The genesis of twentieth-century design. The turn of a century invites introspection. As one century closes and a new one begins, writers and artists begin to question conventional wisdom and speculate on new possibilities for changing the circumstances of culture. For example, the end of the eighteenth century gave birth to a new category of typeface design, which is still called the modern style two hundred years later. At the same time, the neoclassical revival of Greco-Roman forms in architecture, clothing, painting, and illustration replaced baroque and rococo design. This glamorous decade was the heyday of interior designers, a new profession who were employed to create fantasy rooms for lavish cocktail parties and royal patrons. In this article, Style. Influences. The names. At the time. Get the look. What to invest in. Where to see it. Further reading. In the home, modernism was taking off in Europe with the setting up of the Bauhaus, and shocking the world with its pared-down austere look. 20s and 30s Style by Michael Horsham (Grange Books). Interior Design of the 20th Century by Anne Massey (Thames & Hudson). In Lifestyle. Art deco. Elsewhere on the web. The Twentieth Century Society. Victoria & Albert Museum. The BBC is not responsible for content on external websites. Interior Design Ideas. Celebrity Picks. Staff Picks. Explore the modern age of design in this Bibliotheca Universalis edition of the 20th century’s key movements and trends. Featuring countless works from around the world, this is an essential compendium for design aficionados everywhere, with star turns including De Stijl, Dieter Rams, Charles and Ray Eames, and Philippe Starck. An A–Z of designers and design schools, which builds into a complete picture of contemporary living. Lushly illustrated, this is design in the fullest sense. The author.