

Designing a New World 1914-1939 (London, 14-15 July 2006)

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Modernism: Designing a New World 1914-1939

Victoria & Albert Museum

South Kensington

14 - 15 July 2006

10:00 - 17:00

This international conference complements the major exhibition of the same name, the first to explore Modernism in the designed world from a truly international perspective, in terms of all the arts. Modernism was not a style but a loose collection of ideas. Covering a range of movements and styles that largely rejected history and applied ornament, often embracing abstraction, Modernism was driven by a utopian desire to create a better world. This desire was frequently expressed through social and political beliefs that asserted design and art could transform society. For Modernists, technology was the key means with which to achieve social improvement and the machine was a symbol of their aspiration.

The conference will benefit historians of art, design, architecture and the social sciences, cultural geographers, museum professionals, and members of heritage bodies as well as students, educators and artists. To stimulate debate on the subject, and go beyond the exhibition itself, the conference will consider a wide range of subjects.

Day One- Morning Session

Christopher Wilk

Exhibition Curator, V&A: Reflections on Exhibiting Modernism

Tag Gronberg

Birkbeck College, University of London: Josef Frank's Textiles:

Fabrications for a Modern World

Petr Roubal

Charles University, Prague: The Czech Sokol: Body, Sport and Architecture

Ulrich Lehmann

V&A/RCA: Team Work: Collectivism and Modern Sport

Day One- Afternoon Session

Christina Lodder

St Andrew's University: Workers' Clubs and Constructing Modernism

Andrzej Szczerski

Jagiellonian University, Krakow: Gdynia - Modernism, Politics and National Utopia

Paul Betts

Sussex University: Politics and Continuities in 20th Century German Design: The case of Wilhelm Wagenfeld

Alan Powers

University of Greenwich: A Phantom Bauhaus? Reception and Influence in England

Day Two- Morning Session

Matthew Witkovsky

National Gallery of Art, Washington: Photography and the Historicist Turn in Interwar Modernism

Gennifer Weisenfeld

Duke University: Modernist Photography and Japanese Advertising

Jeremy Aynsley

History of Design, RCA: From Graphic Workshop to Design Agency: the new typography

Day Two- Afternoon Session

Tim Benton

Open University: Le Corbusier: Man of Concrete

Hilde Heynen

Catholic University of Leuven: Everyday Versions of Modernism. Post Second World War practices in Flanders

Ian Christie

Birkbeck College, University of London: Enchanted Modernism: The Post Second World War Reaction in Art and Cinema

Nancy Troy

University of Southern California: Designs on Mondrian—Avant-Garde and Kitsch

Ticket Prices:

Conferences

Cost per day: full rate including V&A Patrons and Members £52; senior

citizens, £44; students, disabled people and ES40 holders £20 (includes lunch). For two-day ticket prices please call +44 (0)20 7942 2211. A free place is available to a carer accompanying a disabled person and to a lecturer accompanying students. Ticket price includes admission to the exhibition and refreshments.

To book call 020 7943 2211 or email bookings.office@vam.ac.uk.

Modernism: Designing a New World 1914-1939

Sponsored by Habitat

6 April - 23 July 2006 at V&A South Kensington

Book now on 0870 906 3883 or www.vam.ac.uk

Unleashing Britain: 10 Years that Shaped the Nation 1955-1964

30 November 2005 ? 30 June 2007 at V&A Theatre Museum

Admission free

V&A Museum of Childhood temporarily closed for exciting redevelopment
Reopening autumn 2006. See the V&A website for details

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Conference Organiser & Head of Adult Learning

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Reference:

CONF: Designing a New World 1914-1939 (London, 14-15 Jul 06). In: ArtHist.net, Jun 13, 2006 (accessed Apr 2, 2026), <<https://arthist.net/archive/28309>>.