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From Brand: Yale University Press

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#653008 in Books Yale University Press 2012-12-04 Original language: English PDF # 1 12.27 x .96 x 9.271, 3.67 #File Name: 0300171153288 pages | File size: 72.Mb

From Brand: Yale University Press : Maynard L. Parker: Modern Photography and the American Dream before purchasing it in order to gauge whether or not it would be worth my time, and all praised Maynard L. Parker: Modern Photography and the American Dream:

0 of 0 people found the following review helpful. The Optics of Optimism By LKPI expected to like this book, and it ended up being far better than anticipated. For the price of a current-day magazine, this good-condition used copy is a compendium of taste, social history and design influence, a touch of Hollywood, interesting essays by knowledgeable contributors, and a station-wagon-with-the-wood-on-the-side FULL of visual examples of Parker's work. My preference is for his lavish full-color work created during the later chapters of his career -- I found some of the earlier/black/white work to be a bit funereal and stark -- but he was a master of depicting idealized American home

environments and gardens. True, some of the photos contain touches that, nowadays, seem hopelessly campy....but this gent had a flawless touch for composition as well as "what to leave in, what to leave out". If I had my druthers, I would have liked the full-page House Beautiful covers to be actual photos rather than "tear sheets" - I think that would have upheld the high quality of this volume; but that is a minor quibble. This book digs deep, and tells a bigger-than-expected story which I suspect will resonate with other Baby Boomers -- or anyone who has gotten some great decorating ideas from magazines and movies. My recommendation is to add this book to your art library (or artfully-staged coffee table tableau!) and also sit back and enjoy a screening of the 1945 classic/cult film, "Leave Her to Heaven". Just like Maynard Parker's photographs, it delivers the full-tilt mania for HOME, and you won't be able to get enough.0 of 0 people found the following review helpful. YESBy PHILLIP COOMBSgreat book that really brings to light the ideas and motivations of the people that were defining what a post war home could and should be.2 of 3 people found the following review helpful. Another View of Middle 20th Century Architectural PhotographyBy Fred PrinzThis is a good counterpoint to modernism and the photography of Julius Shulman. I think any student of this period should study Parker's work also.

As a prolific photographer for House Beautiful, Better Homes and Gardens, Architectural Digest, and Sunset magazine, Maynard L. Parker (1900-1976) was a pioneer in documenting residential spaces and landscapes for postwar America. His extensively published, sun-kissed brand of photography made him a critical contributor to domestic design culture from the 1940s into the 1960s. Parker's lens revealed the homes and lifestyles of affluent Americans and celebrities, including Judy Garland, Clark Gable, and Bing Crosby, as well as the interiors, gardens, and built works of Samuel Marx, Frank Lloyd Wright, Thomas Church, and Cliff May, offering an alluring template for living in a new consumer age. Maynard L. Parker: Modern Photography and the American Dream is the first monograph to consider Parker and his work. Lavishly illustrated essays by leading scholars set Parker's photography against the backdrop of an unprecedented demographic shift, the Cold War, and a suburban society increasingly fixated on consumption.

Parker knew exactly how to sell the American dream.1stdibs.com