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Nota di contenuto	Front Cover; Domesticity and Consumer Culture in Iran; Title Page; Copyright; Contents; List of figures; Acknowledgments; A note on transliteration; Prologue; Domesticity, gender, consumer culture, and modernity; House and home in modern Iranian historiography; Overview of the book; 1 The hovel, the harem, and the hybrid furnishing; Introduction; Appropriation and aesthetics of everyday life in aristocratic settings; Gendered interiors: realities and ideals; Gender and the visual economy of household commodity culture; The Anglo-American vocation: taming domestic knowledge 2 Renewing the nation's interiorsIntroduction; Early Pahlavi domiciles and exchange of styles; Bordering on the colonial: emerging industries and the rise of gated communities; The modern nuclear family home and its discontents; 3 The Cold War and the economies of desire and domesticity; Introduction; Not at home: the home economics of the left; Model homes: reforming domestic skills; Morphing homes: household consumption patterns in transition; Adjusting to the modern house;

Domesticity, the discourse of the deprived; 4 Selling and saving piety in modern dwellings; Introduction  
Home etiquette in classical books of ethics and Shiite literature Dwelling purified: from the body to the home; An illustrated Tawzih al-Masa'il for a modern Muslim housewife; On Shiite orderliness and the overlap of modern and medieval; The home according to "spiritual" elites; 5 Gendered spaces and bodies out of place; Introduction; Women and home design at the end of the Pahlavi era; The politics of public and private in revolutionary and post-revolutionary Iran; Epilogue: at home in the Islamic Republic; Introduction; Inhabiting and resisting the "norm"  
White, tall, and monumental: residential high-rises of Tehran Notes; Bibliography; Index

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Sommario/riassunto

"Exploring the process of Iran's modernization through the double lens of domesticity and consumer culture, Pamela Karimi demonstrates the extent to which the Iranian house has served as the place of encounter with the "other" and of reconsideration of the nation as "home."  
Domesticity and consumer culture in Iran examines the interplay between native aspirations, foreign influences, gender roles, consumer culture and women's education as they intersect with taste, fashion, domestic architecture and interior design in modern Iran. Throughout, ideas of consumer culture and gender are at its core, but other important socio-political subjects are examined in order to view Iran's modernization through the prism of its people's private lives.  
Presenting a new perspective on the 1979 Iranian revolution, re-read vis--vis the opinions of Shiite religious scholars, the Left, and the revolutionary elites, this book demonstrates how Iranians have contested the public-private dichotomy as manifested in the Islamic Republic's texts, images, and actual physical spaces"--

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