**Victor Margolin (1941-)**

Victor Margolin is Professor Emeritus of Design History at the University of Illinois at Chicago, and a founding editor of *Design Issues* (MIT Press).

From 1959-63, Margolin studied for a BA in literature and film history and production at Columbia University in New York, and the following year he went to France for a year as a Fulbright Scholar at the Institute of Higher Cinema Studies, Paris. His first book, *American Poster Renaissance: The Great Age of Poster Design, 1890-1900* was published in 1975, to be followed the following year by his edited book *Propaganda: The Art of Persuasion, WW II*, which waslauded by AIGA (the American Institute of Graphic Arts). In 1979, his co-authored book *The Promise and the Product: 200 Years of American Advertising Posters* was published by Macmillan, and the same year he embarked with what he claims was the first PhD in Design History awarded in the USA, ‘The Transformation of Vision: Alexander Rodchenko, El Lissitzky, and László Moholy-Nagy as Graphic Designers, 1917-1933’ at the Union Institute, Cincinnati, Ohio, a distance-learning institution established in 1964 and was accredited by the Higher Learning Commission of the North Central Association of Colleges and Schools in 1985. Margolin was awarded his PhD in 1981, and it was published as *The Struggle for Utopia: Rodchenko, Lissitzky, Moholy-Nagy, 1917-1946* by the University of Chicago Press in 1997. In 1982, Margolin started teaching at the University of Illinois in Chicago, where he stayed for the rest of his career, serving as Department Chair (1990-1993) and Director of Graduate Studies (2000-2001) before retiring in 2005.

On arrival at the University of Illinois, he joined the development group for what was to become *Design Issues* (1984-). Margolin edited the journal for three years and has remained as a co-editor ever since. Many of Margolin’s publications either have appeared in *Design Issues* or are derived from it, as part of a series of selections of republished material from the journal. These include *Design Discourse: History Theory Criticism*, which Margolin edited as well as writing the introduction and closing chapters.

The Idea of Design, (Cambridge, MA: MIT Press, 1996). Co-editor.

Discovering Design: Explorations in Design Studies (Chicago: University of Chicago Press, 1995).

Co-editor.

Margolin contributed to a debate about what design history should be [See DHR]

Margolin’s later publications are retrospectives. *The Politics of the Artificial: Essays on Design and Design Studies* reprints a selection of his essays alongside reviews and conference papers while something of Margolin’s wit is evident in his workplace display of mass-produced objects commemorated in a book *Culture is Everywhere: Selections from the Museum of Corntemporary Art* (Margolin, 2002). He is currently working on a survey *World History of Design*, forthcoming in two volumes. His papers are held at the University of Illinois at Chicago Special Collections.

See:

Margolin, Victor (2002) *The Politics of the Artificial: Essays on Design and Design Studies* (Chicago: University of Chicago Press.

Margolin, Victor, ed. (1989) *Design Discourse: History Theory Criticism* (Chicago: University of Chicago Press).

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