



The Rise and Fall of Art Needlework: Its Socio-Economic and Cultural Aspects (Paperback)

By Linda Cluckie

ARENA BOOKS, United Kingdom, 2008. Paperback. Condition: New. Language: English. Brand New Book ***** Print on Demand *****. In the nineteenth century a new needlework style Art Embroidery gave rise to major commercial ventures of the time. The significance of these ventures is explored, particularly the contribution made by women employed in this industry. Auditing their working practices, then relating this to our understanding of gender history. These ventures stimulated the commercial side of embroidery in the late nineteenth century, by mobilising commercial activity through numerous agencies, department stores, depots and charitable institutions. A craft became a major industry, and in examining these important developments, the organisational structure of these enterprises, their marketing techniques in relationship to their predominantly female workforce, will be evaluated. The theme of business enterprise is a conduit which runs throughout, yet the work is not intended as an economic history, rather business history, as social history. The growth and development of Art Embroidery in Britain circa 1870-1890 will be explored giving special consideration to the support received from the art establishment in designing for and educating embroiderers. Initially designing for the massive church building programme being conducted in Britain, the immense popularity of medieval and...



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