



Modernist Magazines and the Social Ideal

Tim Satterthwaite

"If you think you've seen all there is to see on the interwar period, Tim Satterthwaite proves you wrong: his original perspective on the world of illustrated magazines draws our attention to a wealth of social and cultural phenomena. The book's sophisticated readings of magazine photographs reveal a treasure trove of inspiring, unexplored materials." *Patrick Rössler, University of Erfurt, Germany*

"The study of illustrated magazines makes for an intimidating prospect, given the sheer quantity and variety of even one title's output. Satterthwaite makes this challenge a point of departure in his fascinating study of the iconic interwar titles *UHU* and *VU*. Across innumerable periodical pages he sees patterns that reveal the form and purpose of the classic magazine, and its formative role in the experience of European modernity." *Andrés Mario Zervigón, Rutgers University, USA*

Enter code **MODMAG35** on [bloomsbury.com](https://www.bloomsbury.com) for a **35% discount***

Hardback | 312 pp | September 2020 | 9781501341601 | ~~£95.00~~ £61.75

The new photo-illustrated magazines of the 1920s traded in images of an ideal modernity, promising motorised leisure, scientific progress, and social and sexual emancipation. *Modernist Magazines and the Social Ideal* is a pioneering history of these periodicals, focusing on two of the leading European titles: the German monthly *UHU*, and the French news weekly *VU*, taken as representative of the broad class of popular titles launched in the 1920s.

The book is the first major study of *UHU*, and the first scholarly work on *VU* in English. *Modernist Magazines* explores, in particular, the striking use of regularity and repetition in photographs of modernity, reading these repetitious images as symbolic of modernist ideals of social order in the aftermath of the First World War. Introducing a novel methodology, *pattern theory*, the book argues for a critical return to the Gestalt tradition in visual studies.

Alongside the *UHU* and *VU* case studies, *Modernist Magazines* offers an essential primer to interwar magazine culture in Europe. Accounts of rival titles are woven into the book's thematic chapters, which trace the evolution of the two magazines' photography and graphic design in the tumultuous years up to 1933.

Tim Satterthwaite is a Lecturer in History of Art and Design, University of Brighton, UK.

* This offer is available to individuals only. Please note price and availability subject to change without notice. Discount code only valid for books showing as available on [Bloomsbury.com](https://www.bloomsbury.com). Discount code valid until 30 November 2020.

