



The Substance of Style: How the Rise of Aesthetic Value Is Remaking Commerce, Culture, and Consciousness

By Virginia Postrel

Download now

Read Online ➔

The Substance of Style: How the Rise of Aesthetic Value Is Remaking Commerce, Culture, and Consciousness By Virginia Postrel

Whether it's sleek leather pants, a shiny new Apple computer, or a designer toaster, we make important decisions as consumers every day based on our sensory experience. Sensory appeals are everywhere, and they are intensifying, radically changing how Americans live and work. The twenty-first century has become the age of aesthetics, and whether we realize it or not, this influence has taken over the marketplace, and much more.

In this penetrating, keenly observed book, Virginia Postrel makes the argument that appearance counts, that aesthetic value is real. Drawing from fields as diverse as fashion, real estate, politics, design, and economics, Postrel deftly chronicles our culture's aesthetic imperative and argues persuasively that it is a vital component of a healthy, forward-looking society.

Intelligent, incisive, and thought-provoking, *The Substance of Style* is a groundbreaking portrait of the democratization of taste and a brilliant examination of the way we live now.

 [Download The Substance of Style: How the Rise of Aesthetic ...pdf](#)

 [Read Online The Substance of Style: How the Rise of Aestheti ...pdf](#)

The Substance of Style: How the Rise of Aesthetic Value Is Remaking Commerce, Culture, and Consciousness

By Virginia Postrel

The Substance of Style: How the Rise of Aesthetic Value Is Remaking Commerce, Culture, and Consciousness By Virginia Postrel

Whether it's sleek leather pants, a shiny new Apple computer, or a designer toaster, we make important decisions as consumers every day based on our sensory experience. Sensory appeals are everywhere, and they are intensifying, radically changing how Americans live and work. The twenty-first century has become the age of aesthetics, and whether we realize it or not, this influence has taken over the marketplace, and much more.

In this penetrating, keenly observed book, Virginia Postrel makes the argument that appearance counts, that aesthetic value is real. Drawing from fields as diverse as fashion, real estate, politics, design, and economics, Postrel deftly chronicles our culture's aesthetic imperative and argues persuasively that it is a vital component of a healthy, forward-looking society.

Intelligent, incisive, and thought-provoking, *The Substance of Style* is a groundbreaking portrait of the democratization of taste and a brilliant examination of the way we live now.

The Substance of Style: How the Rise of Aesthetic Value Is Remaking Commerce, Culture, and Consciousness By Virginia Postrel Bibliography

- Sales Rank: #812753 in Books
- Published on: 2004-09-07
- Released on: 2004-09-07
- Original language: English
- Number of items: 1
- Dimensions: 8.00" h x .62" w x 5.31" l, .47 pounds
- Binding: Paperback
- 272 pages

 [Download The Substance of Style: How the Rise of Aesthetic ...pdf](#)

 [Read Online The Substance of Style: How the Rise of Aestheti ...pdf](#)

Download and Read Free Online The Substance of Style: How the Rise of Aesthetic Value Is Remaking Commerce, Culture, and Consciousness By Virginia Postrel

Editorial Review

From Publishers Weekly

At the Great Indoors, a hugely successful department store chain, customers can choose from among 250 lavatory faucets. If that represents too little variety, there are more than 1,500 distinct models of drawer pulls. Like it or not, we live in an age where we can minutely dictate every aesthetic choice, to an extent our ancestors would certainly have found disturbingly wasteful and superficial. It is this censure that New York Times economics columnist Postrel is dead-set on dismantling. Aligning herself against "pleasure-hating" modernists like Walter Gropius and Adolf Loos, Postrel adopts the position that fashion has meaning. One of her argument's charms is that she allows Joe Q. Ray-Ban his own justification for his purchase ("I like it") against the interpretations of theorists who insist an interest in surfaces is linked with deception, status or falsehood. Postrel's apt example of the proliferation in toilet-brush design is an effective rebuttal against such theorists--after all, nobody buys a sleek toilet brush to impress neighbors who will never see it, so aesthetics must constitute much of the rationale. Increasingly, form is simply part of the function. Postrel begins by explaining that appearance has a meaning commensurate to loftier values, then examines the many manifestations of this truth. While her argument is intellectually sophisticated, Postrel's journalistic training ensures the examples she cites are well-chosen and the prose remains crisp and readable. Gracefully representing one endpoint of a certain debate, this ambitious book may someday become a classic of the genre.

Copyright 2003 Reed Business Information, Inc.

From [Booklist](#)

It's enough to make your head hurt, this very conscious, contemporary, intellectual interpretation of Keats' "Beauty is life, life, Beauty." On the other hand, social scientist and author (*The Future and Its Enemies*, 1998) Postrel brings together some very compelling arguments, insights, and examples about the value of aesthetics today. Nothing is quantified; instead, she points to qualitative examples like the GE Design Center in Selkirk, New York, devoted exclusively to the creation of new plastic forms. To Starbucks and the iMac, each a symbol of looks that sell--at a higher price. And to the 1,500-odd different drawer pulls available at the Great Indoors. Aesthetics is how we make the world around us special, a feature recognized as early as 1927, when adman Ernest Elmo Calkins opined about "Beauty the New Business Tool" in the *Atlantic*. It enhances communications (cf. PowerPoint) and identities (Hillary Clinton's hair). Ask any Afghan woman who risked prison to style her hair and paint her face; aesthetics is at one with life. *Barbara Jacobs*

Copyright © American Library Association. All rights reserved

Review

"A brilliant analysis ... After reading *The Substance of Style*, the world will literally look different to you." (Steven Pinker, Professor, MIT, and author of *How the Mind Works* and *The Blank Slate*)

"A profoundly important book. The topic is absurdly under-studied; and Postrel has turned in a magnificent performance." (Tom Peters, author of *In Search of Excellence*)

"[Postrel] connects a million seemingly disparate dots into a fresh, clear-eyed, persuasive picture of our culture circa 2003." (Kurt Andersen, author of *Turn of the Century*)

"What a great read! It will heighten your awareness of our newly sculpted aesthetic world." (Karim Rashid, designer)

“A work vast in its range, profound in its depth, rich in its detail.” (Robert Venturi, architect)

“Marvelously informative...Brightly argued...Even when Postrel’s examples are familiar, the specifics can be eye-popping....It’s groundbreaking.” (Atlantic Monthly)

“Virginia Postrel . . . writes perceptively about everything on which her penetrating gaze alights.” (George F. Will, Washington Post)

“Provocative. . . demolishes the false dichotomy between substance and style.” (Washington Post Book World)

Users Review

From reader reviews:

Margaret Williams:

Book is written, printed, or created for everything. You can realize everything you want by a e-book. Book has a different type. As we know that book is important thing to bring us around the world. Alongside that you can your reading skill was fluently. A publication The Substance of Style: How the Rise of Aesthetic Value Is Remaking Commerce, Culture, and Consciousness will make you to always be smarter. You can feel far more confidence if you can know about anything. But some of you think this open or reading any book make you bored. It's not make you fun. Why they could be thought like that? Have you searching for best book or suited book with you?

Mildred Perkins:

What do you in relation to book? It is not important along? Or just adding material if you want something to explain what the ones you have problem? How about your free time? Or are you busy individual? If you don't have spare time to do others business, it is make you feel bored faster. And you have spare time? What did you do? Everyone has many questions above. The doctor has to answer that question mainly because just their can do that. It said that about e-book. Book is familiar on every person. Yes, it is correct. Because start from on guardería until university need this The Substance of Style: How the Rise of Aesthetic Value Is Remaking Commerce, Culture, and Consciousness to read.

George Seal:

Hey guys, do you would like to finds a new book to study? May be the book with the concept The Substance of Style: How the Rise of Aesthetic Value Is Remaking Commerce, Culture, and Consciousness suitable to you? The particular book was written by renowned writer in this era. The actual book untitled The Substance of Style: How the Rise of Aesthetic Value Is Remaking Commerce, Culture, and Consciousness is one of several books which everyone read now. This particular book was inspired a lot of people in the world. When you read this e-book you will enter the new way of measuring that you ever know ahead of. The author explained their idea in the simple way, consequently all of people can easily to comprehend the core of this publication. This book will give you a great deal of information about this world now. To help you to see the represented of the world in this particular book.

Raymond Jackson:

Reading can called thoughts hangout, why? Because when you are reading a book specially book entitled The Substance of Style: How the Rise of Aesthetic Value Is Remaking Commerce, Culture, and Consciousness your thoughts will drift away trough every dimension, wandering in each and every aspect that maybe unidentified for but surely can become your mind friends. Imaging every single word written in a reserve then become one type conclusion and explanation that maybe you never get just before. The The Substance of Style: How the Rise of Aesthetic Value Is Remaking Commerce, Culture, and Consciousness giving you yet another experience more than blown away the mind but also giving you useful info for your better life within this era. So now let us teach you the relaxing pattern at this point is your body and mind is going to be pleased when you are finished reading through it, like winning a game. Do you want to try this extraordinary wasting spare time activity?

Download and Read Online The Substance of Style: How the Rise of Aesthetic Value Is Remaking Commerce, Culture, and Consciousness By Virginia Postrel #XB2WZO9TGRU

Read The Substance of Style: How the Rise of Aesthetic Value Is Remaking Commerce, Culture, and Consciousness By Virginia Postrel for online ebook

The Substance of Style: How the Rise of Aesthetic Value Is Remaking Commerce, Culture, and Consciousness By Virginia Postrel Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Substance of Style: How the Rise of Aesthetic Value Is Remaking Commerce, Culture, and Consciousness By Virginia Postrel books to read online.

Online The Substance of Style: How the Rise of Aesthetic Value Is Remaking Commerce, Culture, and Consciousness By Virginia Postrel ebook PDF download

The Substance of Style: How the Rise of Aesthetic Value Is Remaking Commerce, Culture, and Consciousness By Virginia Postrel Doc

The Substance of Style: How the Rise of Aesthetic Value Is Remaking Commerce, Culture, and Consciousness By Virginia Postrel Mobipocket

The Substance of Style: How the Rise of Aesthetic Value Is Remaking Commerce, Culture, and Consciousness By Virginia Postrel EPub

XB2WZO9TGRU: The Substance of Style: How the Rise of Aesthetic Value Is Remaking Commerce, Culture, and Consciousness By Virginia Postrel