

MODERN LIVING & SUBURBIA

Housing: From War & Industry to Mass Production to Custom Masterpieces

Beatriz Colomina's Domesticity at War; Alice Friedman's American Glamour
 "Modern architecture is inseparable from war. It recycles the techniques and materials developed for the military. The postwar form of domesticity turns out to be a powerful weapon. Expertly designed images of domestic bliss are launched to the entire world as part of a carefully orchestrated campaign." - B. Colomina

Engineering & War Time Production

Dymaxion House, Buckminster Fuller, 1927-29

Prototype built at Wichita, Fuller, 1945 (p.267)

Lustron Steel Houses, 1948-51, Carl Strandlund & Curtiss-Wright airplane factory in Columbus, OH

"Reconstruction Finance Program "

Developer Suburbs & American Dream

- * Levittown, William Levitt & Sons, Hempstead, Long Island, 1947-52 (also in Bucks County, PA & Puerto Rico)

Built on: Ideology of an "Arch. of Democracy" (Cold War context)
 Federal Interstate Highway System, 1941, 1956, etc.
 G.I. Bill: Federal Mortgages & College Tuition for veterans
 Suburbs, "White Flight", Auto Culture
 Mass production of houses, mass culture
 Consumerism, Shopping Culture, Malls

Custom Icons of Modernism - 3 Regional Modern Architectures

Case Study Houses, Los Angeles

John Entenza, Arts & Architecture, Los Angeles, 1945-62

- * Eames Own House (C.S. #8), Charles & Ray Eames, Santa Monica, CA, 1945-9 (p.404) (cf. Blundell, Case Studies article)

- * Case Study Houses #21 & #22, P. Koenig, Los Angeles, 1958 (p.405) (#22, 1959)

Kaufmann Desert House, R. Neutra, Palm Springs, 1946 (p.399)

Julius Shulman's photographs & the Canonization of Modern Architecture

If we get to it...

"Harvard Five" in New Canaan, CT - A Mecca of Modernism

Marcel Breuer, Philip Johnson, Eliot Noyes, John Johansen & L. Gores
 cf. Gropius Own House, Gropius, Lincoln, MA, 1937 (p.396)

- * Johnson Glass House, Johnson, New Canaan, CT, 1949-50 (p.403)
- * cf. Farnsworth House, Mies v.d. Rohe, Plano, IL, 1945-51 (p.403)
- * Breuer House, New Canaan, CT, 1948

Sarasota School

Ralph Twitchell & Paul Rudolph, Finney Guest House, 1947

Rudolph & Twitchell, Healy Guest House = Cocoon House, 1949

Rudolph, Hiss House = Umbrella House, Lido Shores, 1953

