

"A Journey Through American Art Deco" is a moving and nostalgic vision of a crucial episode in American cinema, architecture, and design. Something fundamental in the United States of the Nineteen Twenties and Thirties is eloquently expounded by Franci, Mangaroni, and Zago, while the photographs by Federico Zignani masterfully evoke a bygone splendor.

Harold Bloom
Yale University

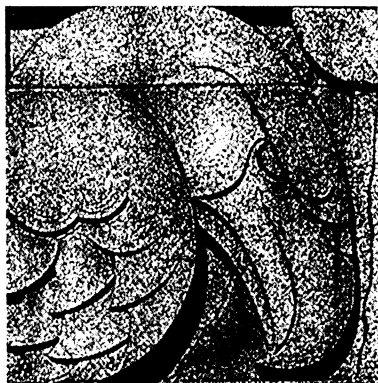
Understanding architecture also means understanding the context in which it came into being. American Art Deco is a planet (on which Flash Gordon lived). Rediscovering the people of this planet, from tap dancing to Carole Lombard to Philip Marlowe, is as just exciting as rediscovering its splendid skyscrapers.

Umberto Eco
Università degli Studi di Bologna

"Organized as a pilgrimage and a travelogue, much in the style of those RKO newsreels of the thirties, this delightful book manages to entertain, inform, and interpret at the same time. Its style is as arch as its subject matter, but its purpose is serious: to save the remains of Art Deco that are threatened by urban renewal all over the United States".

Hayden White
University of California and Stanford University

Beginning with the dreams of Hollywood and ending in its lobbies and boulevards, *A Journey through American Art Deco* passes through a series of itineraries that include the most interesting examples of Art Deco, from Chicago to New York, from Denver to Phoenix, from Seattle to Los Angeles and Miami Beach. The most notable highlights of the journey are New York and Los Angeles, with their long list of Art Deco monuments. At the great Exposition Internationale des Arts Décoratifs et Industriels Modernes held in Paris in 1925, American designers encountered the new style, then called *moderne*. Once in the U.S., European *Déco* turned into American *Deco*, utilizing clean, geometric lines and industrial materials such as steel, plastic, and glass, to adorn the interiors of hotel, stores, movie theaters, and transatlantic liners, and to give a characteristic stamp to building exteriors. This new style came to symbolize the country with its combination of art and industry.



Giovanna Franci, a professor of English at the University of Bologna, writes extensively on literary theory. *Rosella Mangaroni* is the author of several biographies. *Esther Zago* teaches in the Honors Program at the University of Colorado at Boulder. *Federico Zignani* works as a free-lance photographer between Los Angeles and Italy. All four previously collaborated on *The Other Shore of Byzantium, or the Imagination of America* (1992).

University of Washington Press
Seattle and London