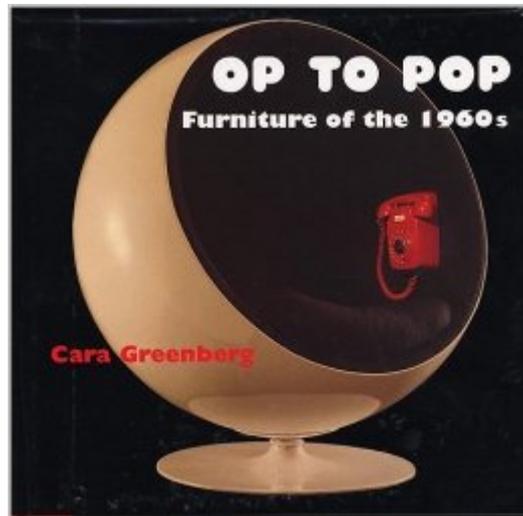


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# Op To Pop: Furniture Of The 1960's



## Synopsis

Whether it's a lipstick-red love seat shaped like Marilyn Monroe's lips, an anthropomorphic "man" chaise, a bean bag chair, or a "domestic capsule unit," 1960s furniture still has the power to startle and delight. In *Op to Pop*, Cara Greenberg takes on this little-explored but exciting and fertile era of furniture design, providing original, readable scholarship that places '60s furnishings in a cultural context and helps sort the good from the fad. She explores in detail the roots of and influences on '60s design, from space travel to Pop Art, in a joyful visual tour of the decade's bold and fresh-looking furniture output. *Op to Pop* features 250 photographs plus a source guide to the growing number of outlets for 1960s furniture design.

## Book Information

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## Customer Reviews

As a person who collects and decorates with 60's pop art furniture, I use the *Op to Pop* book as the ultimate resource guide when looking for new pieces for my collection. Every time I log on to the internet I carry this book with me because it has every designer, manufacturer, date, and a full color photograph of every piece of pop art furniture that came out in the 60's. The best part of this book, however, is the resource guide in the back of the book which lists: every state's vintage furniture shops, current manufacturers of pop furniture, auctions carrying 60's vintage furniture, and a list of pop art-centered web sites. I highly recommend this book! I have ordered so many vintage design books, both current in print and books printed in the 60's, but none have ever compared to *Op To Pop* by Cara Greenberg. After reading this book, I am now inspired to buy the 50's version, written

by the same author.

Whether you're a collector of 1960s furniture like myself or simply someone with an interest in the period immediately following the "midcentury modern" era, you'll find yourself instantly drawn in by this wonderful book. Even if you don't read a single line of text, the book is worth buying for the great images alone, many of which I have not seen before. Unlike a lot of design books that recycle the same stock photos again and again, "Op to Pop" throws in plenty of images from obscure sources, and the photos work well as visual complements to the information given in the text. The text of this book is not just a boring, strictly factual account of '60s furnishings, however. The author has gone straight to the sources, from designers themselves to pioneering distributors of wild furniture, to get tidbits of information that could never be found in some of the drier modern furniture books on the market. Nevertheless, the text is logically arranged, with separate sections on specific countries and certain designers. I highly recommend this book to anyone with even a passing interest in modern design; whether you are delighted or disgusted by the wild and colorful designs of the 1960s, you will no doubt be amazed to see just how radically most of the major designers of the era departed from the midcentury aesthetics of the 1950s.

Given the incredible task of organizing one of the most complex design periods in the 20th century, Cara Greenberg brilliantly succeeds in *Op To Pop Furniture of the 1960s*. Complete with fabulous, seldom-seen, full-page color photographs of model rooms, showrooms, and objects which were courtesy of the designers, manufacturers, museums, and the original distributors themselves, this book offers an absolute visual treat for novice and advanced collector alike! In addition to well-documented pieces by Colombo and Panton, Ms. Greenberg also provides us with photos and identifications of obscure pieces from the period as well. In addition to all of the European designers and manufacturers who led the way with innovation in the 1960s, Ms. Greenberg also undertakes the task of historically documenting the work of several important American designers in the 1960s including Propper, Mascheroni, Orenstein, Small, and Kagan. Organized in thoughtful chapters and subchapters, *Op to Pop* is able to address the plethora of materials which characterized the designs, as well as the social and cultural context which gives design ascendancy to many of the objects produced in the 1960s. By going directly to the sources (the industrial designers, interior decorators, distributors with their respective showrooms, and the manufacturers), Ms. Greenberg has created a first-hand narrative replete with anecdotes that thoroughly enriches our experience of the objects' aesthetics themselves. As with Ms. Greenberg's previous book, *Midcentury Modern*, *Op*

to Pop is destined to become a "must-have" reference tool and constant source of pleasure for anyone interested in 20th century design. Truly... an outstanding piece of work!

It's been a while since I had the pleasure of opening Cara Greenberg's 'Mid-Century Modern' for the first time. I got to re-live that pleasure today with my new copy of Cara's latest, 'Op to Pop'. If you want to know everything there is to know about high-style 60's furniture, you need a copy of your own. As with her first book, Ms. Greenberg has been generous with excellent photos- vintage and new- that show clearly what she's talking about. Her comments on each design are lucid, pointed, and often downright funny. As with her first book, Cara Greenberg has gone to primary sources for her information; the book is loaded with tidbits that come directly from her interviews with Op and Pop designers and manufacturers. It's a terrific book, a great look at 60's style and culture, and a helluva read. This one belongs in the library of anyone who has an interest in design- and if you're a 'Wallpaper' subscriber, this goes double. Thanks, Cara!

This book covers the best in design and designers. The photos are colorful and fascinating. The text is interesting and informative, I was not aware before reading this book about the dearth of American Mod furniture designers at the time. Anyone who digs the Mod era might love to have this book in their collection.

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