



Styling the 20th Century

Book Review of Siglo 20: A Century of Style and Design in the Philippines

Albert Julius Aycardo, Jr.

SIGLO 20 by Dr. Gerard Lico juxtaposes art and history in a captivating chronicle of how art mirrors a nation's journey through the passing of time. The narrative can be described as the Philippine's quest for self-determination throughout the 20th century. The content interlaces global, socio-economic, political, and ideological changes and examines its implications. It exhibits how these agents of change seep into daily life and contend with an enterprise of thoughts. The result was a unique atmosphere for Filipino artists and designers to navigate through their work. The book does not hold back in what its content presents; giving a clearer picture of how social values, conventions, and norms have changed. Evolutions of identity, aspirations, and cultural values are presented through the language of design. The book offers a portrayal of history through the lens of architecture, film, fashion, and media.

Discerned curation captures the evolution of the arts and the influences that pushed these mediums forward. The collection of rich visuals paired with insightful write ups traces the lineage of Filipino styles categorically. Its vast catalog delves deeply into the decades of development in both artistic and technological aspects.

The decades of the 20th century are fleshed out with a collection of highlights. To name a few, these include the first Filipino film, early works of National Artists, and the popular culture figures and icons of the times. The book treats its readers with a plethora of rich and interesting anecdotes of history that remain significant today. They reveal how past cultural movements shape contemporary culture, tastes, and customs.

Thus, most if not all readers can relate to the content of the book. The discussions elaborate on how these artists pushed local imagination and sensibilities forward. It points out how these ideas and creations emerged in efforts to reclaim a National identity in a post-colonial world. And thus, highlighting the inheritance that creative heritage leaves for future works to build upon. The book celebrates the enduring power of Filipino creativity and how it touches our lives over the past 100 years. *SIGLO 20* reminds us that the story of a nation can also be told by creative works, everyday objects, and spaces that its people create.

Siglo 20

Author: Gerard Lico

Year Published: 2024

Publisher: Arc Lico / UP Architecture

ISBN: 9786219685313

No. of Pages: 391