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

<table>
<thead>
<tr>
<th>First Industrial Revolution</th>
<th>Second Industrial Revolution</th>
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<td>• 1700-1870</td>
<td>• 1870-1914</td>
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<td>• Primarily England and Europe.</td>
<td>• Worldwide industrialization and intensification in Europe.</td>
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<td>• Rural to urban shift</td>
<td>• Worldwide markets</td>
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<td>• Small-scale factories owned by individual.</td>
<td>• Corporations and stock holders.</td>
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<td>• Coal, iron and textiles are major products.</td>
<td>• Electricity, steel, and chemicals are major products.</td>
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<td>• Produce capital goods</td>
<td>• Produce consumer goods.</td>
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</table>
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
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.