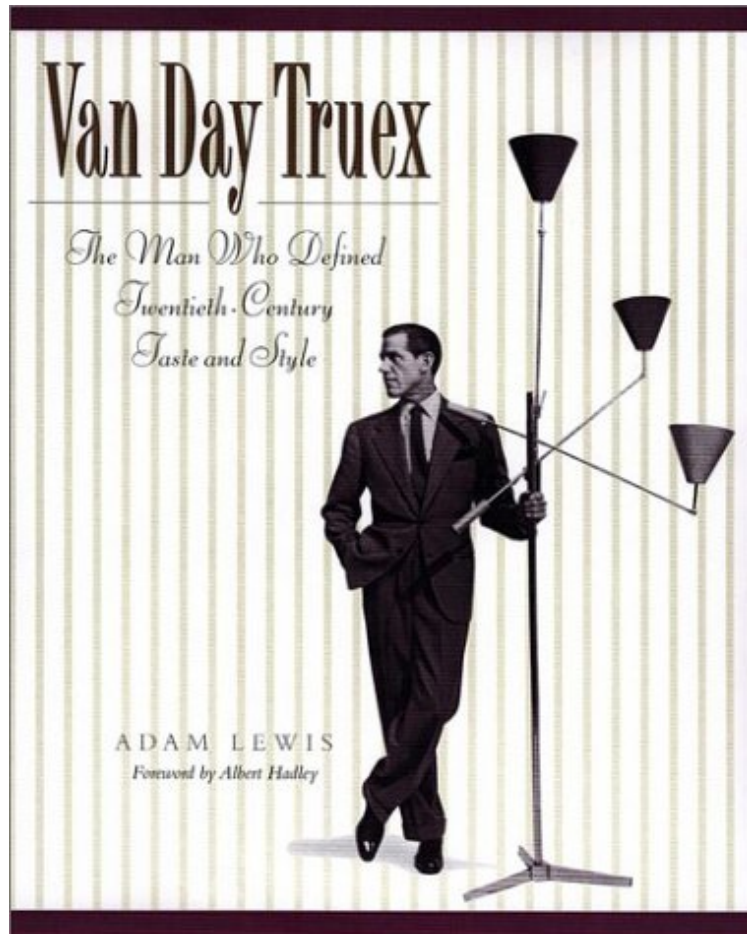


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Van Day Truex: The Man Who Defined Twentieth-Century Taste and Style

Adam Lewis

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Adam Lewis : Van Day Truex: The Man Who Defined Twentieth-Century Taste and Style before purchasing it in order to gauge whether or not it would be worth my time, and all praised Van Day Truex: The Man Who Defined Twentieth-Century Taste and Style:

0 of 0 people found the following review helpful. The 20th c. tastemaker that the world has forgotten...By Michele S. To learn from the author that even the librarians at Parsons School of Design didn't know who Truex was is a tragedy - possibly the most influential man in design for decades until his death in the late 70s! He even introduced Albert Hadley to Sister Parish. Truex was a man of refinement, class and overall good taste. In running both the NY School of Fine Applied Arts (later Parsons) in both NYC and Paris, he taught a generation how to be inspired by the past and by nature. Effortlessly debonaire, and a favorite of the rich and powerful, he left a lasting impression on the school and on the product and interior design for Tiffany's. I'd say it was about time that someone did a fitting

biography of this fascinating man - and this what it! In this book is a tale of a man who came from a rough scrabble and tortuous Midwest childhood and persevered to become an elegant and erudite taste maker. 2 of 2 people found the following review helpful. taste and style By sam dennis story of an influential mid 20th Century man of great elan. a review of influential personalities who came to define a certain high style of interior decoration and it's history. written without much humor but insight of the man who formulated present day Parsons School and on as design director of present day Tiffany and Company. full of illustrations and candid snapshots. should be required reading for all design students. 0 of 0 people found the following review helpful. Story of a "Tastemaker" By Kent Shawver Enjoyed this book about a Kansas boy who made it in the world of fashion in Paris and New York

Van Day Truex is widely regarded as the father of twentieth-century American design. Under his leadership, Parsons School of Design became the foremost school for interior design and fashion in the United States and he influenced generations of students entering these fields. But his greatest legacy beautifully chronicled in Van Day Truex is his long reign as design director at Tiffany Co., which he transformed into a model for unprecedented style and grace. Interior designers, architects, fashion devotees, and furniture designers will treasure this first-ever portrait of Truex. This magnificent volume illustrated throughout with color and black-and-white photographs is a glorious tribute to one of America's foremost designers and a fascinating biography of the man Brooke Astor called "one of the most charming men I ever knew."

.com Van Day Truex was born in Kansas, the artistically inclined son of a stern and intolerant shop manager. After the seemingly obligatory stint living with a sympathetic and worldly aunt in Wisconsin, he escaped to New York City and design school (quite against his parents' wishes), turning in a stellar performance at the institution that would become Parsons School of Design and immediately earning the notoriously hard-won approval of none other than Frank Alvah Parsons. Several hundred society introductions, garden parties, and black-and-white balls later, Truex found himself at the center of the international elite, one of the social register's most sought-after interior designers--not to mention one of the most prized dinner guests in New York and on the Riviera. As an enormously popular instructor at Parsons, and the school's president from 1942 to 1952, Truex influenced American interior design far beyond the rarefied circles of his friends and clients--Brooke Astor, Lady Mendl, Grace Bingham, and the like. And as director of design at Tiffany Co. from 1955 to 1962, arguably the store's heyday, Truex indeed had a hand in defining upper-class taste--he called it "design judgment"--or at least what went into the place settings on the dining tables of the very wealthy. Many of the designs Truex commissioned and developed for Tiffany's are still sold today as classics of the brand: the all-over wild strawberry china pattern, for example. Adam Lewis's illustrated biography is not particularly vivid, and details of Truex's work and design philosophy are scant compared to the exhaustive (and exhausting) descriptions of the charming, urbane decorator's endless social engagements. One must remember, though, that Lewis is writing about the man whose preferred color came to be known as "Truex beige." Perhaps the designer himself would have approved of the stilted style of Lewis's prose, but for those not instantly enchanted by minor high-society and interior-design intrigue, the book's studied humorlessness will make for dull reading. --Liana Fredley From Booklist In the world of twentieth-century interior design, the names of Lady Mendl (Elsie de Wolfe), Sister Parish, and Billy Baldwin have rightfully been designated style makers and trendsetters. But how about Van Day Truex? Through diligent research, Lewis reveals the life details of this once dirt-poor refugee from the Midwest whose devotion to simplicity (i.e., a kitchen only needs a stove, sink, and refrigerator) won him multiple converts among society and celebrities, especially because he was at that time one of the few men in the business. His work at Parsons School of Design advanced him to the pinnacle of success: consultant for design at Tiffany. Through world wars and personal enmities, his multiple talents--as painter, taste arbiter, decorator, author, and friend--held fast until his death in 1979. Riches in design resurrected. Barbara Jacobs Copyright American Library Association. All rights reserved About the Author Adam Lewis is a graduate of the Yale School of Art and Architecture and currently teaches and practices interior design.