

MEDIA RELEASE

Zurich, 9 December 2010

The Expansion of Modernism: Economic Miracle – Cold War – Avant Garde – Pop Culture

On 15 December 2010, at 7pm, the bookshop Klio in Zurich will be launching the first book to be published jointly by the Swiss Institute for Art Research (SIK-ISEA) and the Institute for the History and Theory of Architecture (gta). The volume of essays, based on the interdisciplinary symposium of the same name, is entitled «Expansion der Moderne. Wirtschaftswunder – Kalter Krieg – Avantgarde – Populärkultur».

The sense of a new dawn that followed World War II, the new consumer society in the era of the “economic miracle”, pro-American sentiment, the triumphal march of pop culture mirrored by the arts literature, painting, cinema, architecture, urban design, industrial design) and finally Switzerland as a hub of Cold War activity – these are the themes addressed in this book. Prominent authors discuss issues relating to the expansion of Modernism, avant-garde ideals and their democratisation and popularisation. Switzerland, spared the ravages of war, had a special role to play. It is perceived not only as a Modernist laboratory, but as a hub with an important function in cultural transfer. This volume of essays, which elaborates on the concept of the “Second Age of Modernism”, describes the interplay between socio-political conditions and the cultural spheres, from the various perspectives of different academic techniques.

The publication is based on an interdisciplinary symposium organised by the Institute for the History and Theory of Architecture (gta) at ETH, the Chair of Political Philosophy at the Philosophy Seminar of Zurich University and the Swiss Institute of Art Research (SIK-ISEA). Like the symposium, the book divides the revised and in many cases considerably expanded papers from the fields of philosophy, sociology, architecture, art and literature into a «Prologue» and four chapters: «Concepts of Modernism», «Cold War / Visual Culture», «Popularisation and Americanism», «The Swiss Hub».

Publication

Expansion der Moderne. Wirtschaftswunder – Kalter Krieg – Avantgarde – Populärkultur (in the «outlines» series, vol. 5), edited by Juerg Albrecht, Georg Kohler and Bruno Maurer, Zurich: SIK-ISEA / gta Verlag, ETH, 2010. With essays by Juerg Albrecht, Ursula Amrein, Antoine Baudin, Thomas Buomberger, Beatriz Colomina, Kornelia Imesch, Kurt Imhof, Georg Kohler, Wolfram Knorr, Vittorio Magnago Lampugnani, Bruno Maurer, Stanislaus von Moos, Franz Müller, Werner Oechslin, Andreas Tönnemann, Urs Widmer, Beat Wyss. 160 x 230 mm, 360 pages, 149 black-&-white and colour illustrations, paperbound, CHF 58.–, ISBN 978-3-85676-284-1, ISSN 1660-8712

Order publication

Venue

The book launch will take place on 15 December 2010, at 7pm, in the bookshop Klio, Zähringerstrasse 45, CH-8001 Zurich, +41 44 251 42 12.

Writer Urs Widmer and philosopher Georg Kohler will be discussing “How Modern were the Fifties?” Registration is not required, but seats are limited.

Contact for further details

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