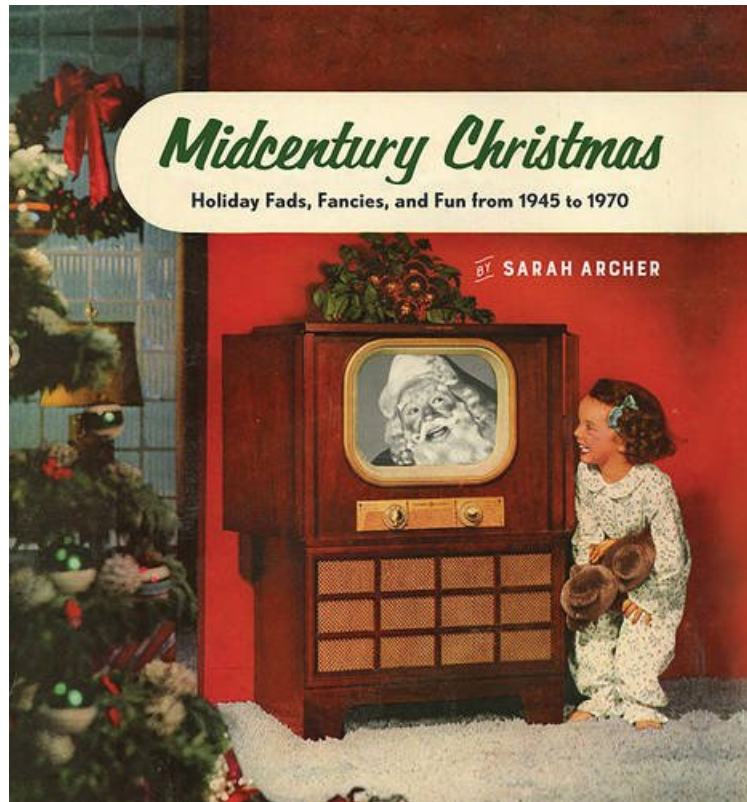


(Free) Midcentury Christmas: Holiday Fads, Fancies, and Fun from 1945 to 1970

Midcentury Christmas: Holiday Fads, Fancies, and Fun from 1945 to 1970

Sarah Archer

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Sarah Archer : Midcentury Christmas: Holiday Fads, Fancies, and Fun from 1945 to 1970 before purchasing it in order to gauge whether or not it would be worth my time, and all praised Midcentury Christmas: Holiday Fads, Fancies, and Fun from 1945 to 1970:

1 of 1 people found the following review helpful. Great book. Fun and fascinating By Jerry Melichar Great book. Fun and fascinating! Gave as Christmas presents this year. Two recipient reviews: "Love the book--Ignoring kids and immersing myself in "futuristic nostalgia" right now""Thank you so much for sending me the book of Christmas memories which seems like it was written just for me. It addresses the years right after I was born and during the period when I grew up--I think I believed in Santa Claus most of the time she covers in her book right up to 1970!" 1 of 1 people found the following review helpful. Well done! By KAWSeattle Love this book. Highly recommend for nostalgia and Christmas buffs. Smaller than most coffee table books but nice one to have setting it. 2 of 2 people found the following review helpful. Fabulous book -- an essential curation for those who grew ... By The Cat Burglar Fabulous book -- an essential curation for those who grew up in this time. I picked up a couple copies as Christmas gifts.

A celebration of Christmas in the 1950s and '60s Midcentury America was a wonderland of department stores, suburban cul-de-sacs, and Tupperware parties. Every kid on the block had to have the latest cool toy, be it an Easy Bake Oven for pretend baking, a rocket ship for pretend space travel, or a Slinky, just because. At Christmastime, postwar America's dreams and desires were on full display, from shopping mall Santas to shiny aluminum Christmas trees, from the Grinch to Charlie Brown's beloved spindly Christmas tree. Now design maven Sarah Archer tells the story of how Christmastime in America rocketed from the Victorian period into Space Age, thanks to the new technologies and unprecedented prosperity that shaped the era. The book will feature iconic favorites of that time, including: A visual feast of Christmastime eats and recipes, from magazines and food and appliance makers Christmas cards from artists and designers of the era, featuring Henry Dreyfuss, Charles Ray Eames, and Alexander Girard Vintage how-to templates and instructions for holiday decor from Good Housekeeping and the 1960's craft craze Advice from Popular Mechanics on how to glamorize your holiday dining table Decorating advice for your new Aluminum Christmas Tree from ALCOA (the Aluminum Company of America) The first American-made glass ornaments from Corning Glassworks Midcentury Mistletoe is sure to be on everyone's most-wanted lists. 120 color illustrations

"Full of beautiful, nostalgic adverts and illustrations and managing to make even such bygone horrors as aluminium Christmas trees stylish, Midcentury Christmas is one for hipsters and old timers alike." -- Red Magazine
About the Author Sarah Archer is a writer and curator who specializes in design and material culture. A frequent contributor to Slate, The Huffington Post, The New Yorker online, and The Washington Post, she also curates exhibitions and teaches curatorial studies and design history in Philadelphia.