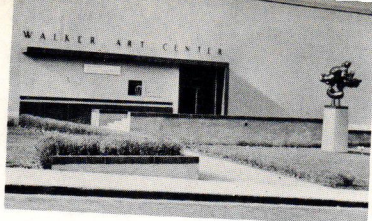




WALKER ART CENTER, MINNEAPOLIS, 1958

DESIGN QUARTERLY



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ISSUE NUMBER 40, 1957

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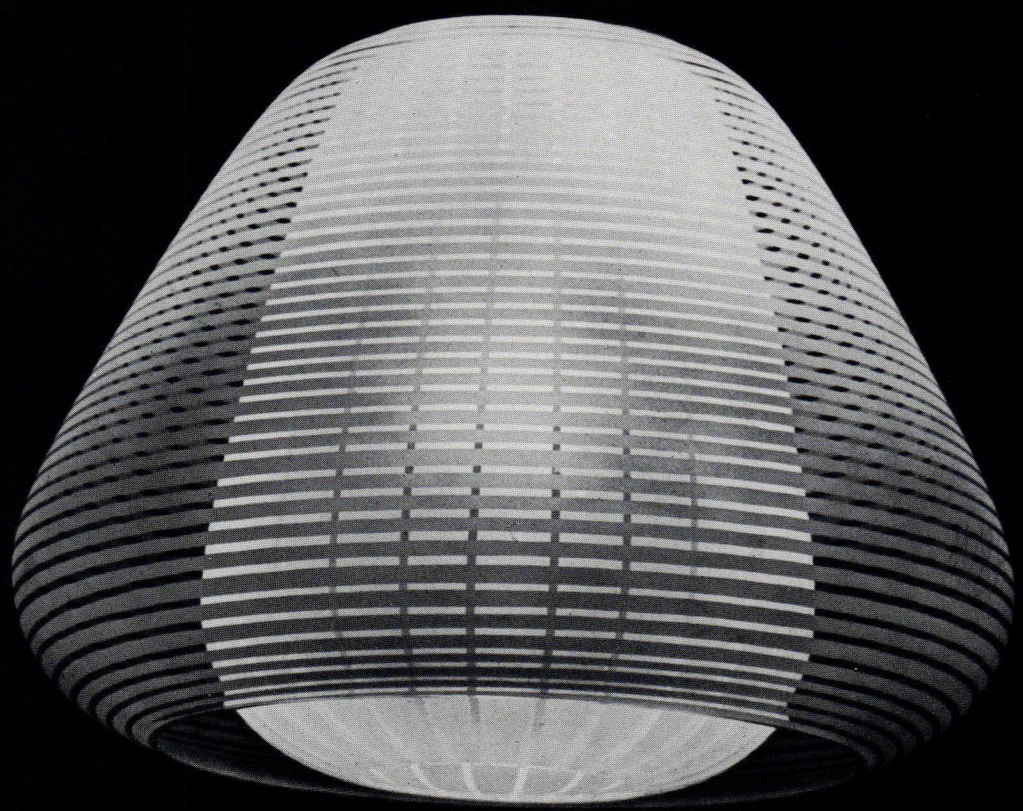
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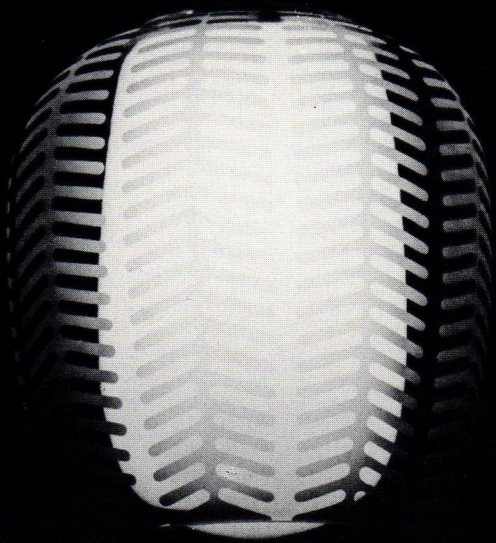
CORRECTION: Photograph of the fabric shown on page 12 of DESIGN QUARTERLY Number 39, inadvertently credited to David Hatch, is the work of Ed Rossbach of the University of California.

Cover: engineering drawings by students of Dezso Sekely, instructor, Institute of Technology, University of Minnesota

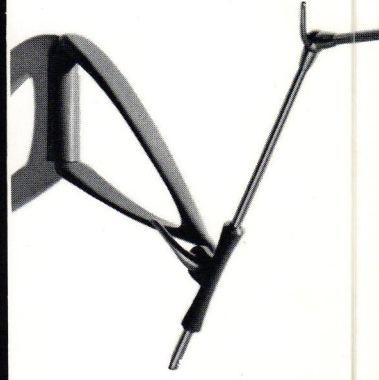
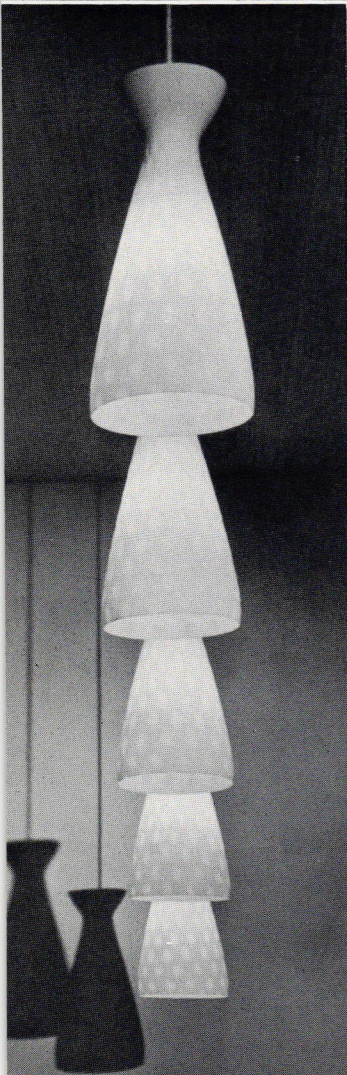
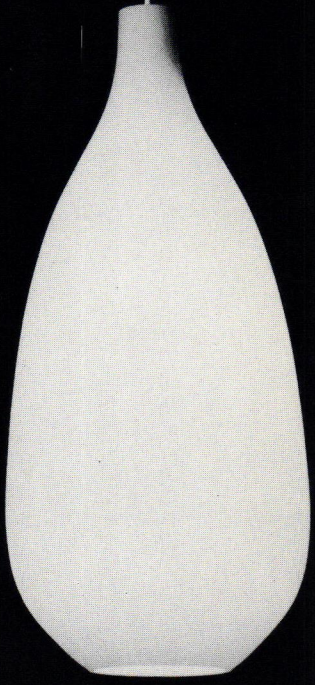
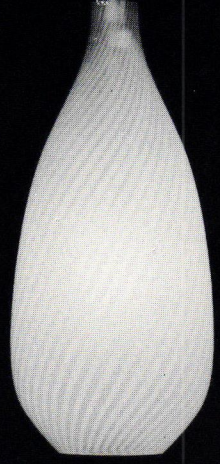
Design Quarterly, formerly Everyday Art Quarterly, is indexed in Art Index. Subscription prices are \$2 for one year, \$3.50 for two years, \$5.00 for three years, single copies 50¢. Design Quarterly is published four times a year by the Walker Art Center, 1710 Lyndale Avenue South, Minneapolis 3, Minnesota. H. H. ARNASON, Director. Copyright 1958 by the Walker Art Center, Minneapolis.

INDUSTRIAL DESIGN IN POSTWAR GERMANY





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4 5 6



The following observations and comments
on design in postwar Germany
are made by DR. LORENZ EITNER, art historian
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Guggenheim Fellow, Germany, 1956-57



INDUSTRIAL DESIGN IN POST-WAR GERMANY

For all the publicity which "modern design" has received in Germany, industrial products designed with originality and a sense of beauty continue to be rare and expensive. In industrial design, as in other forms of art, modernity remains the prerogative of the unusually discerning or the unusually rich. Within the average city-scape, the well-designed, modern building constitutes an aristocratic exception, and among the profusion of articles offered by department stores and mail-order houses, few deserve to be called modern or beautiful. Popular taste evolves with massive slowness; it requires the life-span of a generation to catch up with true innovations, and more than that to develop an awareness of quality. The "World of Tomorrow" which the great fairs of 1939 promised for the near future has not yet materialized.

Only disasters of catastrophic impact can, it seems, give a sudden impetus to the normally slow evolution of design and reduce the time-lag between the new and the accepted. In Germany, for example, the Second World War and its consequences have compelled an entire nation to concentrate on immediate physical reconstruction, on the replacement of the old with the new. The obliteration of cities, the homelessness of millions, and the enormous loss of property which the War brought about revolutionized ingrained attitudes and upset every