardize, understand, and educate the public about color. Readers will also encounter early food coloring, new consumer goods, technical and business innovations in print and on the silver screen, the interrelationship between gender and color, and color forecasting in the fashion industry.

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