

AHST 3320 Section 501
Course in Contemporary Art
Kinetics of Urban Sprawl
Dr. Charissa N. Terranova
Spring 2008
Monday, 7:00-9:45
02.18.2008

Strip Architecture and Lifestyle: Google, Las Vegas, and
Russel Wright

QUIZ

For Robert Venturi, Denise Scott Brown, and Steven Izenour, what is the primary value of the strip and its architecture as exemplified in Las Vegas?

Mr. McGuire: I want to say one word to you. Just one word.

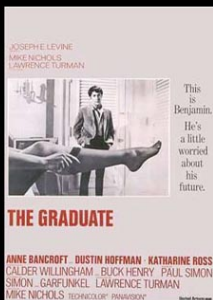
Benjamin: Yes, sir.

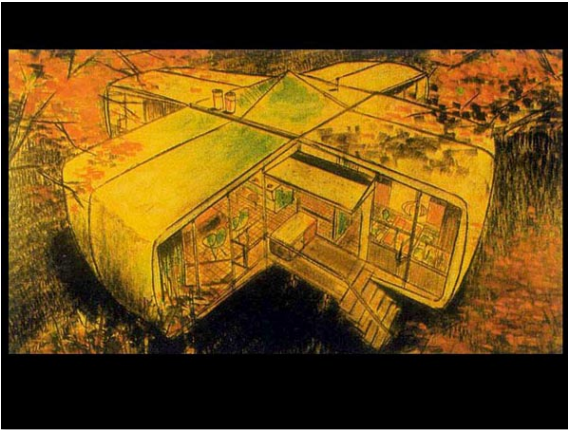
Mr. McGuire: Are you listening?

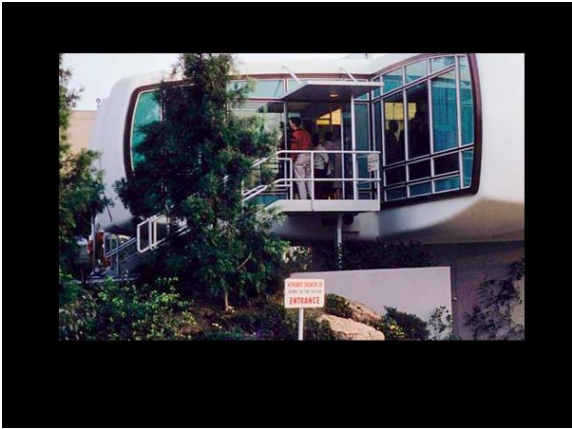
Benjamin: Yes, I am.

Mr. McGuire: Plastics.

Benjamin: Just how do you mean that, sir?

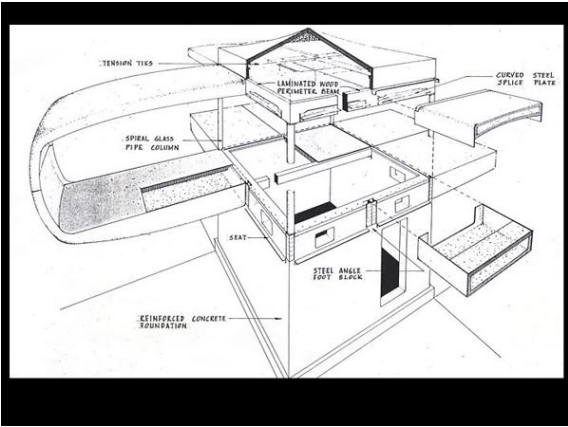


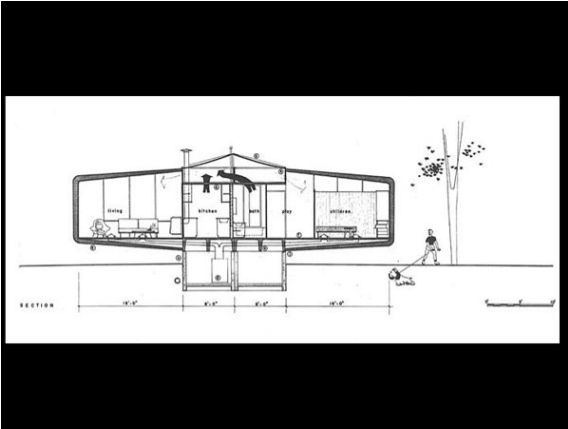


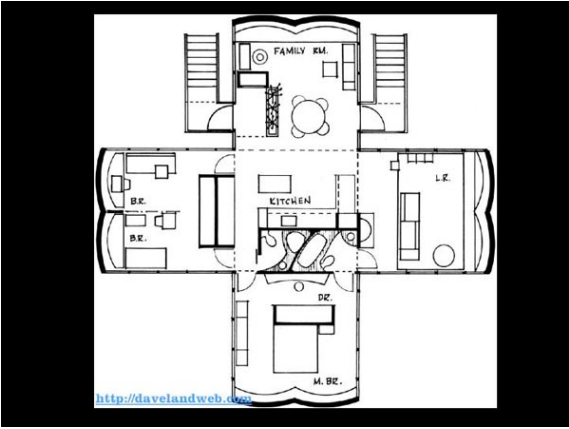














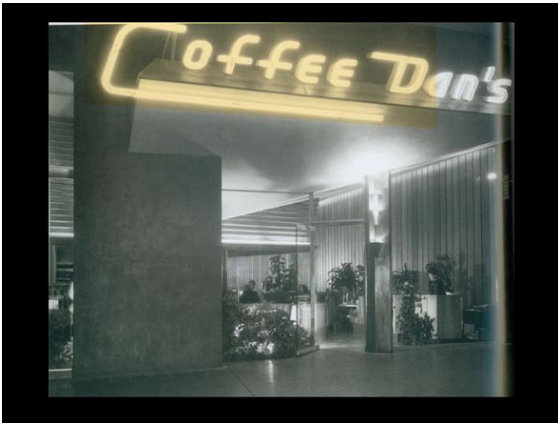
Chrysler design car
1954



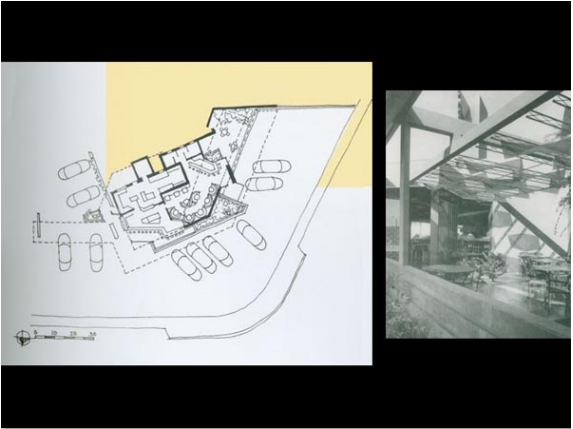




Schwab's
1915-16
John Schwab, founder of Schwab's Pharmacy, was a prominent businessman in the city. The building was built in 1915 and was one of the first buildings in the city to have a modern interior. The building was destroyed by fire in 1945 and was replaced by a new building in 1946.



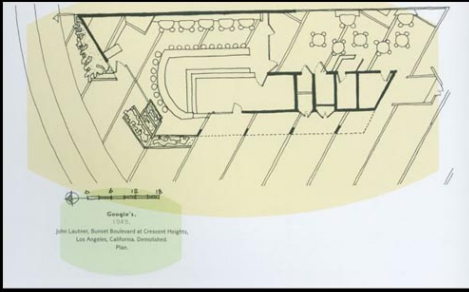








Schwartz's
1935-36
The old store building in Los Angeles, California, designed by the architect, Frank Lloyd Wright, was destroyed by the earthquake of 1907. The building was reconstructed in 1935-36 and is now known as the Schwartz Building. It was listed in the 1970s as a landmark.







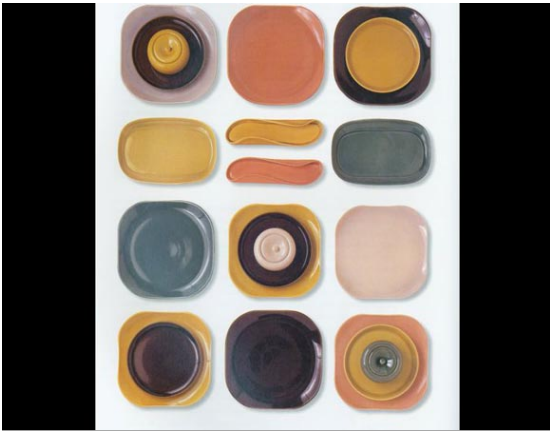




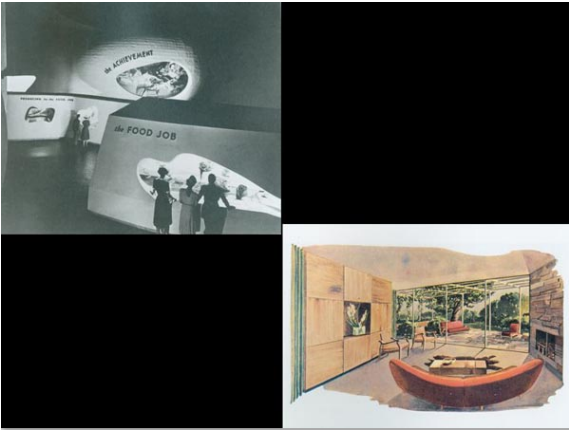


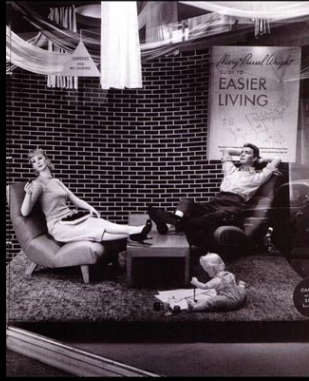












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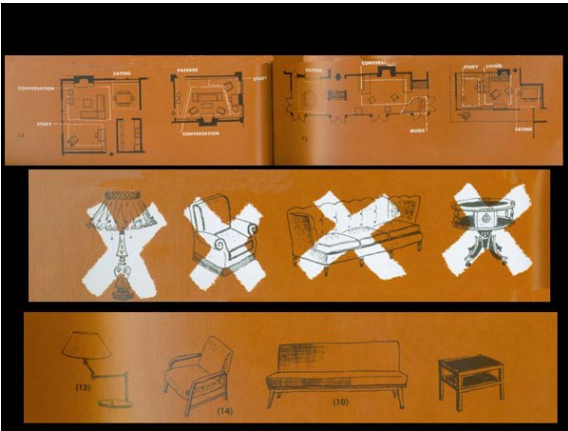
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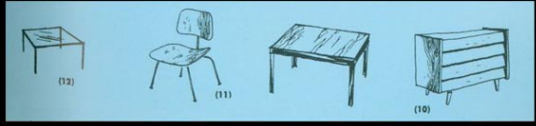
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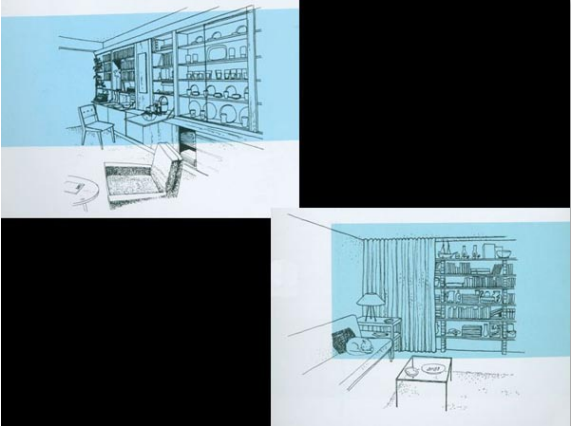
Why Don't I Think of That?

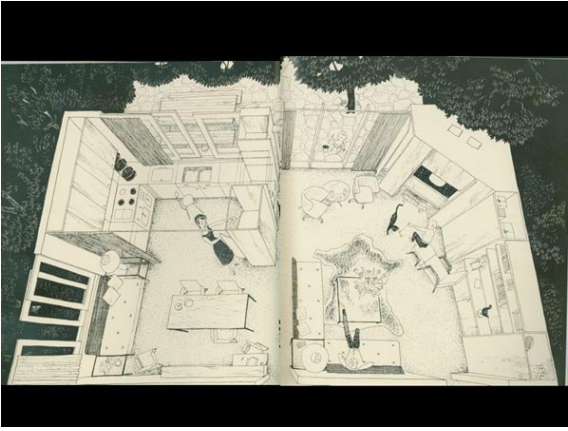
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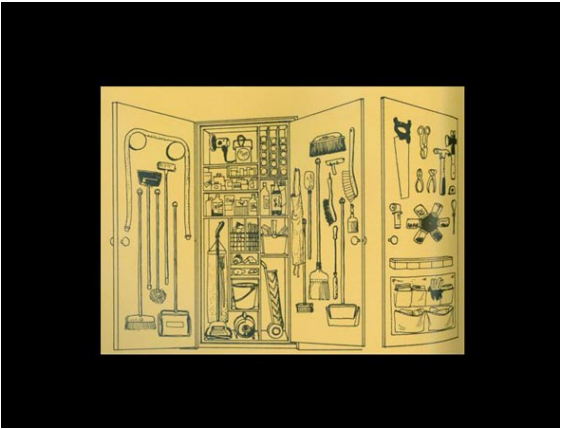














GENERAL CLEANING CLOSET: You may not have the space to store all cleaning equipment, supplies, and tools together (and in a large house you'll probably find it convenient to have duplicate items in various parts of the house). But if you can turn over one large closet to cleaning material, you'll find it a great source of time, space, and further. The closet shown here is 30 inches wide; in addition to its shelves and hanging

space on the back of the outer door, additional space is provided by an independent hinged panel directly behind the door-in effect, an inner door, with hanging space on both its surface (the outer surface of the panel, with space for hanging hooks, is shown to the right of the closet). In such a closet can be stored the great variety of items on the following check list.

GENERAL CLEANING CLOSET CHECK LIST

Equipment:
 Vacuum cleaner and all attachments and/or hand vacuum
 Carpet sweeper
 Wet mop—adjustable, extension type
 Dry mop—adjustable or rubber sponge recommended
 Floor brush—long handled
 Dusters—long handled
 Squeegee—long handled
 Wire mop—long handled (sponge mop can double for use)
 Wall brush—wired type, for screens
 Brush pad with perforated, removable squares on handle
 Squeegee or squeegee with roller (for locks)
 Rubber gloves
 Electric squeegee (bulb in a wire cage on a long cord)
 Electric squeegee (bulb in a wire cage on a long cord)
 Mirror on wheels, with large pockets
 Mirrors and panels (in open pocket)

Supplies:

Dish cleaner, ammonia, washing soda, bleach
 Disinfectant, washing, cleaning, and scouring types—see page 124
 Floor cleaning wax
 Hand-rubbing wax
 Glass cleaner (non-staining, in spray-top bottle)
 Silver polish

Treated dust and polishing cloths
 metal polish
 Floor wax for metal
 Furniture polish

Fur-Cleaning Basket, Tray, or Cart:

Fluff or lint-free dust mat
 Detergent (neutral) and soap of all kinds
 Cellulose sponges of various sizes
 Wash brush
 Paper bags
 Paper towels and cloths
 Paper-washing cloths
 Air gun sprayer
 Multi-layer cleaning pad, dough type
 Dry cleaner for spots on upholstery or rug
 Disinfectant (see page 124)
 Buffing or wax for damages
 Brushes

Tools and supplies that can be kept elsewhere:

Box of household linen, bathroom, glass, and window
 polish, all-purpose scrub, sandpaper, steel wool,
 box of emery paper, scrub soap
 Hand electric buffer and sander
 Box of electrical repair: bulbs, fuses, plugs, extension
 cords

Step	Motion (details)	Time begun - 3:44
Goes to range	Turns on heat	
Goes to cupboard	Opens door (right hand) Takes out pan (left) Transfers to right hand	
(Goes to sink, oven, etc.)	(etc.)	Time ended - 3:53
Total steps: _	Total motions: _	Total time: 9 min.

EVERY DAY:

Get Breakfast. (Daughter packs her own school lunch.

Feed baby; put him in play pen, within seeing and hearing distance.

Soak diapers.

Fix baby's formula; start long-cooking dinner dish(roast, stew,etc.) - to be reheated later.

Wash breakfast dishes (put in rack without drying).

Wash diapers and hang them to dry.

If baby is restless about now, pick him up, change him, and put him in his crib for morning nap.

Put house in order - pick up, straighten, do a quick dusting job.

Get baby's lunch. Then eat own lunch; stack, soak own and baby's dishes.

Rest - while baby is in crib for afternoon nap

Out for walk with baby; marketing if needed.

Home again; put baby in play pen; bring in his diapers and fold them.

Bathe and feed baby; husband home about now to take over baby's before-bedtime play (on some days he is also to take over bath, feeding, putting to bed).
Finish preparing dinner; daughter helps with setting the table.
After-dinner clean-up, with everyone helping - wash lunch dishes now, too.
Set tomorrow's breakfast table; make advance breakfast preparations.

ADDITIONAL ONE-WEEK TASKS:

Monday - Change bed linens; thorough-clean bedroom if necessary (if not, use this time for putting closets, bureau drawers in order, or other when-necessary tasks).

Tuesday - Family laundry (do quick bedmaking while clothes are soaking). Prepare dinner earlier from afternoon walk with baby to bring in wash before getting dinner.

Wednesday - Ironing in the morning (if there's too much, finish on Thursday).

Thursday - Thorough-clean in living room (do when-necessary tasks: clean woodwork, blinds; dust books; vacuum floors; etc.); get cleaning man or woman to help with this!

Friday - Kitchen and planning day: next week's general menu scheme and when-necessary work; check supplies; complete market list while defrosting refrigerator. Clean refrigerator, range, if necessary. Major marketing in afternoon; home early to put groceries away before preparing dinner.

Saturday - Minimal housework; everyone makes own bed; straightens up. Cold lunch. Rister (or husband or daughter) for baby in afternoon.

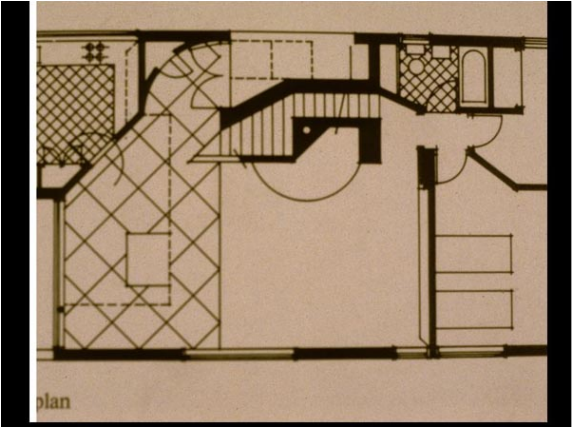
Sunday - Minimal housework; brunch; one meal out, or picnic (taking baby along). Same after-supper schedule as on weekdays.

Five steps of making "laundry" cabinet cover.

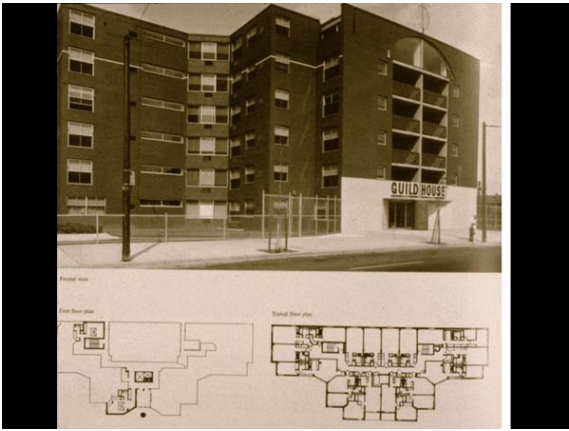












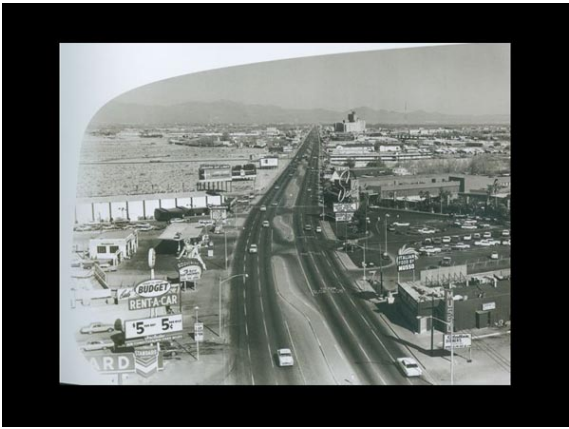


LEARNING
FROM
LAS VEGAS

Second Edition

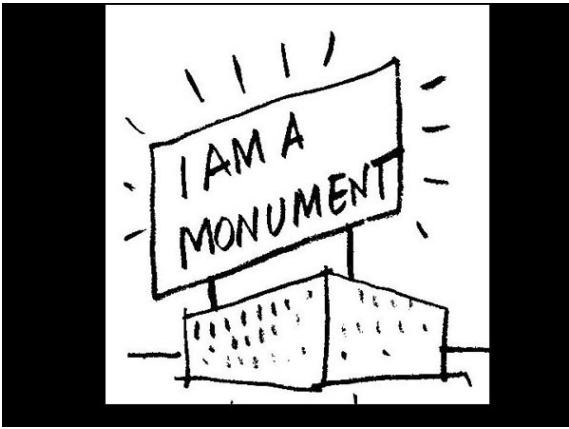
Robert Prosser · Richard Kiser · William · Richard Prosser



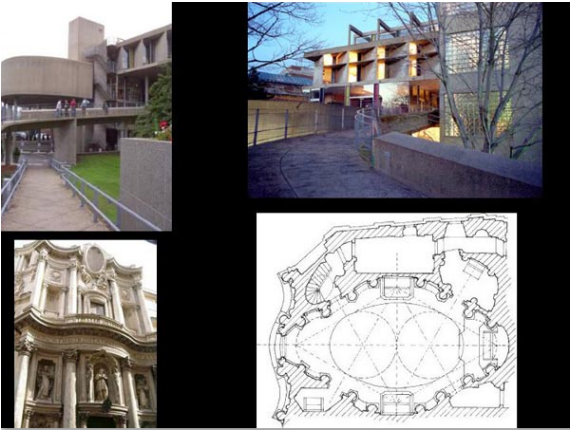










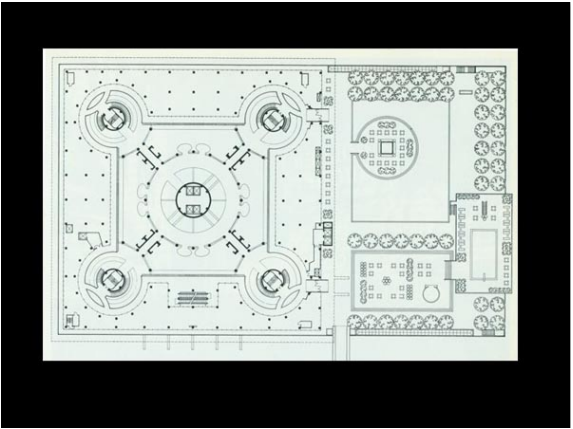


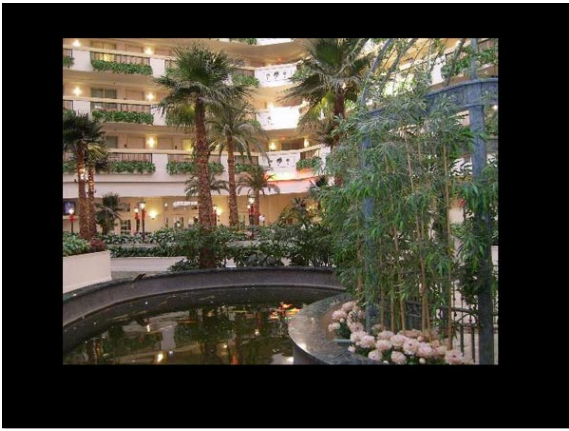












Alan Hess, *Googie Redux: Ultramodern Roadside Architecture*, 22-25; 44-65; 134-157; 168-177

•What is the role of the "future" in Hess's writing on Googie architecture?

•Is coffee shop modern "real" architecture? Or is it mere kitsch? Is there anything wrong with my distinction?

•Does Googie architecture teach people something new and meaningful in its democratization of modernism? As I have queried before, can architectural form teach people new things?

•One of the defining characteristics of architecture conventionally conceived is that it must be durable – that it must last through time. Bearing this in mind, what does this say about the architecture of Googie?

•What is "ultramodern expressionist architecture"?

•How does Hess characterize the "commercial vernacular" of the strip? p. 62

•Fast food generally speaking is not terribly healthy. How does the architecture of fast food contribute to the health, good and/or bad, of our society?

Robert Venturi, Steven Izenour, and Denise Scott Brown,
Learning from Las Vegas, 3-12; 87-103

- What kind of advice do Venturi, et. al. give architects with respect to the A&P and parking lots?
- Venturi, et. al. says, "Las Vegas is analyzed here only as a phenomenon of architectural communication." What does it communicate, then and now?
- What do Venturi, et. al. mean by making the following distinction: "Symbol in space before form in space"? p.8
- Does everyone understand the difference between the "duck" and the "decorated shed"?
- What is an example of a decorated shed in Dallas?
- What is the Rachofsky House, a duck or decorated shed?

Guild House

An architecture of meaning
Explicit "denotative" symbolism
Symbolic ornament
Applied Ornament
Mixed Media
Decoration by the attaching of superficial
elements
Symbolism
Representation art
Evocative architecture
Societal messages
Propaganda
High *and* low art
Evolutionary, using historical precedent
Conventional

Crawford Manor

An architecture of expression
Implicit "connotative" symbolism
Expressive ornament
Integral Ornament
Pure architecture
Un-admitted decoration by the
articulation of integral elements
Abstraction
"Abstract expressionism"
Innovative architecture
Architectural content
Architectural articulation
High art
Revolutionary, progressive, anti-
traditional
Creative, unique, and original

Guild House

Old words with new meanings
Ordinary
Expedient
Pretty in front
Inconsistent
Conventional technology
Tendency toward urban sprawl
Starts from a client's value system

Looks cheap

"Boring"

Crawford Manor

New words
Extraordinary
Heroic
Pretty (or at least unified) all around
Consistent
Advanced technology
Tendency toward megastructure
Tries to elevate client's value system
and/or budget by reference to Art and
Metaphysics

Looks expensive

"Interesting"