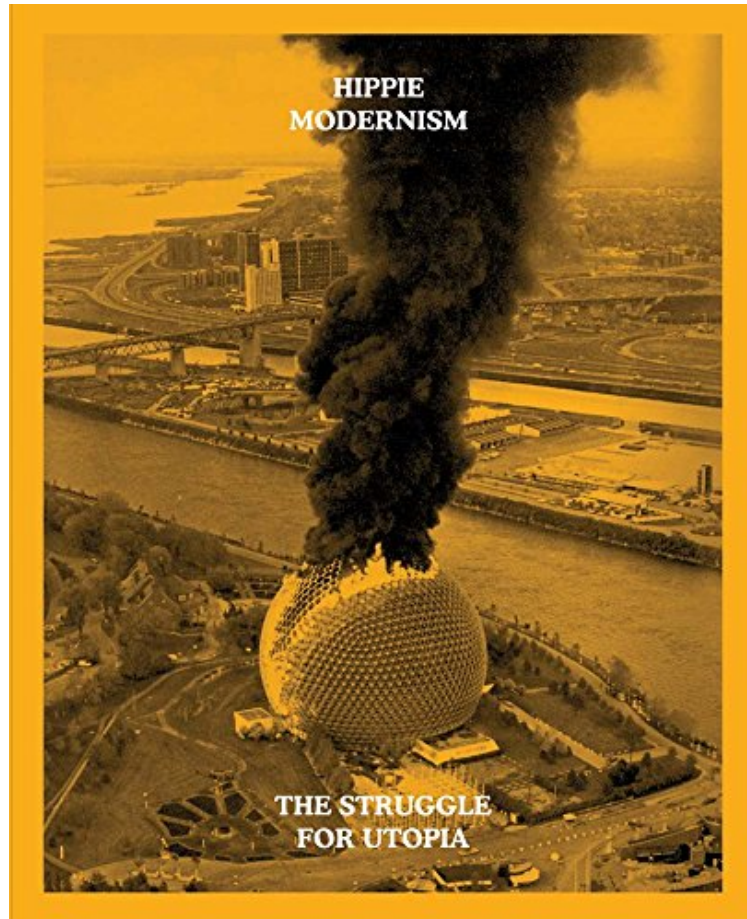


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Hippie Modernism: The Struggle for Utopia

Greg Castillo, Esther Choi, Alison Clarke, Hugh Dubberly
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before purchasing it in order to gage whether or not it would be worth my time, and all praised Hippie Modernism: The Struggle for Utopia:

0 of 0 people found the following review helpful. Five StarsBy Alan NewmanGreat history of an era16 of 16 people found the following review helpful. Great investigationBy JulesI was very disappointed to read a previous one star review judging the book for having too much content... this is an excellent book if you expect to learn something about the spirit of the times and how it influenced design thinking. If you want to know where architecture, art, design, and counterculture overlap and how it happened, this is the book for you. It gave me a lot of clarity on why pneumatics got so darn popular, among many other topics! I loved the design of the book as well especially with the section breaks using uniquely textured paper. Overall intellectually exciting, visual pleasing, and insightful volume!4 of 4 people found the following review helpful. Wonderful bookextremely well researchedBy Prof. GWonderful bookextremely well researched, and beautifully designed. Hippie Modernism is a tour de force; connecting a lot of cultural dots. I

teach at a design school and I highly recommend it to serious creatives who want to "think about their thinking." For me, this book asks an important question after getting an overview of all the utopias that marked the 70's era; I was left in a deep inquiry: "What's the utopia of today?" I feel this book is a wonderful tool for artists and designers as an invitation to find an answer through their own practice.

Hippie Modernism examines the art, architecture and design of the counterculture of the 1960s and early 1970s. The catalogue surveys the radical experiments that challenged societal norms while proposing new kinds of technological, ecological and political utopia. It includes the counter-design proposals of Victor Papanek and the anti-design polemics of Global Tools; the radical architectural visions of Archigram, Superstudio, Haus-Rucker-Co and ONYX; the installations of Ken Isaacs, Joan Hills, Mark Boyle, Hlio Oiticica and Neville D'Almeida; the experimental films of Jordan Belson, Bruce Conner and John Whitney; posters and prints by Emory Douglas, Corita Kent and Victor Moscoso; documentation of performances by the Diggers and the Cockettes; publications such as Oz and The Whole Earth Catalog; books by Marshall McLuhan and Buckminster Fuller; and much more. While the turbulent social history of the 1960s is well known, its cultural production remains comparatively under-examined. In this substantial volume, scholars explore a range of practices such as radical architectural and anti-design movements emerging in Europe and North America; the print revolution in the graphic design of books, posters and magazines; and new forms of cultural practice that merged street theater and radical politics. Through a profusion of illustrations, interviews with figures including: Gerd Stern of USCO; Ken Isaacs; Gunther Zamp Kelp of Haus-Rucker-Co; Ron Williams and Woody Rainey of ONYX; Franco Raggi of Global Tools; Tony Martin; Clark Richert and Richard Kallweit of Drop City; as well as new scholarly writings, this book explores the conjunction of the countercultural ethos and the modernist desire to fuse art and life.

In its exploration of counterculture, Hippie Modernism: The Struggle of Utopia brings together designs for alternate communities the mind-expanding prototypes anticipate the themes of ecology, recycling, immersive environments and audience participation which are so prevalent in the art world today. (Hilarie M. Sheets W Magazine)