

The 20's & 30's

- **The Roaring Twenties**
 - **Intercontinental Telephone**
 - **Connecting Europe to America electronically -1927**
 - **London to New York.**
 - **Tea Pot Dome Scandal**
 - **Senate in trouble for illegal favors**
 - **Rich get richer**
 - **A lot of resentment in the western states**
 - **A lot of senators made a killing on illegal land deals**
 - **Legitimacy of Organized Crime**
 - **Al Capone took over the Chicago Family in 1925**
 - **Organized Crime Families take control in every major city**
 - **Bootlegging of Liquor**
 - **Russia embroiled in on-going Civil War**
 - **Country tried to stabilize itself after revolution**
 - **fights concurrent wars with Poland & Japan**

The 20's & 30's

- **The Roaring Twenties**
 - **Economic Roller Coaster**
 - **US economy grows rapidly during the twenties**
 - **New Mass Production leading the way**
 - **European powerhouses falter (France, Germany & Russia)**
 - **American Agriculture Starting to take a hit from Weather**
 - **Dust Bowl hits central States**
 - **Great Drought damages agricultural production**
 - **March 26, 1929 Stock Market hits all time high**
 - **8.2 Million shares traded**
 - **October 24, 1929 – Black Tuesday**
 - **By November 13, \$30 billion lost complete**
 - **World thrown into Great Depression**
 - **Rampant Unemployment**
 - **Starvation**
 - **Suicides**

The 20's & 30's

- **The Roaring Twenties**
 - **Economic Roller Coaster**
 - **Hoover set to be fall guy**
 - **Did not know enough to slow down the economy**
 - **Collapse resulted from uncontrolled growth**
 - **Roosevelt elected and inacts New Deal**
 - **Government sponsored Work Programs**
 - **Public Works projects like the Tennessee Valley Authority.**
 - **Country slowly begins to go back to work**
 - **People earn government paychecks and pay taxes again**
 - **Start of the great western migration**
 - **Okie's move toward California in search of new wealth**
 - **Hollywood glamorized California and made it attractive to the down-trodden.**

The 20's & 30's

- **Culture**

- **Blues & Jazz find a home**

- **Chicago becomes Blues Recording Capital**

- **Louis Armstrong, Blind Willie Johnson, Blind Lemon Jefferson**

- **The Phonograph becomes common place in the American Home**

- **The inception of the Record Industry.**

- **Visual culture continues**

- **Philo Farnsworth develops a more readily available model of a television**

- **Movie Stars gain Prominence.**

- **Rudolph Valentino passing was a national day of mourning**

- **Great Authors of the Time**

- **Ernest Hemingway**

- **Virginia Wolfe**

- **Gertrude Stein**

The 20's & 30's

- **Culture**

- **Vaudeville & Hollywood**

- **Take on Morality & temperance Movement**
 - **Mae West arrested for being inappropriate in public**
 - **W.C. Fields makes off color remarks**
 - **Fatty Arbuckle is embroiled in big sex & Drug scandal**
 - **Found dead – big murder mystery**

- **The Sports World Grows**

- **Babe Ruth is a national Icon**
 - **Boxing matches become national events.**

- **Modern products emerge**

- **Aerosol spray cans invented in Norway**
 - **Gerber develops canned baby food.**

Russian Constructivism

- **Iakov Chernikhov (1889 – 1958)**

Russian Constructivism was a very influential movement in the late 1920's to the 1940's. It took the writings of Corbusier to a new level. Political propaganda was a new layer involved into the process of design. In terms of philosophy, it was based on designs for the collective and the industrial machine.

The principles of construction were free asymmetries in the assembly to of elements on functional principles. The minimal use of simple rhythms which are to be replaced by dynamic diversified rhythms. The harmonic interrelationships of elements through their subtle vertical & horizontal proportions. Maximally expressive use of color effects to manifest the constructive and other characteristics of the plane and surface to be treated.

The components were to be expressive and structural. The series of forms need to work together in harmony to achieve supreme systemization.



Constructivist models

Russian Constructivism

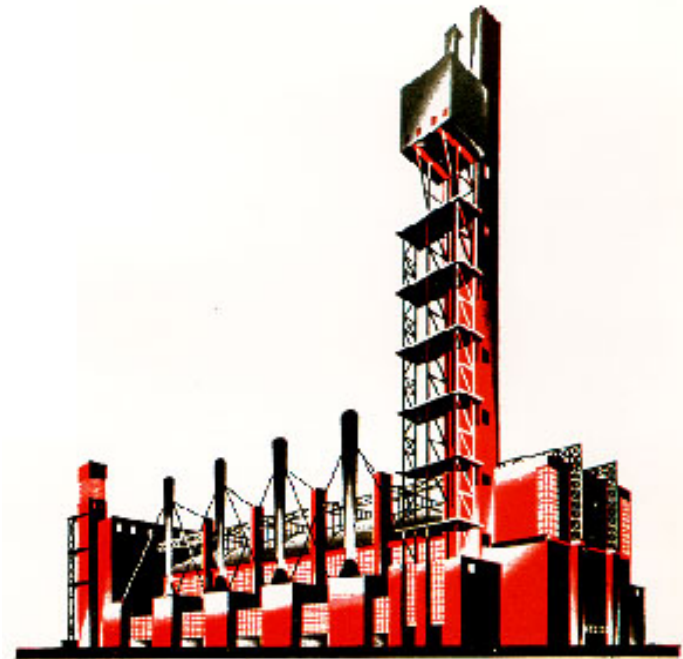
- **Iakov Chernikhov (1889 – 1958)**

Russian Constructivism TALKED OF RHYTHMS SIMILAR TO THE INHERENT RHYTHMS OF MUSIC. When depicted graphically, these rhythms must be determined by spatial, compositional & formal means.

Constructivism found its roots in “leftist” doctrine. Tolstoy stated “ art as the activity through which one person consciously transmits, in an eternal sense, the feelings of the creator. Marxist doctrine believed the worker needed architecture of a profound nature to lift the spirit and reinforce the importance of his task. Therefore industrial buildings must be beautiful.

Every aspect of a building must hold a purpose. No element shall be extraneous what so ever. This total functionality lends its self to modernism. Again the building is a machine for living as stated by Corbusier. But now the building is a machine for working as well.

The Communist Government basically quelled any ability for architects to get anything built. USSR wanted regal architecture. No Constructive projects ever built. Works hidden for over 35 years by government.



Constructivist models

Early American Modernism

- Frank Lloyd Wright
 - Imperial Hotel (1921) Tokyo, Japan

Wright was asked to develop a hotel that could withstand a major earthquake. Having already been a fan of the Japanese style, Wright jumped at the challenge. Plus at this point Wright was almost bankrupt. Here we see his combination of prairie style forms mixed with Japanese proportion and materials. The walls are thick & massive at the base and thin as they go upward. This helped keep the center of gravity low in the building. The use of metal in the roof created less weight and allowed for more openness below. It was a combination of eastern Philosophy & Western Construction Practices.

The site is basically a full city block. The ground was the problem. Built on 60 – 70 feet of mud, Wright had to use an elaborate series of concrete pilings to stabilize the building & to withstand the lateral earthquake loads. The building in fact withstood a massive earthquake in 1923 that crippled Tokyo.



Early American Modernism

- Frank Lloyd Wright
 - Imperial Hotel (1921) Tokyo, Japan

Wright designed the hotel around a series of interior courtyards this helped to allow natural sunlight into the spaces.

The design is based on levels of transparency. Wood & brick screens allow light and views but limit access. This was a very eastern way of thinking. In other key areas such as the fireplaces, Wright developed broad concrete mantels to house his relief sculpture and graphics.



Imperial hotel – lobby

Early American Modernism

- Frank Lloyd Wright
 - Imperial Hotel (1921) Tokyo, Japan

In 1968, the hotel was demolished to make way for another hotel. The entrance lobby was moved to a different hotel in Nagoya. Wright designed the building, the furniture, the linens, the silverware, the carpets & upholstery, & all the murals & sculpture.



Imperial hotel – exterior



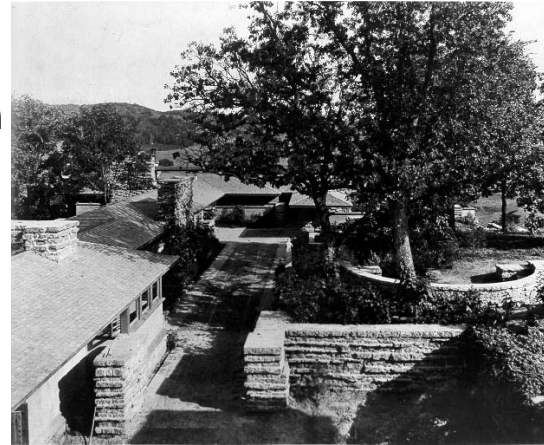
Imperial hotel – exterior

Early American Modernism

- Frank Lloyd Wright
 - Taliesin (1925) Spring Green, Wisconsin

Wright developed this complex originally as a house for his mother. It evolved into his residence and school to teach architecture. Young architects would come from around the world to work with Wright as an apprentice. They were given the task of doing drawings and maintaining the property in exchange for his tutelage.

The main building had a series of wings that lead to dynamic interior space. In the main living room, used a sloped cathedral ceiling with exposed beams to highlight the verticality. The furniture and rugs were all designed by Wright himself. Wright's use of natural materials is highlighted by the flagstone fireplace cut from local quarries.



Taliesin – Exterior

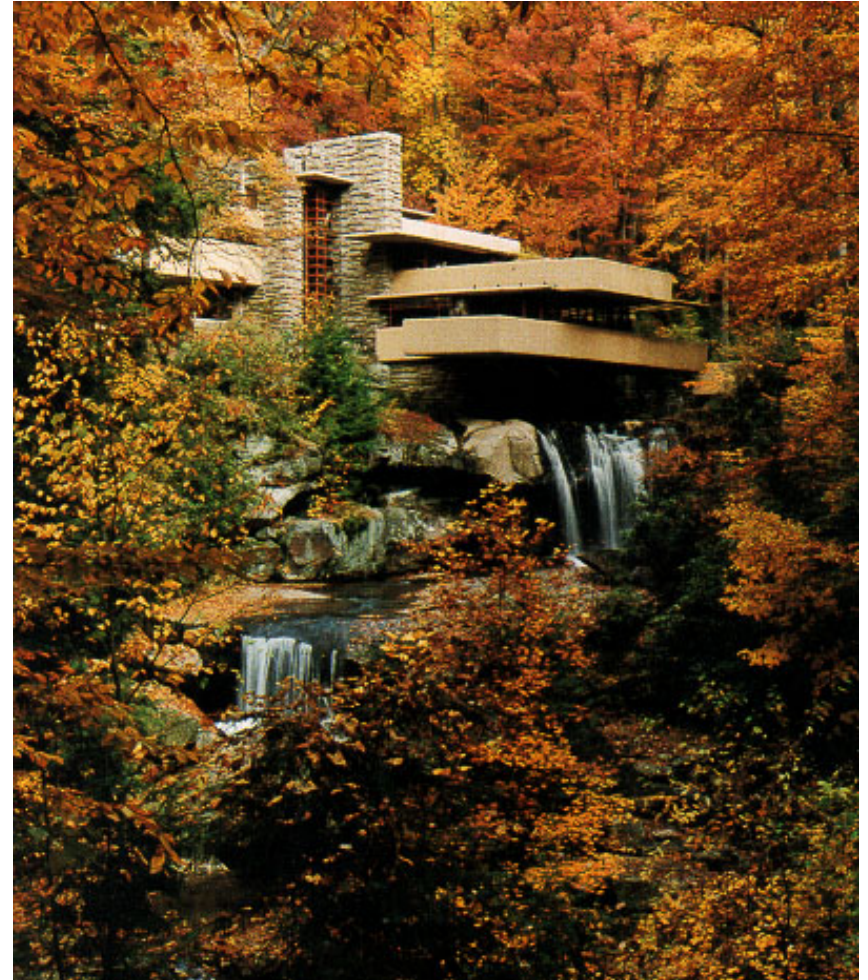


Taliesin – Living Room

Early American Modernism

- Frank Lloyd Wright
 - Falling Water (1936) Bear Run, Pennsylvania

Considered by many to be Wright's Masterpiece. The building was built onto a rock cliff overlooking a waterfall. The building developed for Edgar Kaufmann, a Pittsburgh Retail Mogul. Edgar Kaufmann Jr. was an apprentice under Wright at Taliesin and told his father of Wright's ability. The house designed to be a rustic retreat from city life has gone on to become a national landmark. It is a series of cantilevered reinforced concrete decks springing from the rock cliff and the central chimneys. Wright tried to open up the views as much as possible to create vivid panoramas of the natural rugged landscape. The rough flag stone masonry, concrete and wood lent itself to the natural rocky surroundings.



Falling Water – exterior

Early American Modernism

- Frank Lloyd Wright
 - Falling Water (1936) Bear Run, Pennsylvania

Like many of his other projects, Wright designed not only the building but all the furniture and light fixtures as well. Not to distract the user, Wright developed a series of indirect light fixtures to create a glow from above.



Falling Water – living room

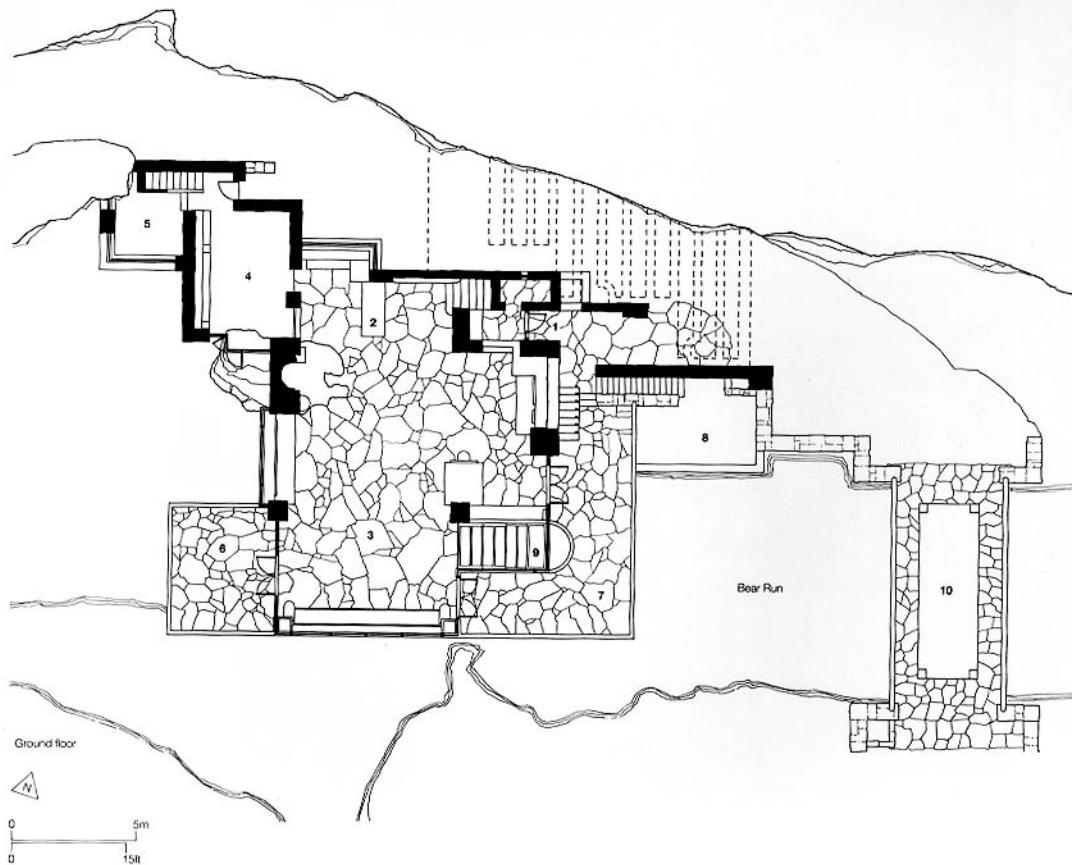


Falling Water – living room

Early American Modernism

- Frank Lloyd Wright
 - Falling Water (1936) Bear Run, Pennsylvania

Compared to many of Wright's other buildings, this house was far more open. Its incredibly connected to the landscape. Due to its arrangement the building is more vertical. Thus fitting into the context of the hilly site. The flag stone floors were polished & glazed to almost a glass like finish. Their reflective nature mimics the water. The connected nature of indoors to out is what makes this building his masterpiece.



Early American Modernism

- **Frank Lloyd Wright**
 - **Johnson Wax Building (1936- 1939)**
Racine, Wisconsin

After the success of Falling Water, Wright followed it up with a commission from Johnson Wax. The building was to be a new corporate headquarters with a research lab. It became one of Wright's best known non-residential buildings.

This is a picture of the research tower. The tower is constructed of brick, concrete and glass tubes. The glass tubes allowed a lot of natural light in while obscuring view out. IT was this corporate direction given to Wright to work with. The management wanted to keep their employees focused on the task at hand.



Johnson Wax – exterior

Early American Modernism

- Frank Lloyd Wright
 - Johnson Wax Building (1936- 1939)
Racine, Wisconsin

Wright designed the interior to be a large open hall. Wright tried to use natural daylight as much as possible by using the same glass tubes as used in the tower for a skylight. The skylight provided a soft glow of light on the work surfaces. Wright designed all the furniture. Unfortunately, the chairs had a tendency to tip over due to the three legs only.

The State of Wisconsin questioned the integrity of the columns. Wright had one column erected loaded it with twice the amount requested by the state and then proceeded to sit on top of it all in order to show them up.



Johnson Wax – Desk



Johnson Wax – Great Room

Early American Modernism

- **Richard Neutra (1892 – 1970)**
 - **Lovell House (1929)**

Neutra was a Vienna-born architect who trained under Otto Wagner & Adolph Loos. In the early twenties, he worked with Frank Lloyd Wright. He finally settled in California after his brief stint in Chicago.

His projects were primarily residential. For this house, Neutra developed the façade around the fact the owner was a doctor and loved sunlight & exercise. The inside and outside bleed together with the sleeping porches and large amounts of glass.

Neutra's practice was distinctly modern and very influential later on into the 40's, 50's & 60's.



Lovell House – Exterior



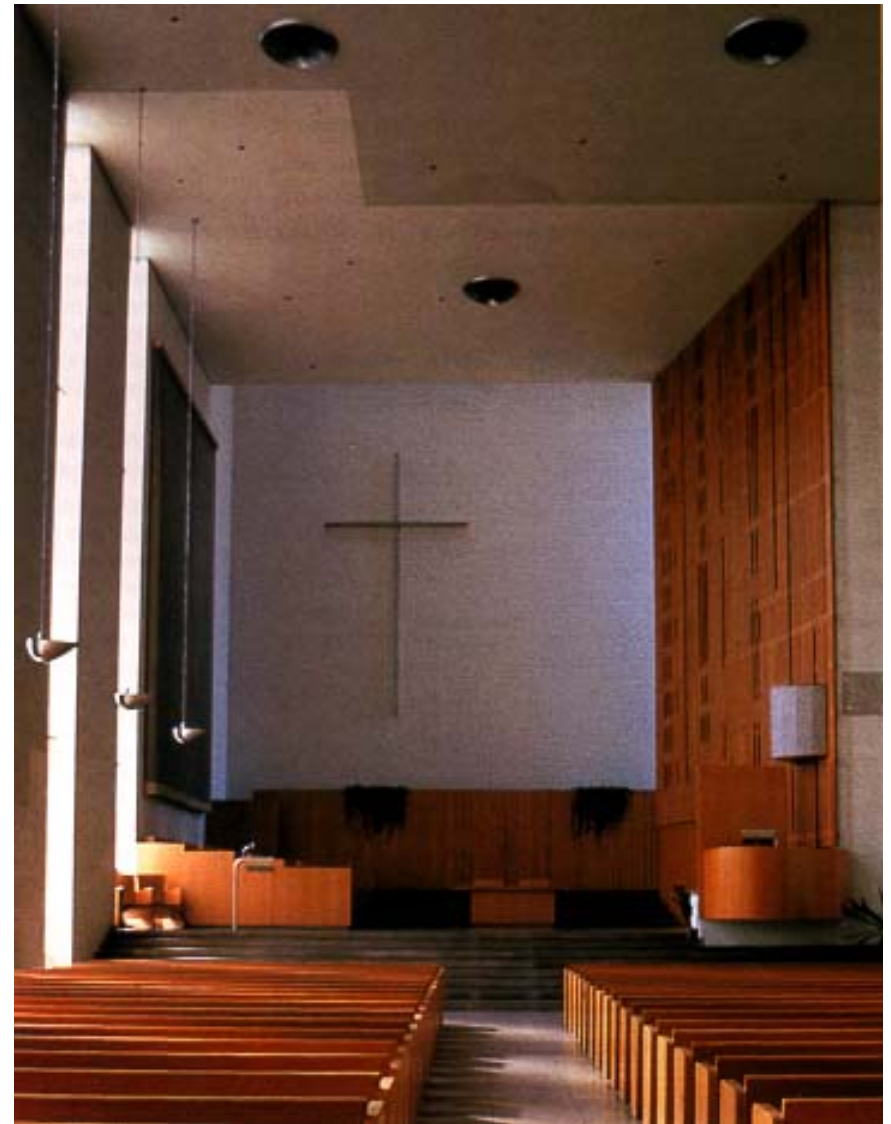
Lovell House – Living Room

Early American Modernism

- **Eero Saarinen (1910-1961)**
 - **First Christian Tabernacle (1942)**

This church was based on the principle of serene space. The organization was visually simple. Wood walls were complemented by plaster or whitewashed brick walls. The tall vertical windows filled the space with light. The space was simple yet dignified. Its crisp lines paid homage to other Scandinavian designs of the time.

Columbus, Indiana went on to house many pieces of work by many famous architects. Tours are conducted daily to allow visitors the opportunity to see the greatest collection of American Architecture on display.



First Christian Church - Sanctuary

Early American Modernism

- Hans Knoll (1914-1955)
 - Knoll Furniture Company

Hans Knoll came from Germany to New York to begin production of modern furniture. The company started in 1937 still in activity today, thrived in the new movement. In partnership with Florence Knoll, his wife, & Jens Risom of Denmark, Knoll developed a series of simple chairs and tables. World War II limited the amount of fabrication in factories. Knoll had an advantage since it only used small shops to build the furniture. They never ceased production for the war. Many top designers added to the furniture collection. Most notably, Mies Van Der Rohe (the Barcelona Collection) and Eero Saarinen lent designs to Knoll for mass production.



Knoll Strap furniture

Early American Modernism

- Hans Knoll (1914-1955)
 - Knoll Furniture Company

These modern designs began to become mainstream. Mass production after World War II led to the explosion of Modern furniture in the workplace and home.



Knoll Office Furniture



Knoll folding chair

Early American Modernism

- Hans Knoll (1914-1955)
 - Knoll Furniture Company

These chairs developed by Eero Saarinen became office standards in the 40's & 50's. Knoll furniture used concepts of molded plywood as seen in the designs of Alvar Aalto and Injection molded plastic. They were the forerunners of new materials within the field.



Knoll office chair