

Contents

<i>List of Tables and Figures</i>	vii
Introduction	1
1 Corporate Identity: The Bauhaus in Dialogue with the Public	8
PART I	
Meeting the Public	
2 The Networks: How the Directors Shaped Perceptions	37
<i>Including: Politics and fun: Communicating the Meyer Bauhaus (by Dara Kiese)</i>	60
<i>Community building without Public Relations: the Mies era (by Dara Kiese)</i>	66
3 The Exhibitions: Promoting the Bauhaus Idea	70
<i>Including: Hannes Meyer's Wanderschau (by Dara Kiese)</i>	75
4 The Events: Staging the Bauhaus for the Public	85
PART II	
Designing Printed Matter	
5 The Propaganda: Graphic Design and the Printing/Advertising Workshops	105
6 The Money: New Typography in Everybody's Pockets (by Nele Heise)	120

7 The Prints: Books and Magazines in the New Typography 137

PART III
The Voices of the Others

8 The Media: Monitoring Press Coverage 159

9 The Commentaries: Instrumentalizing the Press Response 185

10 The Periodicals: Successful Agenda Setting 198

Conclusion 217

Notes 223

Bibliography 263

Index 283