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Nota di contenuto	Front matter -- Contents -- Illustrations -- Acknowledgments -- Introduction: Modern Surface and Postmodern Simulation. A Retrospective Retrieval -- 1. Functionalist Façades: The Reformation of Weimar Architecture -- 2. Electric Stimulations: The Shock of the New Objectivity in Weimar Advertising -- 3. Into the Mouth of the Moloch: Weimar Surface Culture Goes to the Movies -- 4. The Display Window: Designs and Desires of Weimar Consumerism -- Appendix: Selected Weimar Periodicals and Newspapers -- Notes -- Illustration Sources -- Index
Sommario/riassunto	Germany of the 1920's offers a stunning moment in modernity, a time when surface values first became determinants of taste, activity, and occupation: modernity was still modern, spectacle was still spectacular. Janet Ward's luminous study revisits Weimar Germany via the lens of metropolitan visual culture, analyzing the power that 1920's Germany holds for today's visual codes of consumerism.

