

This essay on the "Americanization" of cubism through fashion gives an interesting insight to how high art and low art can interact, and how the public can change the meaning of various high art styles and lingo. In this essay the author addresses how the marketing of fashions as cubist and futurist after the Armory Show introduced America to the European avant garde which, in turn, led to more interest in women suffrage and the feminist movement.

The aspect of this essay that I found the most interesting was the redefining of the word "cubism" as it grew and changed among the American public. Cubism became a "catchall" term for the European avant garde, while futurism came to define what cubism originally referred to. Mainly in fashion, but also in other commodities such as hair products, decor, and household items, the term cubism was being attached to everything that could be sold to attract more attention to them. Eventually Americans began associating cubism with American ideals and merchandizers started promoting cubism as uniquely American with its bold lines and surprising colors.

Should art be redefined over and over based on the attitudes and sway of the public? Is it now valid to associate cubism with American democracy and freedom even though that is not where cubism began?