Contents

	List of Tables and Figures	Vi
	Introduction	1
1	Corporate Identity: The Bauhaus in Dialogue with the Public	8
PA	ART I	
M	eeting the Public	
2	The Networks: How the Directors Shaped Perceptions	37
	Including: Politics and fun: Communicating	
	the Meyer Bauhaus (by Dara Kiese)	60
	Community building without Public	
	Relations: the Mies era (by Dara Kiese)	66
3	The Exhibitions: Promoting the Bauhaus Idea	70
	Including: Hannes Meyer's Wanderschau (by Dara Kiese)	75
4	The Events: Staging the Bauhaus for the Public	85
	RT II esigning 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



vi	Contents	
7	The Prints: Books and Magazines in the New Typography	137
	RT III e 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 Bibliography	223 263

283

Index