

# Contents

	Introduction	7
1	From traditional crafts to industrial art	10
2	Industrialization and the search for harmony	27
3	The 'American system' and mass-production	50
4	Standardization and rationalization	68
5	Art and industry in the early twentieth century	85
6	The emergence of professional industrial design	105
7	The introduction of streamlining	120
8	Corporate design and product identity	127
9	Technological innovation and design for the home	145

10	Play, learning, work and leisure	157
11	Mass-production and individual choice	176
12	Design and politics	182
	Conclusion	201
	Select bibliography	209
	Index	214