

1. Record Nr.	UNINA9910782252003321
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Titolo	Marketing modernisms : the architecture and influence of Charles Reilly // Peter Richmond
Pubbl/distr/stampa	Liverpool : , : Liverpool University Press, , 2001
ISBN	1-84631-351-1
Descrizione fisica	1 online resource (xviii, 250 pages) : illustrations; digital, PDF file(s)
Collana	Liverpool Latin American Studies
Disciplina	711/.092
Soggetti	Architecture - Great Britain - History - 20th century
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Title Page; Contents; Illustrations; Acknowledgements; Preface; 1: Liverpool Circa 1900; 2: Early Influences and Experience; 3: Designs on Monumentalism; 4: Cultural Enterprises; 5: The Chair of Civic Design; 6: Early Architectural Work:1904-1914; 7: Journalism and Other Writing; 8: Moves Towards Modernism; 9: Later Architectural Work:1918-1939; 10: The Reilly Plan; Conclusion; Appendix; Bibliography; Index
Sommario/riassunto	Architect, teacher, journalist, town planner and cultural entrepreneur, Sir Charles Reilly (1874-1948) was a leading figure of the early twentieth-century British architectural scene. Marketing Modernisms is the first book to take an in-depth look at Reilly's career, tracing his evolving architectural ethos via a series of case studies of his built work. Among other issues, the author considers Reilly's involvement in cultural enterprises such as the establishment of the Liverpool Repertory Theatre, his journalism, transatlantic links and town-planning theories. Reilly has been largely overlooked by writers of Modernist histories, but this book restores him to deserved prominence