When Does Post-Modernism Begin?


Cuban Missile Crisis, October-November 1962: nuclear brinkmanship. The Cold War peeks.

"Open University" initiates television-transmitted courses, 1963-65; the medium that brought "the news from nowhere" now brings "knowledge from nowhere."

Andrew Sarris, "Notes on the Avant-Garde Theory in 1962," Film Culture (Winter 1962/63); Trautman's theory—that the director is the "author" of his film—enters the English language press: the personification of the medium.


Betty Friedan, The Feminine Mystique, 1963, the women's movement begins anew.

Dr. Martin Luther King, Jr.'s "I have a dream" speech, 1963, rediscovers America.

"The crisis of all crisis"—the industrial breakdown of the fifties.

The "60s" when specialty units for intensive care of critically ill and injured patients—first established at the 18th annual Critical Care Symposium, San Francisco, Feb. 27-29, 1963.

Cal Tech's J. Robert Oppenheimer discovers quarks, "quantum subatomic sources"—brighter than anything known before; remnants of the ancient universe.

Video sculpture pioneered, 1963, in the United States by Nam June Paik and other artists.

Powers into style begins, 1963 (according to Gert Schilling), 1964 (according to Claudia Levi Strauss). The conventional '60s, central to the modern, which was considered broad. It continues to dominate the century despite the efforts of Robert Venturi and N. Dupree. Each time an American newspaper publishes "the end of the world," it is a pronouncement that the world has not ended, according to N. Dupree.

"Age is dead," Joseph Albers, 1963, writing to Harold Rosenberg.

"Expressionism is dead," Leo Steinberg, 1963.

French Ministry of Culture closes and recovers Louvre, 1963, the end of the beginning: a new age of archaeological responsibility.

Direct "hot line" established between the White House and the Kremlin, 1963, proving that the Cold War has peaked with the Cuban Missile Crisis.

March on Washington, August 28, 1963, biggest demonstration in Washington; the new generation demonstrated that racial civil rights must now be addressed in America.


"The Great Civilized Commonwealth," Scientific American, January 1964, the "split brain" with its two conscious worlds signals the end of behaviorism and the revaluation of non-linear thinking.
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"The top five singles and two albums were all by the Beatles. April, 1964, the media of culture by numbers is reached according to Sidney Zinov—Richard Schurack, Intimate Stranger The Culture of Celebrity (1960):333.


60 Leslie Fiedler, "The Death of Avant-Garde Literature." New York Herald Tribune Magazine, May 17, 1964. "For the literature major and his wife, along with the second generation literature majors who are their children, constitutes the new middle-brow audience, whose appearance testifies to the technical exhaustion of the avant-garde."


58 JohnDrum brings Paul Butterfield out to back him on electric guitars at the Newport Folk Festival, 1964, to blister, bears in Peter Seeger's eye, signifying a generational change.

57 "Widespread purchase of color receivers begins in the United States in 1964." The second generation of commercial television begins.

56 Andy Warhol, Retros Box exhibition, Stable Gallery, New York, 1964. The real Andy Warhol stands behind Arthur C. Danto calls it "entering the post-abstract phase."

55 Marshall McLuhan, Understanding Media, 1964. Leads to the discovery of McLuhan, publishing since the 1840s, by Americans readers.

54 The Ismen begin to win in the "silly Western," pioneered by the spaghetti Westerns, themselves led by Sergio Leone's flamed up no painting of Jet West (A Fistful of Dollars), 1964, starring "The Man with No Name." (Cf. [Endnote].)

53 "The exact date of the collapse of the rule of modernism is difficult to determine... Or 1964 and the construction of coexisticism called Secrench, whose architect, Charles Moore, created that mode and plate-glass windows and instead based his design on form/nature California houses."—Waldy N. Scharwyn, writing in 1992.

52 The shift of American politics and dynamics to west of center, 1964, with the nomination of two southwestern presidential candidates—John Luccio, Outgrowing Democracy (1965):322.

51 Estimated date at which California passes New York as the most populous state, circa 1964 (verified by 1970 census indicates New York is now 95,385 as New York was 1964.


49 Chinese nuclear bomb test, October 16, 1964, nuclear proliferation to the Third World takes First and Second Worlds by surprise.

48 Strum Singing: "Notes on Camp." Penthouse Review, Fall 1964, is a latently, non-linear, interrogatory, and intentionally incomplete article. This article is Wilfrid Kramer's for the birth of Po-Mo. "The whole point of camp, Misa Singing wrote, is to defecate the serious," thereby defining the spirit of postmodern culture.

47 Flight to stop Disney's Musical Ring at noon with its moves road through Sesame National Park begins to commercialize the Sesame Club and inaugurates ecological activism, 1964.

46 "Between 1953 and 1956... the nation's values changed."


45 March 10, 1965: first space walk: Aleksei A. Leonov of the Voskhod 2, stowe astronaut the first step beyond earth.

44 Tom Wolfe, The Kandy-Kolored Tangerine-Flashed Streamline Baby, 1965, the New Journalism begins the search for new institutes of the author.

43 Ralph Nader, Unsafe at Any Speed: The Designed-In Danger of the American Automobile, 1965, again on General Motors hate-banded, the consumer movement begins.

42 Sudden death of David Smith, the last great pure sculptor in modernism, 1965, when he rolled his steel truck off a curve near Hamington, Vermont, after Smith, large-scale metal sculpture would increasingly be fabricated by technicians for the artists.

41 University of British Columbia "Median in the Message" multimedia performances, 1965, illustrates McLuhan's dictum and leads to a generation of expectations elsewhere (see Time magazine's report of the event and in Vancouver art: InterMedia Theatre, Pacific Cinema) (Co-op Radio).

40 Leslie Fiedler, "The New Humanist," Penthouse Review, 1965: "the post-humanist, post-sex, post-white, post-barbaric world is a post-fetish world by the same token..."

39 Rising middle class expectations, circa 1965: the Baby Boom generation begins to come of age and demand spiritual satisfaction, physical gratification, and artistic expression instead of more "consumer models" than Richard Schurack's phrase.

38 "The ideal of a broad education for students want down the drivel with the explosion of academic activity and disciplines in the 1960s..."—David Sorkin writing in the Globe and Mail, November 14, 1987.

37 Breakdown of the previous distinctions between painting and sculpture, e.g., into Routes. No. 11. Landscape with Camouflaged Civics, 1962, made of vacuum-formed butyrate plastic painted with acrylic but looking like a landscape seen through a window and hugging on a wall: it could be either.

36 Replica of Marcel Duchamp's Large Glass (1917-23) by Richard Hamilton, built and exhibited at Newhouse-Staten-Tyne, 1965 (Tate Gallery declines to drop it on the floor and shatter it to complete the effect of the original, dropped accidentally in 1966). The cumulative expression of modernist high art begins.

35 The waning of New York. circa 1965: the diaspora of intellectuals, writers and artists to the campuses of America; the cost of living in Manhattan leads to less experimentation and the showcasing instead of work developed elsewhere: the dominating politics of the National Endowment for the Arts (NEA) and Humanities (NEH); Leonard Wolff, New York, Culture Capital of the World, 1949-1969 (1980):34.

34 "In 1981 the famous 'cosmic microwave background radiation' was discovered by Anne Penrose and Robert W. Wilson at Bell Labs and explained by Robert Schurack's group at Princeton. Predicted by the Big Bang theory, this was striking evidence for an expanding, cooling, slowing, decelerating universe.

33 James Baldwin gives up as American, leaves 1965 to return to France in 1977 after which he contributes the 1979-94 "The end of the war" world. But the end of the war world is not the end of the world."

32 Joseph Beuys performs his first Airtron: How to Explain Pictures to a Dead Horse at Galerie Schrader, Dusseldorf, November 26, 1965. With his first shammonic performance, Beuys initiates the synthesis of art and its relationship with a reconstituted nature.
famous book about a small village in England that is surrounded by a lake. The author of this book also wrote another book about a town in France.

20 The author of the book about the village in England also wrote another book about a town in France.

21 The book about the village in England was published in 1900, the same year as the book about the town in France.

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