

# Jet Age Aesthetic

*The Glamour of Media in Motion*

**Vanessa R. Schwartz**

A stunning look at the profound impact of the jet plane on the mid-century aesthetic, from Disneyland to *Life* magazine

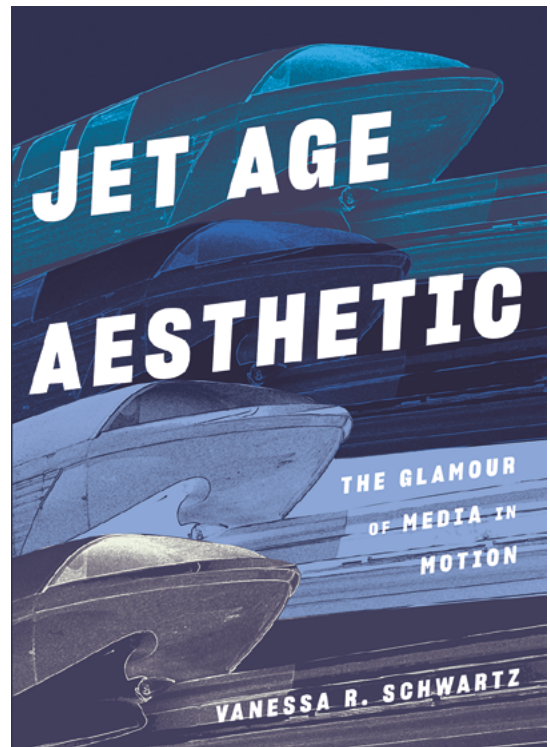
Vanessa R. Schwartz engagingly presents the jet plane's power to define a new age at a critical moment in the mid-20<sup>th</sup> century, arguing that the craft's speed and smooth ride allowed people to imagine themselves living in the future. Exploring realms as diverse as airport architecture, theme park design, film and photography, Schwartz argues that the jet created an aesthetic that circulated on the ground below.

Visual and media culture, including Eero Saarinen's airports, David Bailey's photographs of the jet set, and Ernst Haas's experiments in colour photojournalism, glamorised the imagery of motion. Drawing on unprecedented access to the archives of The Walt Disney Studios, Schwartz also examines the period's most successful example of fluid motion meeting media culture: Disneyland. The park's dedication to 'people-moving' defined Walt Disney's vision, shaping the very identity of the place. The jet age aesthetic laid the groundwork for our contemporary media culture, in which motion is so fluid that we can surf the internet while going nowhere at all.

**Vanessa R. Schwartz** teaches art history, history, and film at the University of Southern California, where she directs the Visual Studies Research Institute and the Graduate Certificate program.

"Gracefully written, engagingly narrated, and accompanied by brilliantly selected images, this is a book that anyone interested in the post-WWII world can read with pleasure and profit." – **Edward Dimendberg, University of California, Irvine**

"A dazzling and stylish journey through the art and culture of the jet age. Beautifully illustrated, this important book offers a new way of understanding the modernity of the 1950s and 1960s." – **Lynda Nead, author of *The Tiger in the Smoke: Art and Culture in Post-War Britain***



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