

# **Modern Consumer Culture and the New City**

**I. Second Industrial Revolution**

**II. The Transformation of the New  
City.**

**III. Dreamworlds: Consumer Culture**

# Comparison of the First and Second Industrial Revolutions

## First Industrial Revolution

- 1700-1870
- Primarily England and Europe.
- Rural to urban shift
- Small-scale factories owned by individual.
- Coal, iron and textiles are major products.
- Produce capital goods

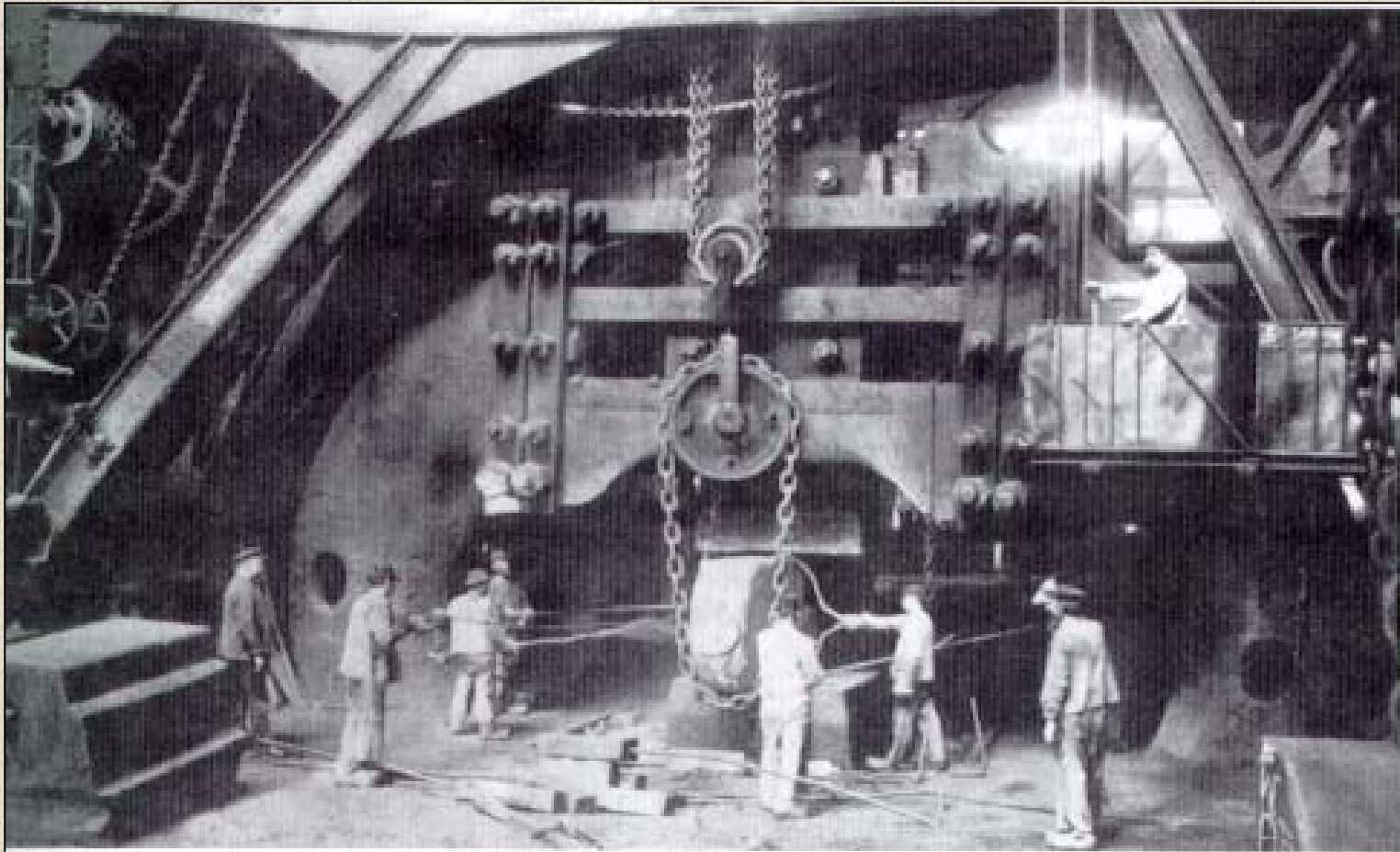
## Second Industrial Revolution

- 1870-1914
- Worldwide industrialization and intensification in Europe.
- Worldwide markets
- Corporations and stock holders.
- Electricity, steel, and chemicals are major products.
- Produce consumer goods.

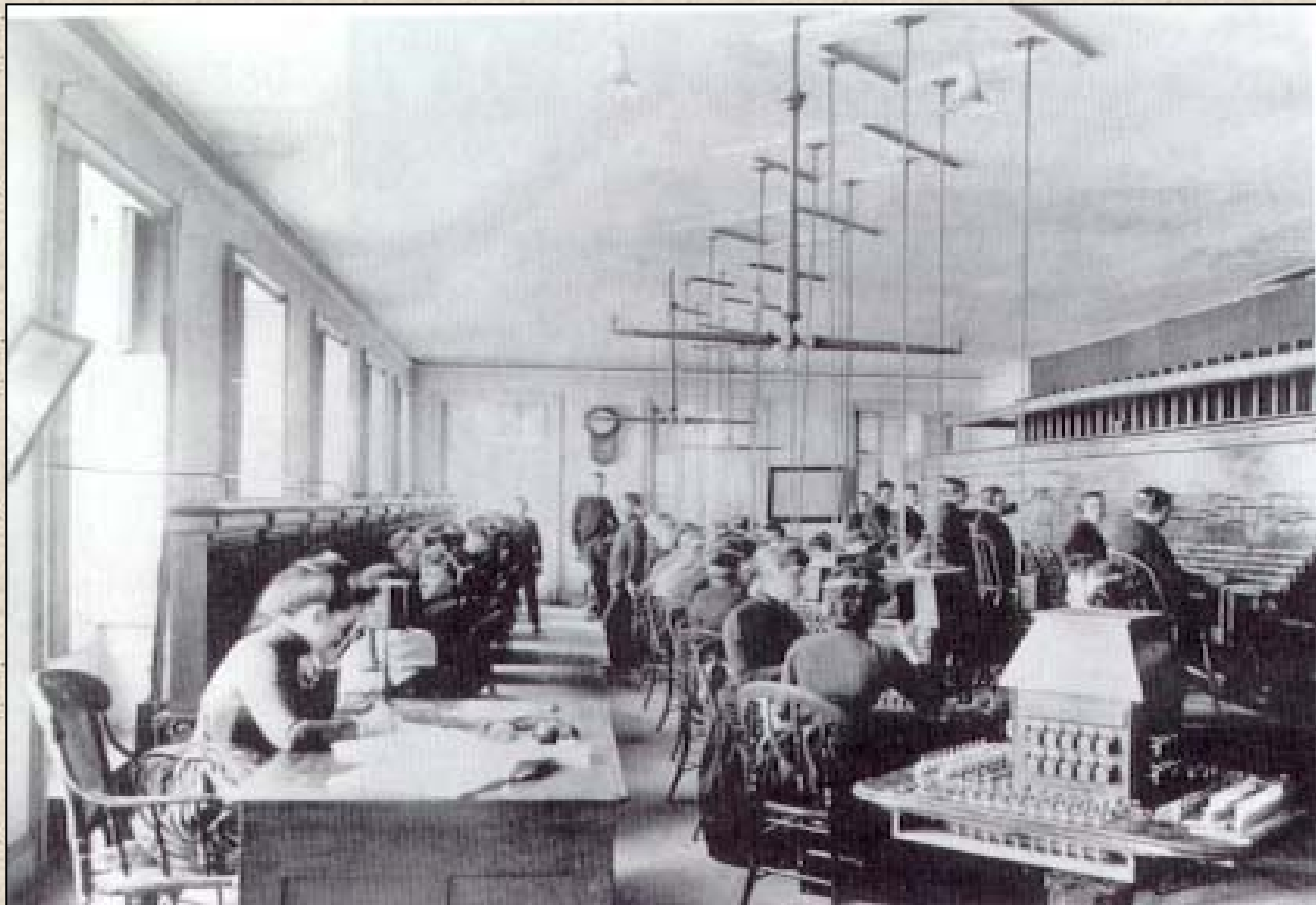
# **Monopoly Capitalism**

**The concentration of wealth into fewer and fewer hands leading to elimination of competition in business**

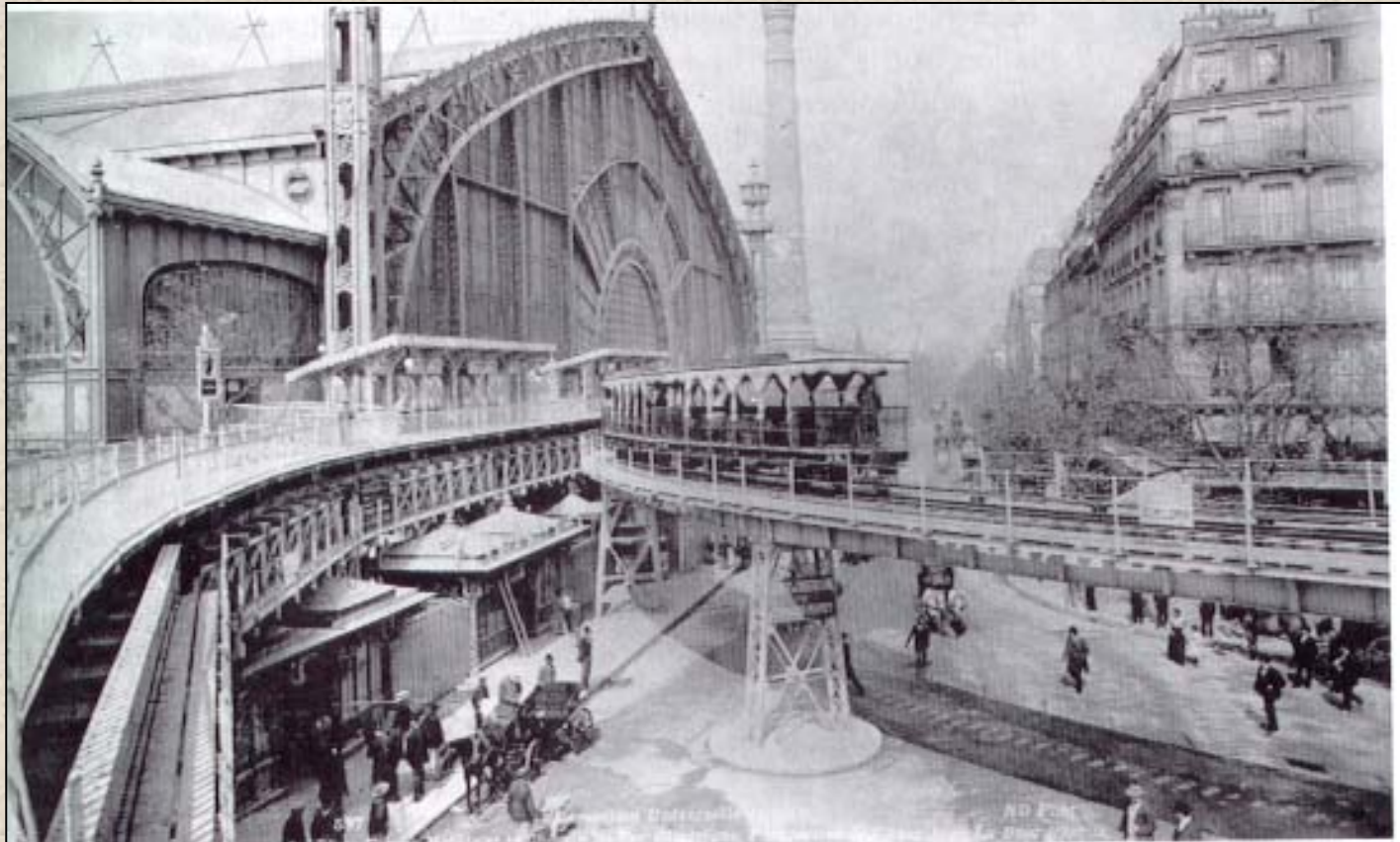
# Rise of the Steel Industry, Germany 1880-1914



# New Technologies: The Telephone, 1885



# The New City: Transportation: Paris in 1880s



# New Consumer Culture: Malls and Department Stores



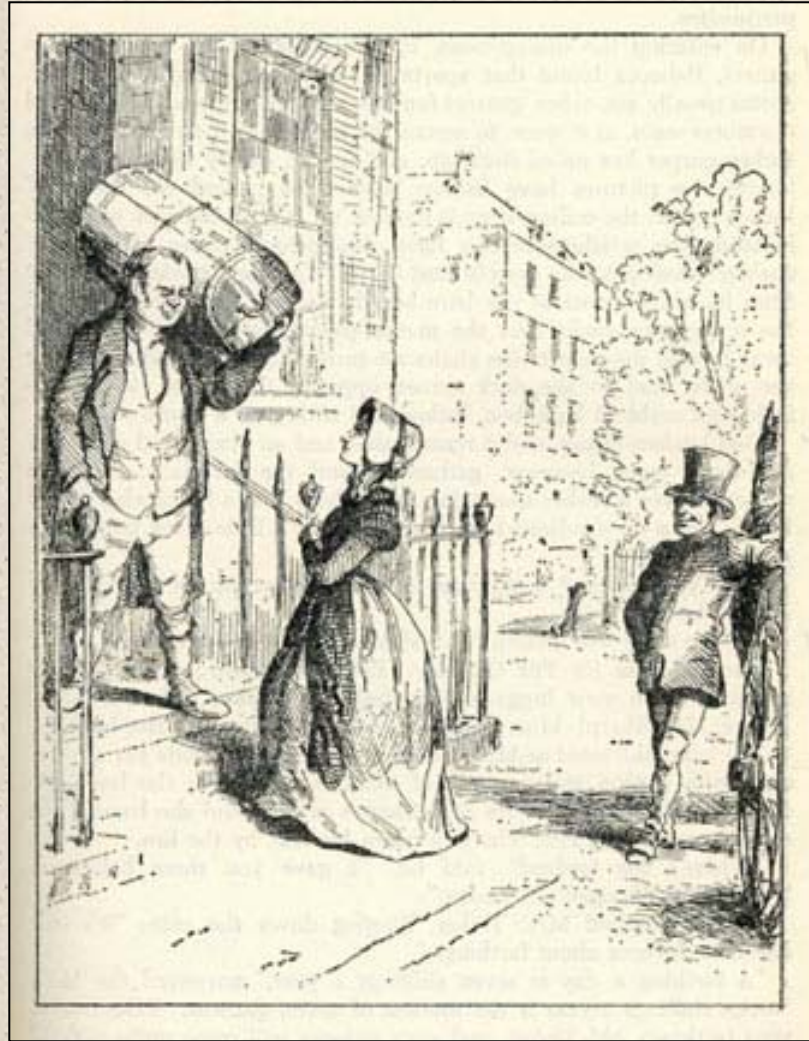
# Shopping Mall: Paris, 1911



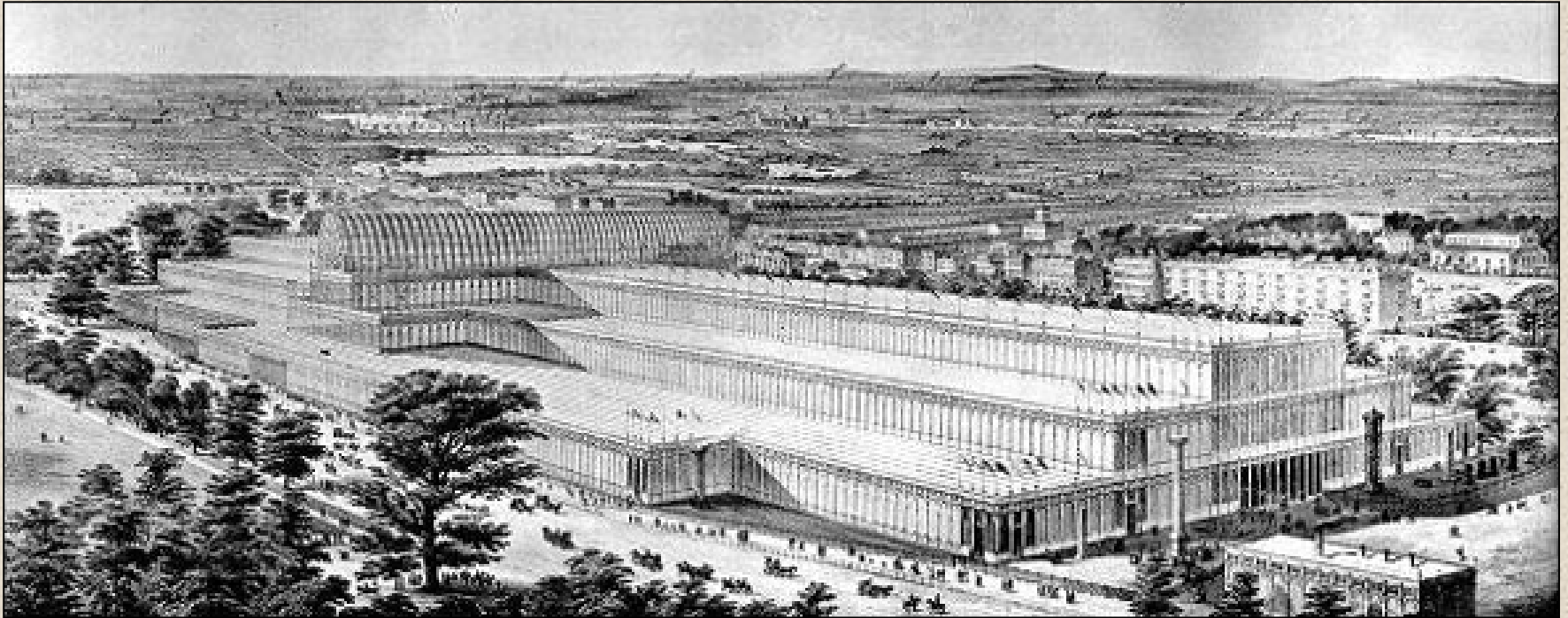
# Department Store: Paris, 1910



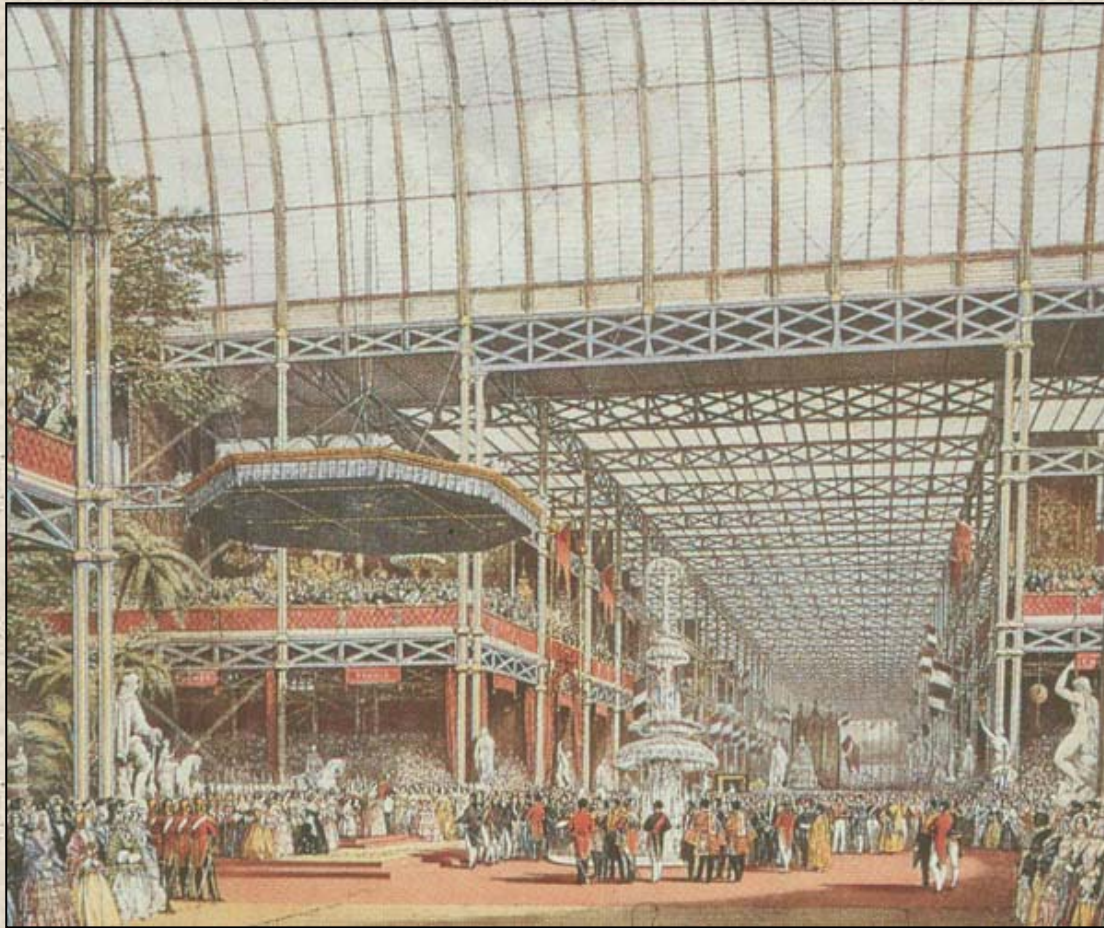
# New Mass “Yellow Press”



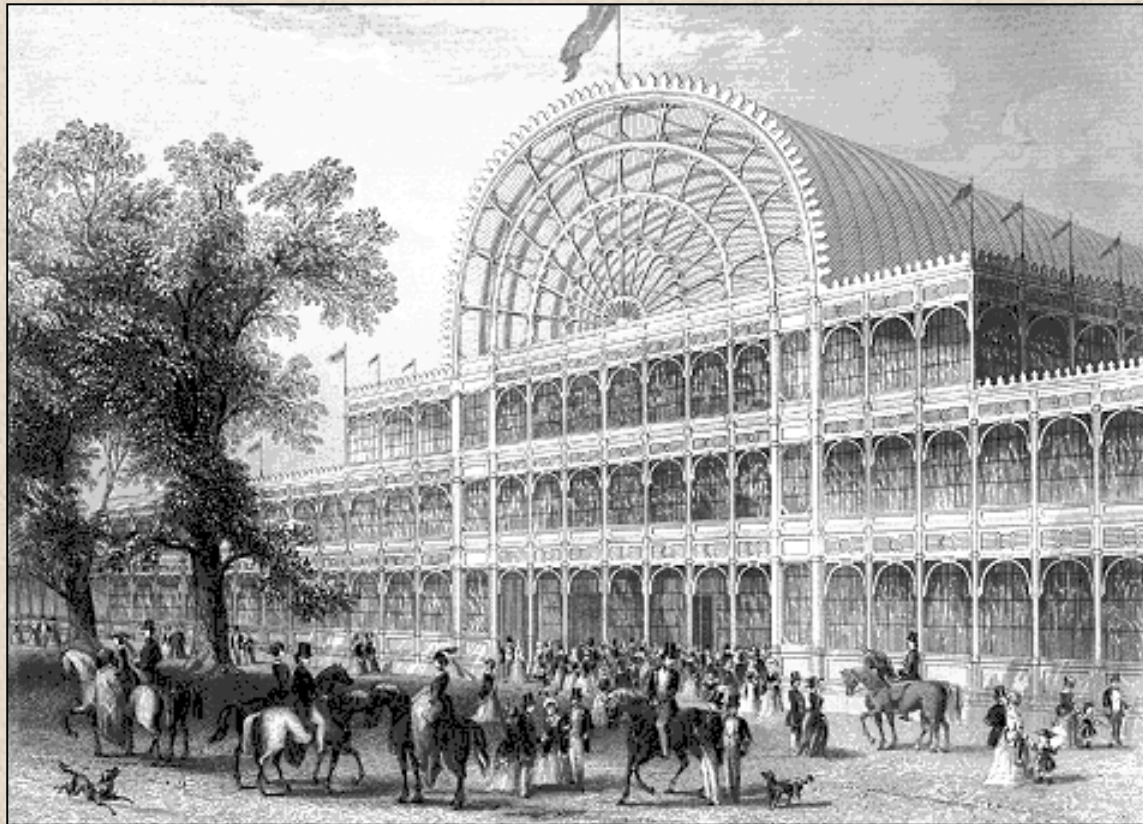
# Crystal Palace and Exhibition Grounds, London 1851



# Inside the Crystal Palace Exhibit



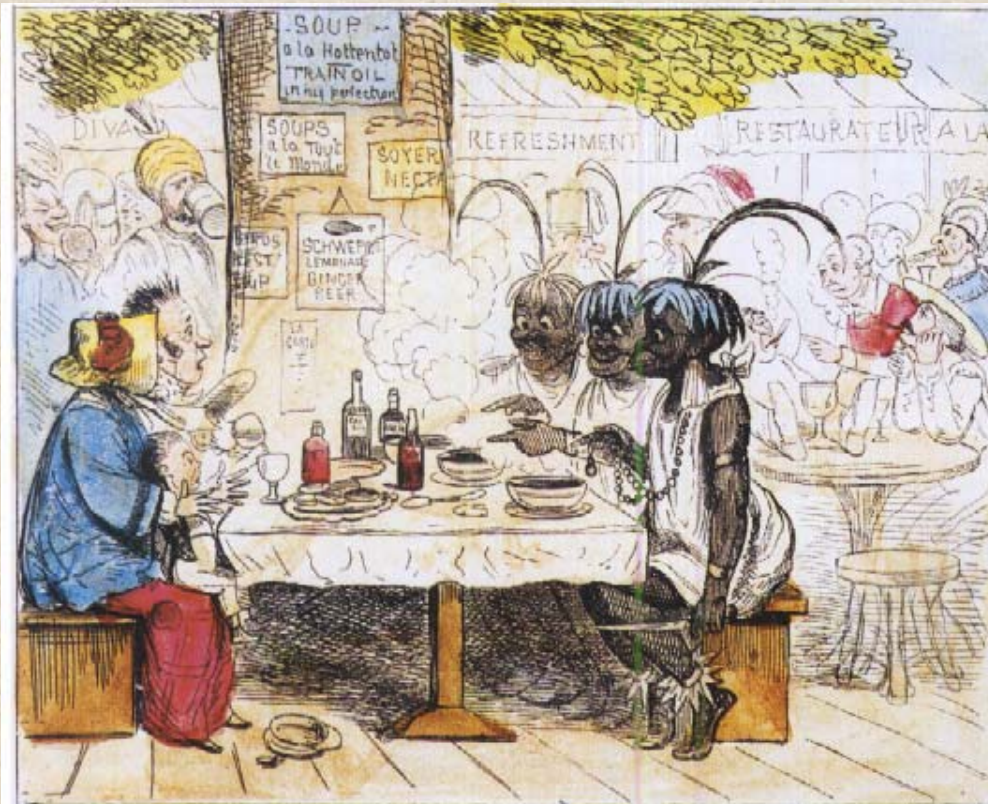
# Crystal Palace



# Inside the Crystal Palace Exhibit



# Representing Empire: Cannibal Islanders



They go to have some refreshment... a party from the Cannibal Islands after eyeing little Johnny, in a mysterious manner, offer a price for him.