

[Mad Men Design ... For Reals](#)

The post-war boom, when Cold War went carefree, silhouettes were slim and we could fit them, consumerism was a good *ism*, and the future looked brave. Its aesthetic—and optimism—is for sale in *Smart Sells, American print advertising in the 50s and 60s*, a hot-off-the-presses book set from Taschen that reproduces scores of clever print campaigns from when the “Big Idea” was king, pushing everything from girdles to guns.



As for the decorative arts, [NYC20](#), a new design fair comprised of 36 20th-century art and design dealers from online emporium 1stdibs, makes its debut April 13-15 (in a tent at Lincoln Center). Among the standouts is Los Angeles-based Reform Gallery, which in collaboration with Jonathan Goldstein, has brought a booth filled with pieces designed by Paul McCobb.

McCobb *who*? Exactly. This is the first major McCobb show to come to New York: surprising considering he was a Mid Century Big Boy who not only disseminated his designs through New York City’s Modernage Furniture and had his own popular furniture line in the 1960s (designing everything from wallpapers to typewriters), but who also created the set for the nation’s first network morning news show—*The Today Show*.