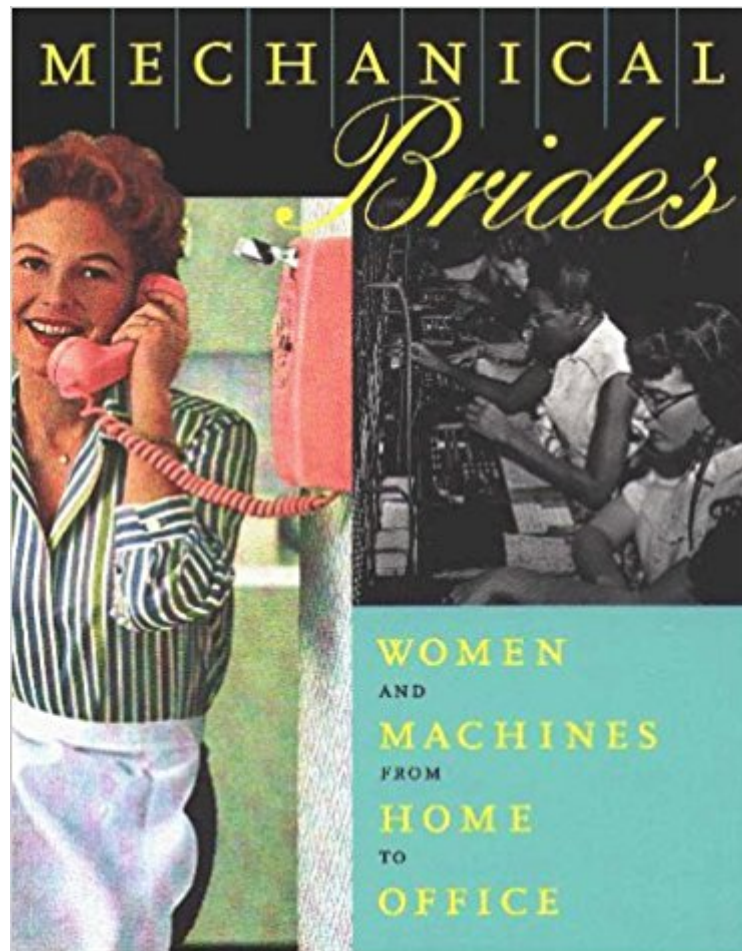




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Mechanical Brides: Women And Machines From Home To Office



Synopsis

During the 20th century, the marketing of domestic appliances and office machines has been directed primarily toward women. *Mechanical Brides* examines this phenomenon through extensive graphics (advertisements, catalog pages, photographs) and analytical text.

Book Information

Paperback: 64 pages

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Customer Reviews

In such works as *Simians, Cyborgs and Women*, feminist and historian of science Donna Haraway claims that technology will cause us to become less and less distinct from our mechanical tools. In *Mechanical Brides*, Ellen Lupton shows to what extent this has already come to pass. However, it's not technology that allowed this to happen, but rather design and advertising. Through images of women using telephones, irons, washing machines, typewriters, and other "feminine" appliances, Lupton traces a visual history of the interaction between women and machines. This book contains a rare combination: beautiful design and thoughtful text.

Thorough, annotated, good-looking, and well-written. It shows off, very well, the imagination and extensive scholarship that created the project. Kay Larson, New York

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