



PANTONE®
The 20th Century in Color

by Leatrice Eiseman and Keith Recker

Pantone: The Twentieth Century in Color

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Pantone, the worldwide color authority, invites you on a rich visual tour of 100 transformative years. From the Pale Gold (15-0927 TPX) and Almost Mauve (12-2103 TPX) of the 1900 Universal Exposition in Paris to the Rust (18-1248 TPX) and Midnight Navy (19-4110 TPX) of the countdown to the Millennium, the 20th century brimmed with color. Longtime Pantone collaborators and color gurus Leatrice Eiseman and Keith Recker identify more than 200 touchstone works of art, products, decor, and fashion, and carefully match them with 80 different official PANTONE color palettes to reveal the trends, radical shifts, and resurgences of various hues. This vibrant volume takes the social temperature of our recent history with the panache that is uniquely Pantone.

Pantone: The Twentieth Century in Color Details

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From Reader Review Pantone: The Twentieth Century in Color for online ebook

Robin says

An interesting exploration of the trends in color, art and design over the past 100 years. Being Pantone, the emphasis is of course color, but the evolution of design is beautifully portrayed, from Arts and Crafts, Art Deco, Bauhaus, Mid-Century Modern, psychedelia, even to the grunge style of the 1990s. A must-read for artists, designers, photographers or stylists.

Tam G says

I found the idea of this very interesting. History and culture create and influence groups of colors, particularly design and art. The best of this book does this. It examines designers, artists, industries, art movements, people-movements and makes a palette of them. It's interesting.

Of course, a lot of this is inspired opinion. In its best moments it's very interesting. In its worst it over-narrates history and under-reports art.

Ashley says

Love it, every designer must read this and anyone who loves the arts/pop culture! I recommend this to everyone

Deborah says

The title is a bit misleading - the book does not describe holistically the colors and trends of the 20th Century; The author's admit this in the introduction. What it does provide are fascinating snapshots of events, people, trends - all underlined with the colors surrounding them (and influencing future color choices). A beautiful book, enjoyable, fun to share and a great springboard for further discovery.

Joseph says

I want to give it four stars, but I had to ding it just because completely ignoring the impact of comic book art when talking about color palettes in the 20th Century is just egregious. The closest they come is talking about Andy Warhol's repurposing/riffing on pop art, but no mention of the Marvel comics effects on pop art of the 1960s? Jack Kirby? Steve Buscema? Moebius? Just plain weird.

Meg says

Fascinating to see the changes in color palettes over the decades

Angela says

If you're obsessed with colorful things, paint chips, or color theory, or just want a cool coffee table book, this is IT.

Jesse says

What an amazing lens on American history. Leatrice Eiseman has been a major influence of my understanding of color, second only to Johannes Itten. And maybe also my college professor of color theory, who bore an adorable resemblance to Tangina, the medium from the film Poltergeist.

This book takes the 1900's one decade at a time, with 8 color palettes per decade that show the influence of color in society—or is it the influence of society in color? Hard to say, but easy to read. If only I worked in Hollywood or a museum, where I could apply some of these discoveries to my work. Nevertheless, this will be a vital resource for some future design projects. I'm sure of it. But at the end of the book it truly was about the history of America. A perfect election-season read, because it helped keep me from descending into our current political campaign cynicism.

Anyone want to gift me \$2,000 so I can attend Leatrice's annual color retreat & workshop?

Alex says

Indispensable for any designer

Elizabeth says

Iconic Pantone deconstructed!

Lorenzo Diaz campos says

En tan solo unas décadas la palabra Pantone se ha convertido en sinónimo de acuerdo, de patrón, de estándar. Son pocas las personas en el mundo del diseño que no solo sepan de qué se trata, sino que lo usen cotidianamente para definir lo indefinible con palabras: el color.

Y aunque todos tengamos claro que el cielo es azul es muy difícil saber qué color nos viene en mente cuando hablamos de azul cielo; y si definir un color es tarea complicada tratar de capturar la esencia de un siglo a

través de los colores parecería tarea imposible. Algo es cierto, desde que Lawrence Hebert concibió el concepto de Pantone el mundo cambió y ahora definir los colores se ha vuelto cosa de todos los días. Pocas palabras y 8 paletas de colores repletas de imágenes hacen lo imposible. Definir 10 décadas con tan solo colores y capturar en ellos los momentos históricos, sociales y políticos que definieron el curso de la humanidad es un gran reto. Asombroso como los autores lo logran y sorprendente la validez de una gran número de estas propuestas. Es lugar común decir que todos los colores están ya inventados, ¿estarán ya definidas también todas las paletas de colores?

Bookish says

Take a lovely romp through the 20th century and see the decade's color palette too.

Shannon says

This was not as insightful or detailed as I had eagerly anticipated.
Makes a great coffee table book that is engaging for guests to glance through.

Kathleen says

kind of dull

meg says

pretty.
