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# Pantone: The Twentieth Century In Color



## Synopsis

Pantone, the worldwide color authority, invites you on a rich visual tour of 100 transformative years. From the Pale Gold (15-0927 TPX) and Almost Mauve (12-2103 TPX) of the 1900 Universal Exposition in Paris to the Rust (18-1248 TPX) and Midnight Navy (19-4110 TPX) of the countdown to the Millennium, the 20th century brimmed with color. Longtime Pantone collaborators and color gurus Leatrice Eiseman and Keith Recker identify more than 200 touchstone works of art, products, decor, and fashion, and carefully match them with 80 different official PANTONE color palettes to reveal the trends, radical shifts, and resurgences of various hues. This vibrant volume takes the social temperature of our recent history with the panache that is uniquely Pantone.

## Book Information

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## Customer Reviews

"With more than 200 images of art, fashion, products, and decor, color expert Leatrice Eiseman and color consultant Keith Recker identify 100 years of color influenced by historical and cultural milestones. Both well-known and seldom-seen art illustrates the trends.... Most decades have eight palettes presenting a broad spectrum of color contrasts with an entertaining text that touches on countless cultural events.... As the century draws to a close, many images prompt a rush of memories as colors recall the spirit of the times." -- Communication Arts"Iconic images from each decade and the color palettes they inspired--a trip down memory lane." --House Beautiful"A gorgeous compendium of color trends spanning the twentieth century (with naturally some sly winks into our own 21st century). It's marvelous to leaf through or read in greater depth." -- Salon.com"A

fascinating look back." -- HOW"A decade-by-decade deconstruction of the hues and shades that constituted the groovier aesthetics of the last century." -- Dwell"Prune and Gray Dawn infused Edwardian parties. Trekking Green and Saxony Blue helped color-code the World War I home front. Blue Bell gingham and Poppy Red slippers made The Wizard of Oz. In this visual feast for color nerds, hue gurus Leatrice Eiseman and Keith Recker identify the shades that shaped our collective color palette." -- Fast Company"Luxuriating over the names and choices of paint colors--Rubine Red, Rhodamine Red or Warm Red?--is one of the joys of going to the hardware store, even if you're only there to find a missing screw for the air conditioner and not a new shade for the living room walls. For anyone who relishes that trip down the chip aisle, salivating over Purple Opulence and Moonless Night, Pantone: The 20th Century in Color is a must-have. What surprises, however, is the larger historical picture that the hefty tome creates. The colors are organized by decade and by timely reference, including the fashion, television, news, art and design that inspired them." -- Oprah.com Holiday Gift Guide"Pantone: The 20th Century in Color by Leatrice Eiseman and Keith Recker is more than just a gorgeous coffee table book. It is a walk through the kaleidoscope of colors that appear on appliances, house walls, carpeting, furnishings, and more. It's a look back at the entertainment and historical events that influenced the colors in today's homes. Homeowners who want an accurate period decor will find this book inspiring." -- Cleveland Plain Dealer"Pantone: The 20th Century in Color (Chronicle Books), looks at how color and cultural history affect each other, and find their way into our homes. Authors Leatrice Eiseman and Keith Recker...use a curatorial approach in discussing each decade's most prevalent colors and why they might have become popular. It's an unusual lens on the last century: What was happening in society literally colored our lives, through upholstery, wall paint, rugs, and other textiles and accessories." -- Associated Press"PANTONE: The Twentieth Century in Color is as much an ultimate treat for color-lovers as it is a fascinating and uncommon lens on familiar cultural history, a vibrant volume among the year's finest design-and-beyond books." -- TheAtlantic.com

Pantone, LLC is the world-renowned authority on color. Pantone's color systems - used in digital and print publishing, fashion, plastics, architecture, interiors, and paint - are the standard languages for accurate color communication. Leatrice Eiseman is the executive director of the Pantone Color Institute, a forecaster, consultant, author, and director of Eiseman Center for Color Information and Training. She lives on Bainbridge Island, Washington. Keith Recker is a color trend consultant for Pantone, and editor and founder of HAND/EYE magazine. He lives in Shelter Island, New York.

I bought this book. It is a nice book. It gives a broad review of last century color tendencies, but it is not a specialized book for in depth research, for instance, but we don't always need to perform expert advanced research. Make a search in the book section on .com for "Pantone DBR106 The 20th Century in Color", I don't know why, but you will find the same book for only \$20 (\$8 less)!

Love it! Beautiful book in perfect condition. Great for designers and artists to check out some color eye-candy.

I work for a museum and we're working on an exhibit involving fashion. This book was amazing from a historical standpoint. I was so glad I found it. It's a great reference piece to add to a library. It really explains how important and relevant design, art and fashion are and that the styles and flavors are direct reflections of politics, innovation and the economy.

Made a wonderful X-mas gift. my homegirl DUG IT!!!! though it took longer than expected to arrive....

Outstanding. An excellent resource for writing, set design, costume design, fashion design, and other other historical applications. Interesting reading for pleasure!

Being a designer for 35 plus years, I was expecting more of a wow book, especially in the design of the book. Wouldn't buy again.

If you like color theory, this book is for you! And if you are designing a room in "period" colors (like the 50's and 60's are popular now) a great way to source unexpected pops of color into the decorating scheme. Can't wait for the next issue to come out!

This is truly a great book. I saw it at a store some time ago and just love the info and the colors. Wonderful Book!

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