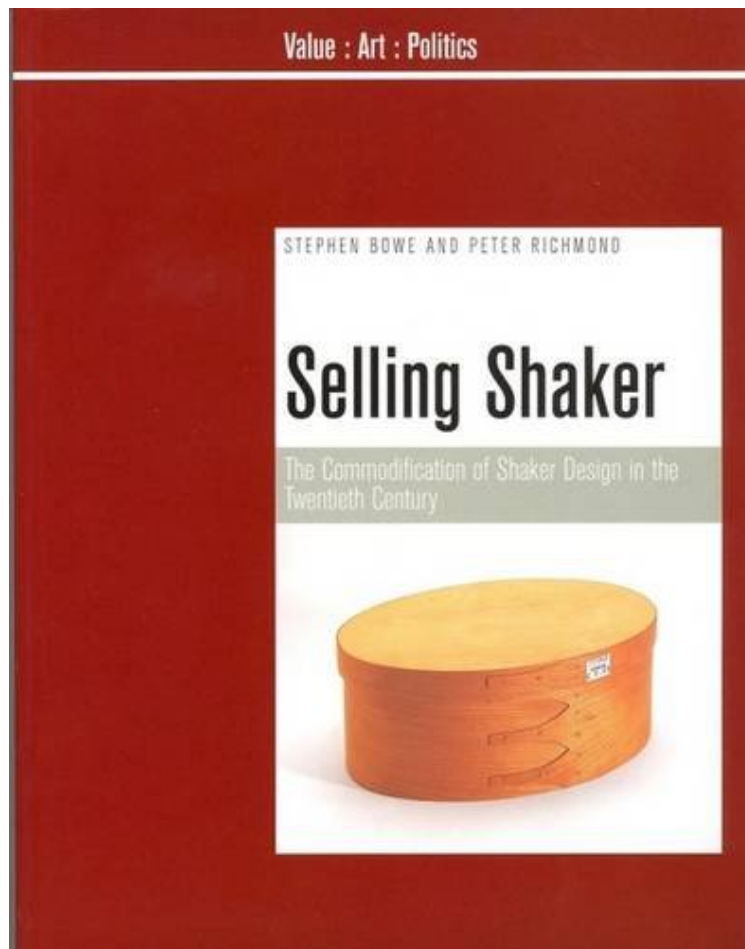


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Selling Shaker: The Promotion of Shaker Design in the Twentieth Century (Liverpool University Press - Value-Art-Politics)

Stephen Bowe, Peter Richmond

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Stephen Bowe, Peter Richmond : Selling Shaker: The Promotion of Shaker Design in the Twentieth Century (Liverpool University Press - Value-Art-Politics) before purchasing it in order to gage whether or not it would be worth my time, and all praised Selling Shaker: The Promotion of Shaker Design in the Twentieth Century (Liverpool University Press - Value-Art-Politics):

The simple yet striking lines of Shaker design grace much of the furniture we see in high-end department stores, and beautiful examples of it adorn the pages of Architectural Digest and House Beautiful. How did this style evolve from its origins in a humble, small religious community to the international design phenomenon it is today? This illustrated

study explores the emergence of the Shaker style and how it was vigorously promoted by scholars and artists into the prominence it now enjoys. The heart of the Shaker style lies in the religious movement founded in the eighteenth century, where Stephen Bove and Peter Richmond begin their chronicle. From there, the authors chart the evolution of the style into the twentieth century—particularly in the hands of design media, scholars, and art institutions. These Shaker “agents” repositioned Shaker style continuously—from local vernacular to high culture and then popular culture. Drawing on a rich array of sources, including museum catalogs, contemporary design magazines, and scholarly writings, *Selling Shaker* illustrates in detail how the Shaker style entered the general design consciousness and how the original aesthetic was gradually diluted into a generic style for a mass audience. A wholly original and fascinating study of American design and consumption, *Selling Shaker* is a unique resource for collectors, scholars, and anyone interested in the cultural history of a design aesthetic.

Selling Shaker: The Promotion of Shaker Design in the Twentieth Century, discusses, with a good deal of detailed analysis and some fine mordant humor, the slow process by which Shakerism continues to creep into the American marketplace, as Mother Ann's purities become the playthings of Oprah Winfrey.' Adam Gopnik, *The New Yorker* A forthcoming book, *Selling Shaker ...* discusses, with a good deal of detailed analysis and some fine mordant humour, the slow process by which Shakerism continues to creep into the American marketplace, as Mother Ann's purities become the playthings of Oprah Winfrey. -- Adam Gopnik * *The New Yorker* * *Selling Shaker* is the first title in a new series focused on the 'politics of value' and the 'value of politics' in art and art history. Under the editorship of Professor Jonathan Harris this new series will publish work of global interest by both younger scholars and established authors with international reputations. About the Author Stephen Bove is a lecturer at the Liverpool School of Art and Design. Peter Richmond lectures on architectural design and history at the University of Liverpool and is the author of *Marketing Modernisms: The Architecture and Influences of Charles Reilly*.