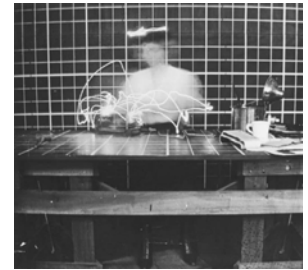
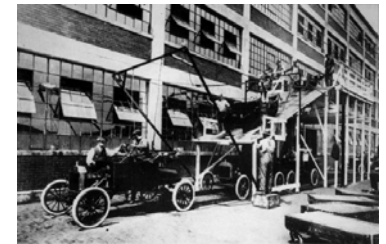


AMERICAN TECHNOLOGY, INDUSTRY & CITIES

- * MODERN AMERICAN HOUSE (cont'd from prev. lecture)
- * Gamble House, Greene & Greene, Pasadena, CA, 1908-10 (p.95)
- Schindler-Chase House, R. Schindler, Los Angeles, CA, 1921-2 (p.232-3)
- La Jolla Women's Club, Irving Gill, La Jolla, CA, 1912
- Concrete Houses by T. Edison, G. Atterbury at Forest Hills, NY
- H.P. Berlage used Edison's Patent



- * AMERICAN FACTORIES, INDUSTRY & "EFFICIENCY"
- Frederick Winslow Taylor, Principles of Scientific Management, 1911
- Christine Frederick, New Housekeeping, 1913 (transl. German 1921),
- Household Engineering: Scientific Management in the Home, 1915
- Henry Ford, My Life and Work 1922, autobiography, translated 1923
- Leads to "Fordism": modern economic and social systems based on industrialized, standardized, mass production and mass consumption
- European fascination with American factories & industry (see Lec.9)
- Gropius' article "Development of modern Industrial Architecture", Werkbund Yearbook, 1913. Images referenced in:
- Le Corbusier, Towards a New Architecture, 1923



Factory Made Houses

- Catalogue Houses by Sears, Alladin, Lewis Homes, Portland cement, etc.
- Mass production of building components & light framing systems
- Low-skill labor, mass produced & interchangeable parts, system, cheap
- Balloon Frame "invented" ca. 1840 in Chicago. Efficient
- Giedion "Mechanization Takes Command"



- * AMERICAN SKYSCRAPERS & the MODERN CITY (p.40-7)
- Guaranty Building, L. Sullivan, Buffalo, NY, 1895 (p.32,49)
- Reliance Building, D. Burnham, Chicago, 1891, 1895 (p.47)
- Flatiron Building, Burnham & Co., New York, 1903 (p.219)
- Woolworth Building, Cas Gilbert, NYC, 1912



- European Skyscraper Utopias: Perret, Henard,
- F. Lang's "Metropolis"
- Cf. Futurism (Sant'Elia)

- Chicago Tribune Tower, Howels & Hood, Chicago, 1922-25 (p.220-2)
- Competition, 1922 (Entries by Gropius, Loos, Saarinen) (p.222)
- Critique of the American City and (ornamented) American Skyscraper
- W.C. Behrendt, Mendelsohn, Neutra
- Metropolis & Modern Life (cf. Simmel)

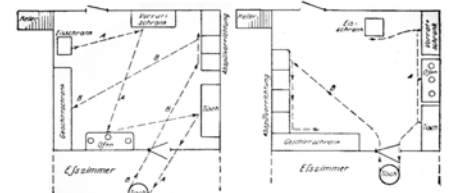


Abb. 47. Christine Frederick: Ganglinien in der Küche bei falscher (links) und richtiger Einrichtung (rechts)

Discussion #2 on theoretical position of Loos, especially in comparison to the Arts&Crafts, Secession, the Werkbund, and the and the "Father Figures" Wagner and Berlage. How was Loos' theory on cladding different than Wagner's? How did it relate to ideas on ornament, and modern society? How do Loos' ideas on ornament also connect to economics, morality, class, technology, nationalism, modernity, etc.? What is his attitude about technology? Is he a Modernist?

