Contents

Making Europe: An Introduction to the Series ix

Acknowledgements xvii

Introduction **1**

Part I The Nineteenth Century: Shaping New Technologies

1. Poaching from Paris **13**
Made in Paris, Made in Europe 18
Copying & Pasting Paris 23
The Sewing Machine at Work 29
Paper Patterns as Tools 36
Tweaking Paris 40

2. Creating European Comfort **49**
Inventing Individuality 54
Heating the Home 58
German Chairs & Persian Carpets 61
Demonizing Dirt 66
Cooperatives & Home Inspectors 71
Muckraking & Social Engineering 76

3. Crossing Borders—in Style? 83
Class & the Train Compartment 87
Fighting for Passengers' Rights 90
Middle-Class Infrastructures 96
Imperial Tracks 101
Emigrant Corridors 108
Stuck at the Border 117

Part II After The Great War: Who Directs Technology?

4. Bicycling & Driving Europe 125
Liberal Britain & Iron Horses 131
The Bourgeoisie & their Bicycles 135
Bicycles as Proletarian Shoes 145
Contesting the Urban Machine 152
"Death of a Cyclist" 158

5. Eating around the Continent 163
"Homemade" & Self-Esteem 169
At Home with Colonial Foods 174
Feeding the Common Man in Poland 183
Manufacturing Balkan Authenticity 187
Supermarket U.S.A. Meets Europe 192

6. Living in State-Sponsored Europe 197
Cooling the Cold War 201
Users United 204
Designers & Imagined Users 209
Home Economists Speak for Users 215
The Contested Kitchen 222

Part III Beyond The 1960s: Users Empowered?

7. Saving the Nation, Saving the Earth 235
Salvage & Recycle 238
The Fatherland Deploys Waste 245
Waste, War, & Nazi Politics for Europe 251
Creating, Repairing, & Crafting 255
Going Green—Locally & Globally 262

8. Toying with America, Toying with Europe **273**
Corporate Toys & Middle-Class Boys 276
Crafting, Designing, & Girls at Play 281
Blue Jeans & Cold War Countercultures 289
Copying, Pasting, & Sharing Technology 296
Demanding Internet Access for All 307

Conclusion **317**

Endnotes 327

Bibliography 357

Illustration Credits 391

Making Europe: Series Acknowledgements 397

Index 399