Record Nr. UNINA9910808676603321 Autore Castillo Greg Titolo Cold war on the home front: the soft power of midcentury design / / **Greg Castillo** Minneapolis, : University of Minnesota Press, 2010 Pubbl/distr/stampa 0-8166-7048-X **ISBN** Edizione [1st ed.] Descrizione fisica 1 online resource (306 p.) 339.4/709045 Disciplina Consumer goods - United States - History - 20th century Soggetti Consumer goods - Soviet Union - History - 20th century Capitalism - United States - History - 20th century Socialism - United States - History - 20th century Cold War Propaganda, American Propaganda, Soviet Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Description based upon print version of record. Note generali Nota di bibliografia Includes bibliographical references and index. Nota di contenuto Contents; INTRODUCTION: Domesticity as a Weapon; 1 Household Affluence and Its Discontents; 2 Cultural Revolutions in Tandem; 3 Better Living through Modernism: 4 Stalinism by Design: 5 People's Capitalism and Capitalism's People; 6 The Trojan House Goes East; 7 Consuming Socialism; EPILOGUE: Critical Masses; Acknowledgments; Notes: Index Amid a display of sunshine-vellow electric appliances in a model home Sommario/riassunto at the 1959 American National Exhibition in Moscow, Soviet Premier Nikita Khrushchev and U.S. Vice President Richard Nixon squared off on the merits of their respective economic systems. One of the signature events of the cold war, the impromptu Kitchen Debate has been widely viewed as the opening skirmish in a propaganda war over which superpower could provide a better standard of living for its citizens.

However, as Greg Castillo shows in Cold War on the Home Front, this

debate and the American National Exhibition itself w