



# NEWSLETTER

THE SOCIETY OF ARCHITECTURAL HISTORIANS

## SAH NOTICES

**1993 Annual Meeting – Charleston, South Carolina (April 14-18).** Franklin Toker, University of Pittsburgh, is general chairperson of the meeting. Kenneth Sevrens, University of Southern Maine, is local chairperson. Headquarters for the meeting will be the Mills House Hotel. An opening reception will be held on Wednesday at the Mills House. On Friday, afternoon special tours of Drayton Hall and Middleton Place are being arranged. Local walking tours covering some of the great houses and historic churches of the area will take place on Saturday afternoon, and a reception at the Gibbes Museum of Art, featuring an exhibition on Charleston architecture, will conclude the day. Sunday will offer tours of the Cooper River Rice Plantations, Beaufort and environs, and one focusing on the works of Robert Mills.

**The Rosann Berry Annual Meeting Fellowship.** Awarded each year by the SAH to enable a student engaged in advanced graduate study to attend the annual meeting of the Society. For the recipient, the Society will waive all fees and charges connected with the meeting itself, and, in addition, will provide reimbursement for travel, lodging and meals directly related to the meeting, up to a combined total of \$500.00. To be eligible, an applicant must have been a member of SAH for at least one year prior to the meeting, be currently engaged in advanced graduate study (normally beyond the master's level) that involves some aspect of the history of architecture or of one of the fields closely allied to it, and apply for the Fellowship by using the application form that may be secured from the Executive Director, Society of Architectural Historians, 1232 Pine Street, Philadelphia, PA 19107-5944. Deadline for receipt of completed applications is **December 15, 1992.**

**The Keepers Preservation Education Fund Fellowship.** Through a grant to SAH from The Keepers Preservation Education Fund, a stipend of up to \$500.00 will be offered to a historic preservation graduate student for reimbursement of expenses directly related to attendance at

**1994 Annual Meeting—Philadelphia (April 27 - May 1).** Keith Morgan, Boston University, will be general chairman of the meeting. David Brownlee, University of Pennsylvania, and Julia Moore Converse, Louis Kahn Archives, will serve as local co-chairs. Headquarters will be the Hotel Bellevue.

**Call for Session Proposals:** The Society invites session proposals for its 1994 Annual Meeting. Sessions typically last 2-1/2 hours and involve about five speakers, with or without a discussant. Topics generally treat any aspect of the history and theory of architecture and its attendant arts with their political and cultural contexts.

Philadelphia has so often functioned as the conduit of European ideas to America that this meeting may present an ideal opportunity to examine European and other international issues. It is hoped that at least some of the sessions will be devoted to concerns of the future of our discipline, especially architectural history in the context of the current historical emphasis in architectural design.

Session proposals should consist of a detailed description (maximum 250 words) of the proposed theme and the mailing address and office/home telephone numbers (FAX, if applicable) of the person proposing it. There also will be four or five "open" sessions, and self-nominations are invited for those sessions as well. (Membership in the SAH is not a requirement for submission of a session proposal.) The Philadelphia meeting will feature a poster exhibit on architectural history if a coordinator can be found who is willing to manage one.

Proposals should be sent to Keith Morgan, c/o Art History Department, 725 Commonwealth Avenue, Room 301, Boston University, Boston, MA 02215 (phone (617) 353-2520, FAX (617) 353-2053) by **Friday, December 11, 1992.** A response can be expected within a month.

the 1993 Annual Meeting. The application procedure and deadline are the same as for the Rosann Berry Annual Meeting Fellowship, except that the requirements of one-year membership in SAH and graduate study beyond the master's level do not apply.

*In addition to these awards which fund attendance at the SAH Annual Meeting, the SAH offers the following publication and research awards. SAH members who are authors of eligible publications are urged to inform their publishers of the awards.*

**Alice Davis Hitchcock Book Award.** This award was established in 1949 to recognize annually the most distinguished work of scholarship in the history of architecture published by a North American scholar. A North American scholar may be defined as someone born in the United States, Canada, or Mexico, or someone who publishes a book while living in the

United States, Canada or Mexico, or while holding a position in one of those countries. The definition of the award is interpreted loosely, to include such fields as garden and stage design and urban development, when presented in close conjunction with the history of architecture. Books dealing only in part with architecture are also eligible.

**Founders' Award.** This award is given to recognize the best article by a younger scholar published in the *Journal* of the Society of Architectural Historians during the preceding year. A younger scholar is defined as someone who was not more than 40 years of age at the time the article was submitted, or who has received the PhD within the last five years.

**Architectural Exhibition Catalogue Award.** An award to recognize and encourage excellence in this form of scholarship and publication. To be eligible, the catalogue shall be written or edited by a

North American scholar or concern a North American subject; be published between the calendar years of 1991 and 1992; concern works in the realm of architectural history, urbanism, landscape, interior architecture, and set design; and be specifically related to an exhibition and include a list of items exhibited. For submission information, please write to SAH, 1232 Pine Street, Philadelphia, PA 19107.

**Antoinette Forrester Downing Award (for published architectural surveys).**

This award shall be presented for an exemplary architectural or historic resources survey published during the previous two years. Publications that will be considered should be the direct outgrowth of a survey effort; be produced under the auspices of the sponsoring organization; and the publication must be available to the public. In general the surveys will be efforts to inventory the historical resources of a single, contiguous geographic area on the North American continent, and should focus on works which are standing at the time of the investigation. Archaeological surveys, and historical documentation and illustrations of now lost land-use patterns, buildings, monuments or objects may also be included. For submission information, please write to the SAH office at the address above.

**Edilia de Montéquin Fellowship.** This fellowship in Iberian and Latin American Architecture has been established in memory of Edilia de Montéquin, and will provide a yearly stipend of \$1,000 to fund travel for research in Spanish, Portuguese, or Ibero-American architecture. These categories include colonial architecture produced by the Spaniards in the Philippines and what is today the United States. The fellowship is intended to support the research of junior scholars, including graduate students, but senior scholars may also apply. The Edilia de Montéquin Fellow will be selected by an SAH committee, and announced at the 1993 annual meeting in Charleston, South Carolina. Application forms may be obtained from the SAH, 1232 Pine Street, Philadelphia, PA 19107. Applications must be received by **December 15, 1992.**

**Sally Kress Tompkins Fellowship.** This joint Fellowship of the SAH and the Historic American Buildings Survey (HABS) carries a stipend of \$7,000 which will permit an architectural history student to work as a summer intern on an Historic American Buildings Survey project during the summer of 1993. The Sally Kress Tompkins Fellow will be selected

by a committee composed of representatives of the Society and HABS and announced at the 1993 annual meeting of the Society in Charleston. Applications should include: a sample of work, a letter of recommendation from a faculty member, and a U.S. Government Standard Form 171 (available from HABS or most U.S. Government personnel offices). Applications must be postmarked by **January 15, 1993**, and sent to the Sally Kress Tompkins Fellowship, c/o HABS/HAER, National Park Service, P.O. Box 37127, Washington, DC 20013-7127. Applicants not selected for the Tompkins Fellowship will be considered for other HABS summer employment opportunities. For more information please contact Robert J. Kapsch, Chief, HABS/HAER, at the above address.

**Exhibits of Electronic Media for Teaching Architectural History**

The SAH Education Committee invites proposals for submissions to an exhibition of developments in electronic media for teaching architectural history, to be held at the 1993 Annual Meeting in Charleston. All types of computer-based or video systems are eligible and the Education Committee will make every effort to provide appropriate equipment for exhibition. Persons who have been involved in creating software or systems for such purposes should contact Professor Richard J. Betts, School of Architecture, University of Illinois at Urbana-Champaign, 608 East Lorado Taft Drive, Champaign, IL 61820. Telephone (217) 333-9069; Fax (217) 244-2900, by **Nov. 1, 1992.**

**1993 Foreign Tour – Mountaintop sites and Sanctuaries of Classical Asia Minor: The western and southern coasts of Turkey (late May to early June).** Fikret K. Yegul, University of California, Santa Barbara, will be the leader of this tour.

**Special Sale to SAH Members**

The hardbound edition of the **SAH Journal Index** (1941-1961) is available to SAH members at a cost of \$5.00 per copy plus \$3.00 postage and handling. Please send your order and a check for \$8.00 per copy to the SAH office, 1232 Pine Street, Philadelphia, PA 19107.

## FELLOWSHIPS AND GRANTS

The **Alexander von Humboldt Foundation** has announced the "Bundeskanzler Scholarships for Future American Leaders," open to U.S. citizens under the age of 30, to pursue independent projects involving studies or research at a German university or research institution. Applicants can be undergraduate, graduate, or post-graduate students in the humanities, social sciences, law, or economics, or young professionals, and must be nominated by the president or dean of a leading American university or must submit a letter of recommendation from such an individual with the application. Applications must be postmarked by **October 31, 1992.** For information contact: Dr. Jan Keppler, Alexander von Humboldt Foundation, Suite 903, 1350 Connecticut Avenue, N.W., Washington, D.C. 20036, (202)296-1990; FAX (202)833-8514.

The **American Academy in Rome** announces the 1993/94 Rome Prize fellowship competition in the fields of architecture, historic preservation, interior design, landscape architecture, urban design and urban planning, archaeology, classical studies, history of art, and post-classical humanistic studies. Winners are selected by rotating juries of prominent artists and scholars from all regions of the country. Each prize recipient is provided with a stipend, travel funds, room and board, and a study or studio in which to pursue independent work for six months to two years at the Academy's facility in Rome. Applications, which are due **November 15, 1992**, may be obtained by writing, specifying field of interest, to: Fellowships Coordinator, American Academy in Rome, 41 East 65th Street, New York, N.Y. 10021-6508, (212)517-4200.

The **National Gallery of Art, Center for Advanced Study in the Visual Arts** has announced its annual program of pre-doctoral fellowships for scholarly work in the history, theory, and criticism of art, architecture, and urbanism, which are intended to support doctoral dissertation research. Applicants must have completed their residence requirements and coursework for the Ph.D. as well as general or preliminary examinations before the date of application. Applications, which are due **November 15, 1992**, must be made through the chair of graduate departments of art history and other appropriate de-

partments. Contact: The Fellowship Program, Center for Advanced Study in the Visual Arts, National Gallery of Art, Washington, D.C. 20565, (202)842-6480; FAX (202)408-8531.

The **Rockefeller Archive Center**, a division of Rockefeller University, invites applications for its programs of grants for travel and research at the Rockefeller Archive Center for 1993. Grants of up to \$1500 are made to researchers who require use of the collections at the Center, which include the records of the Rockefeller family, the Rockefeller Foundation, Rockefeller University, and other philanthropic organizations and associated individuals. The application deadline is **December 31, 1992**. Contact: Darwin H. Stapleton, Director, Rockefeller Archive Center, 15 Dayton Avenue, North Tarrytown, New York 10591-1598.

The **John Carter Brown Library** will award approximately fifteen short- and long-term research fellowships for the year June 1, 1993 - May 31, 1994. The John Carter Brown Library is an outstanding collection of primary materials relating to virtually all aspects of the discovery, exploration, settlement, and development of the New World. It includes 54,000 printed books, major collections of maps and prints, and a large number of manuscript codices. The collections range from the late fifteenth century to about 1830. These primary materials are supported by a large bibliographical reference collection and are extended by the collections of the Brown University Libraries. Recipients of all fellowships are expected to be in regular residence at the John Carter Brown Library and to participate in the intellectual life of Brown University. Applications may be obtained from the Director, John Carter Brown Library, Box 1894, Providence, Rhode Island 02912, and must be postmarked by **January 15, 1993**.

The **American Antiquarian Society**, in order to encourage imaginative and productive research in its unparalleled library collections of American history and culture through 1876, will award to qualified scholars a number of short- and long-term Visiting Research Fellowships during the year June 1, 1993 - May 31, 1994. The American Antiquarian Society, founded in 1812, is the third oldest historical society in the United States and

## THE GETTY CENTER FOR THE HISTORY OF ART AND THE HUMANITIES

The Getty Center for the History of Art and the Humanities announces its annual residential fellowship program for 1993-1994. A limited number of fellowships are offered to students who will complete their doctoral dissertations within one year, or those who have received their doctorates within the past three years. The application deadline is **December 1, 1992**.

The Getty Center is an advanced research institution designed to bring together scholars from around the world to reexamine the meaning of art and artifacts within past and present cultures and to reassess their importance within the full scope of the humanities and social sciences.

*For more information, please write:*

*Dr. Herbert H. Hymans*

*Assistant Director, Visiting Scholars and Conferences  
Getty Center for the History of Art and the Humanities  
401 Wilshire Blvd., Suite 400  
Santa Monica, CA 90401-1455*

the first to be nationally oriented in its name and interests. It maintains a major research library whose collections are centered in materials printed within the boundaries of the United States, Canada, and other former British possessions. These collections are of preeminent quality through the year 1820, are exceptionally strong through the year 1876, and cover all aspects of American life within this chronological limitation. Information about the fellowship program, the Society's collections, and application forms are available from: John B. Hench, Director of Research and Publication, American Antiquarian Society, 185 Salisbury Street, Worcester, Massachusetts 01609, (508)752-5813 or 755-5221. Application deadline: **January 15, 1993**.

The **Pennsylvania Historical and Museum Commission** is initiating a scholars-in-residence program, beginning in May 1993, to promote the interpretation of Pennsylvania history, to encourage research drawing upon the Commission's documentary and material resources, and to develop relationships between scholars and Commission staff. Awards will be made for a period of four to twelve weeks, between May 1, 1993, and April 30, 1994, at the rate of \$1200 per month. Particular consideration will be given to proposals that address topics relevant to the broad, interpretive themes addressed by the Commission's programs, including but not limited to, Pennsylvania's tradition of religious and political toleration, colonial life, rural and agricultural life,

military history, the development of ethnic communities and ethnic relations within the state, industrial and labor history, the history of communal societies, architectural history, and the history of public policy. Applications are due **January 25, 1993**. For further information contact: Division of History, Pennsylvania Historical and Museum Commission, Box 1026, Harrisburg, Pennsylvania 17108, (717)787-3034.

The **Essex Institute of Salem, Massachusetts**, is accepting applications for fellowships to encourage use of its library and museum collections for research and publication on New England history and culture. Fellowships are open to advanced scholars, graduate students, independent scholars, and library and museum professionals. Stipends will be awarded for up to two months, at a rate of \$750 per month. Application forms and supporting materials must be received by **January 31, 1993**, for projects beginning after June 1. For information and application forms, contact: Fellowship Program, Essex Institute, 132 Essex Street, Salem, Massachusetts 01970, (508)744-3390.

The **Architectural History Foundation** is pleased to announce a research grant in honor of Vincent Scully, Jr., to stimulate book publication on an American architect or group deserving scholarly investigation. The deadline is **February 1, 1993**. The Foundation will administer the Samuel H. Kress Publication Fellowship for scholars engaged in preparing for book publication a completed doctoral

dissertation on architectural history or a related field. The deadline is **January 31, 1993**. For information contact: The Architectural History Foundation, 350 Madison Avenue, New York, N.Y. 10017.

## CALL FOR PAPERS

The **Vernacular Architecture Forum** is soliciting proposals for presentations at its 1993 annual meeting to be held in Natchez, Mississippi, May 12-15, 1993. Papers, which may address any aspect of vernacular architecture in the United States or abroad, should be primarily analytical rather than descriptive in content. Proposals dealing with the commercial and domestic architecture or cultural landscapes of the deep South are welcome. The text of a proposal (maximum 400 words) should succinctly state the paper's content, delineating the scope, argument, sources, and method. Send five copies of the proposal by **October 15, 1992**, to: Mary Corbin Sies, Advanced Studies Office, Winterthur Museum and Gardens, Winterthur, Delaware 19735, (302)656-2513. For further information on the annual meeting contact: Belinda Stewart, P.O. Box 873, Eupora, Mississippi 39744.

The **University of Arizona Art History Graduate Student Association** invites submissions for its fourth annual graduate student symposium to be held in early March 1993. Papers which take alternative or multi-disciplinary approaches to the study of ancient through contemporary art, architecture, or material culture are particularly encouraged. A one-page abstract and statement of methodology must be postmarked by **November 22, 1992**. Direct abstracts or inquiries to: Art History Graduate Student Symposium, Attention: Genevieve Shiffary, University of Arizona, Department of Art, Tucson, Arizona 85721, (602)795-0657.

The **Winterthur Museum, Garden, and Library** invites proposals for papers to be presented at its conference, October 7-9, 1993, with the theme, "American Material Culture: The Shape of the Field." The conference will be devoted to an in-depth discussion of American material culture research. The goals are to as-

sess the current state of scholarship, explore directions for promising research, and share multi-disciplinary approaches to American material culture. Topics may include: objects and context; material culture as language; acquisition, persistence, and disposal of household goods; community in an Anglo-American world; creolization and ethnicity; art as material culture; and landscape and environment. Speakers receive an honorarium plus expenses, and papers will be published. Submit a 250-word abstract and curriculum vitae by **December 31, 1992**, to: Professors Ann Smart Martin and J. Ritchie Garrison, Advanced Studies Section, Winterthur Museum, Garden, and Library, Winterthur, Delaware 19735, (302)888-4600.

The **American Studies Association** is seeking proposals for papers, sessions, and workshops, for its 1993 convention, to be held November 4-7, in Boston, Massachusetts. The theme will be "Cultural Transformations/Countering Traditions," with the intent of encouraging sessions and papers that emphasize the processes of change. Sessions that make use of Boston's cultural, political, literary, historical and social offerings are especially encouraged. Proposals should be submitted no later than **January 15, 1993**, to: 1993 ASA Program Committee, c/o American Studies Association, 2101 South Campus Surge Building, University of Maryland, College Park, Maryland 20742. Further inquiries may be directed to the Program Committee, Thadious Davis, Chair, Department of English, Brown University, Providence, Rhode Island 02912.

The **Department of Architecture** in collaboration with the **Department of Religion at Miami University** is soliciting papers and presentations for a multi-disciplinary symposium on the theme of sacred space to be held March 4-6, 1993. Topics could include varying definitions of sacred space, the exploration of boundaries and ambiguities, architecture, landscape, ritual, and historical as well as contemporary dimensions of sacred space and material culture. One-page abstracts, accompanied by curricula vita, are due **November 15, 1992**, to: Robert Benson, Chair, Department of Architecture, 125 Alumni Hall, Miami University, Oxford, Ohio 45056, (513) 529-6426.

The SAH is pleased to announce the availability of a **Bibliography of Doctoral Dissertations Relating to American Architectural History, 1897-1991**, compiled by James M. Goode. This work contains 420 entries, organized chronologically, with three indices (author, degree granting institution, and subject) to assist the reader. Mr. Goode plans to publish regular enlarged editions, and would be most appreciative of receiving notice through the SAH office of pertinent dissertations which have been overlooked. This 135 page volume may be ordered from the SAH Office, 1232 Pine Street, Philadelphia, PA 19107. The cost to members is \$25 per copy (includes postage and handling). For non-members, the cost is \$40.

## SAH FOREIGN TOUR 1992 SWEDEN

The SAH tour to Sweden, (late May to mid-June) was ably led, I am proud to say, by Guy Walton, my colleague at New York University's undergraduate Fine Arts Department. Having spent a good deal of time in Sweden in his youth, Guy more recently revisited that country in the course of preparing exhibitions of some of Sweden's many artistic treasures. He generously shared his knowledge and his friends with almost 30 of his fellow SAH members.

Those friends, too numerous to list individually, shepherded us around newly reopened museums, nearly reopened museums, opened museums with special collections unveiled especially for us—I think of the architectural drawings by Bernini, Borromini, et al in the National Museum—stately homes, homes once stately and being repaired, and homes of artists and artistic personalities such as Anders Zorn, Carl Larsson, Ellen Key, Carl Milles, and Nicholas Tessin the Elder. We even had lunches and dinners in historic buildings. While Guy, in fact, had framed the tour to include such themes as artists' houses and modern religious architecture, he focused on his special areas of interest from the late Renaissance through the eighteenth century. He provided time to unwind along one of Sweden's innumerable lakes, telling us to

**BOOKS**  
**October 1992**

- Aarhus City Hall. Copenhagen: Danish Architectural Press, 1991. 90 p. ISBN 87-7407-110-6
- Alvarez, Servando, et al., eds. *Architecture and urban space : proceedings of the Ninth International PLEA Conference, Seville, Spain, 24-27 September 1991*. Boston: Published on behalf of the International PLEA Organisation by Kluwer Academica Publishers, 1991. 853 p. ISBN 0-7923-1418-2
- Architecte et la Commune : les dessins d'Hector Horeau*. La Garenne-Colombes: Espace Europeen, 1991. 79 p. F120. ISBN 2-7388-0136-6
- Arecchi, Alberto. *La casa africana*. Milan: CLESAV-Città Studi, 1991. 204 p. (Autosviluppo) L22000. ISBN 88-7064-174-0
- Ayres, James. *The building of an 18th century city : Bath spa*. London: RIBA/Heinz Hallery, 1991. 15 p. L1.50
- Bartmann-Kompa, Ingrid. *Das Berliner Rathaus*. Berlin: Henschel Verlag, 1991. 120 p. DM34. ISBN 3-362-00611-6
- Bax, Marty. *Bauhaus lecture notes, 1930-1933 : ideal and practice of architectural training at the Bauhaus based on the lecture notes made by the Dutch ex-Bauhaus student and architect J.J. van der Linden of the Mies van der Rohe curriculum*. Amsterdam: Architectura & Natura Press, 1991. 95 p. ISBN 90-71570-04-5
- Behr, Karin von. *Ferdinand Streb 1907-1970 : zur Architektur der fünfziger Jahre in Hamburg*. Hamburg: Junius, 1991. 197 p. (Schriftenreihe des Hamburgischen Architekturarchivs) DM48. ISBN 3-88506-186-4
- Bergdoll, Barry, et al. *Les Vaudoyer : une dynastie d'architectes*. Paris: Reunion des Musees Nationaux, 1991. 104 p. (Les dossiers du Musée d'Orsay) F95. ISBN 2-7118-2486-1
- Bluestone, Daniel M. *Constructing Chicago*. New Haven: Yale Univ. Press, 1991. 235 p. \$40.00. ISBN 0-300-04848-3
- Briggs, Nancy. *John Johnson 1732-1814 : Georgian architect and county surveyor of Essex*. Chelmsford: Essex Record Office, 1991. 204 p. (Essex Record Office Publications; no. 112) ISBN 0-900360-82-8
- British architecture today : six protagonists : Norman Foster ... = Architettura inglese d'oggi : sei protagonisti : Foster ...* Milan: Electa, 1991. 174 p. L48000. ISBN 88-435-3649-4
- Cambedda, Anna and Maria Grazia Tolomeo. *Una trasformazione urbana : Piazza Augusto Imperatore a Roma*. Rome: Palombi, 1991. 59 p. L7000
- Cassinelli, Bruno, et al. *Il Duomo di Bergamo*. Bergamo: Bolis, 1991. 270 p. L90000. ISBN 88-7872-021-0
- Celik, Zeynep. *Displaying the Orient : architecture of Islam at Nineteenth-Century World's Fairs*. Berkeley: Univ. of California Press, 1992. 245 p. (Comparative studies on Muslim societies; 12) \$40.00. ISBN 0-520-07494-7
- Cesar Portela. Almeria: Colegio de Arquitectos de Almeria, 1991. 77 p. (Documentos de arquitectura; 16) Ptas2000
- Cherry, Bridget and Nikolaus Pevsner. *London 3 : North West*. London: Penguin, 1991. 804 p. (The buildings of England) ISBN 0-14-071048-5
- La città Europea : mostra itinerante : scuole di architettura a confronto*. Florence: Alinea, 1991. 125 p. L25000
- Clubbe, John. *Cincinnati observed : architecture and history*. Columbus: Ohio State Univ. Press, 1992. 531 p. (Urban life and urban landscape series) ISBN 0-8142-0512-7, 0-8142-0514-3
- Colquhoun, Ian and Peter G. Gauset. *Housing design : an international perspective*. London: Batsford, 1991. 255 p. L60.00. ISBN 0-7134-6107-1
- Daniel Libeskind : countersign*. London: Academy Editions, 1991. 139 p. (Architectural monographs; 16) L19.95. ISBN 1-85490-094-3
- Demm, Eberhard. *Spanische Kolonialpaläste in Mexiko*. Cologne: Taschen, 1991. 216 p. DM29.95. ISBN 3-8228-0421-5
- Domenig, Gunther. *Gunther Domenig : Werkbuch*. Salzburg: Residenz, 1991. 237 p. ISBN 3-7017-0698-0
- Eisenman architectes, Albert Speer & Partner, Hanna/Olin : unfolding Frankfurt*. Berlin: Ernst & Sohn, 1991. 77 p. ISBN 3-433-02633-5
- Eliovson, Sima, ed. *The gardens of Roberto Burle Marx*. New York: Abrams/Sagapress, 1991. 237 p. \$45.00. ISBN 0-8109-3357-8
- Fermigier, Andre. *La bataille de Paris : des Halles à la Pyramide, chroniques d'urbanisme*. Paris: Gallimard, 1991. 396 p. (Le Debat) F115. ISBN 2-07-072209-0
- Fruhauf, Anne. *Fabrikarchitektur in Hamburg : Entwicklung und Bestand bis 1914*. Hamburg: Hans Christians Verlag, 1991. 169 p. (Arbeitshefte zur Denkmalpflege in Hamburg; Bd. 10) DM29.80. ISBN 3-7672-1131-9
- Gelani, Ikram Ali Shah. *Architecture and town planning in the Holy Quran*. Lahore: Ferozsens, 1991. 65 p. Rs200. ISBN 969-0-01037-9
- Giuseppe Pagano : architettura tra guerra e polemiche*. Florence: Alinea, 1991. 90 p. (Momenti di architettura moderna; quaderni 1) L20000
- Guicharnaud, Helene. *Montauban au XVIIe siecle : 1560-1685 : urbanisme et architecture*. Paris: Picard, 1991. 207 p. F380. ISBN 2-7084-0410-5
- Hans Kollhoff : ein Stuhl, ein Haus, eine Stadt*. Luzerne: Edition Architekturgalerie Luzern, 1991. 64 p.
- Helas, Volker. *Villenarchitektur in Dresden = Villa architecture in Dresden*. Cologne: Taschen, 1991. 199 p. DM29.95. ISBN 3-8228-9755-8
- Iturralde L., Luis. *Medio siglo de obra arquitectonica 1931-1981 : historia ilustrada del inicio y desarrollo de la arquitectura contemporanea en Bolivia*. La Paz: Servicio Grafico Quipus, 1991. 104 p.
- Jaeger, Falk. *Zurück zu den Stilen : Baukunst der achtziger Jahre im Berlin*. Berlin: Ernst & Sohn, 1991. 180 p. DM58. ISBN 3-433-02336-0
- Jose Maria Torres Nadal*. Almeria: Colegio de Arquitectos de Almeria, 1991. 67 p. (Documentos de arquitectura; 17) Ptas2000
- Keinanen, Timo, ed. *The Finnish Pavilion at the Venice Biennale*. Milan: Electa, 1991. 73 p. (Opere e progetti; 4) ISBN 88-435-3627-3
- Köln : seine Bauten 1928-1988*. Cologne: Bachem, 1991. 543 p. DM98. ISBN 3-7616-1074-2
- Krustrup, Mogens. *Porte Email = Emaljporten = La Porte Émaillée = The enamel door : Le Corbusier, Palais de l'Assemblée de Chandigarh*. Copenhagen: Arkitektens Forlag, 1991. 164 p. ISBN 87-7407-115-7

- Lodari, Carola. *Villa Taranto : il giardino del Capitano McEacharn*. Turin: Umberto Allemandi, 1991. 94 p. L45000. ISBN 88-422-0290-8
- Maghreb : architecture et urbanisme : patrimoine, tradition et modernité*. Paris: Publisud, 1991. 217 p. (Architecture et urbanisme) F238. ISBN 2-86600-484-1
- Marcucci, Laura. *Francesco da Volterra : un protagonista dell'architettura post-tridentina*. Rome: Multigrafica, 1991. 358 p. (Storia, architettura, saggi; 8) ISBN 88-7597-119-6
- La Méditerranée de Le Corbusier : actes du Colloque international "Le Corbusier et la Méditerranée"* réunis a Marseille le 24,25,26 septembre 1987 dans le cadre des manifestations du Centenaire de la naissance de Le Corbusier. Aix: Publications de l'Université de Provence, 1991. 242 p. F200. ISBN 2-85399-262-4
- Mendelsohn, Erich. *Erich Mendelsohn : complete works of the architect : sketches, designs, buildings*. New York: Princeton Architectural Press, 1992. 250 p. \$39.95. ISBN 0-910413-91-6
- Middleton, Michael. *Cities in transition : the regeneration of Britain's inner cities*. London: Michael Joseph, 1991. 323 p. L20.00. ISBN 0-7181-3242-4
- Moeller, Gisela. *Peter Behrens in Düsseldorf : die Jahre von 1903 bis 1907*. Weinheim: VCH, 1991. 545 p. DM220. ISBN 3-527-17726-4
- Moya Tasquer, Rolando and Evelia Peralta. *Arquitectura contemporanea : nuevos caminos en Ecuador*. Quito: TRAMA, 1991. 183 p.
- Nino Murcia, Carlos. *Arquitectura y estado : contexto y significado de las construcciones del Ministerio de Obras Publicas Colombia 1905-1960*. Bogota: Centro Editorial, Universidad Nacional de Colombia, Instituto Colombiano de Cultura, 1991. 335 p. ISBN 958-17-0076-5
- Noever, Peter, ed. *Architecture in transition : between deconstruction and new modernism*. Munich: Prestel Verlag, 1991. 157 p. DM48. ISBN 3-7913-1136-0
- Noever, Peter. *Wiener Architekturgespräche : Gespräche aus der Wiener Architekturzeitschrift UMRIS zwischen 1982 und 1991*. Berlin: Ernst & Sohn, 1991. 186 p. DM68. ISBN 3-433-02099-X
- Picon, Antoine. *French architects and engineers in the Age of Enlightenment*. New York: Cambridge Univ. Press, 1991. 437 p. (Cambridge studies in the history of architecture) Trans. of *Architectes et ingénieurs au siècle des Lumières*. ISBN 0-521-38253-X
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- Zinsmeister + Scheffer : Werkbericht 1965-1990*. Stuttgart: Julius Hoffmann, 1991. unpagged. DM78. ISBN 3-87346-095-5
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wander or bike among the astounding wildflower fields, although warning us away from "touristy" Leksand. This many of us found charming, visited as it was by the families of high-school graduates celebrating commencement with their offspring decked out in student caps.

Virtually every day of the tour included at least one remarkable palace or chateau, many of them privately owned. Several are the property of Lars Sjöberg, an authority on historic furniture, who accompanied us for about ten days. He has the habit of purchasing run-down country houses and restoring them to life. Owning five such places simultaneously has, of course, limited his ability to complete the physical rehabilitation of any, not to mention the furnishing program. It was a great treat for us, without ownership worries, to visit several of them and to learn firsthand some of the problems, from Swedish tax policy to a shortage of suitable chairs.

Each of us had his or her favorite places, or favorite home owners, who allowed us to visit some little-known properties. In virtually all of them we learned about issues of conservation and restoration as well as the history of the sites. We were lucky that the owners all speak fluent English, and the buildings are fortunate to have such intelligent and caring owners. Blessed with sunny, warm weather, we also had welcome opportunities to roam freely in the gardens.

"Bernshammer," a small eighteenth-century house with remarkably pretty decoration, is the kind of house that one could easily want to live in. "Wrams Gunnarstorp," a grander but immensely appealing house, so engagingly combines impressive state rooms with private quarters that I wanted to be invited for the weekend. A summer residence at Skårvå was particularly memorable for 96 watercolors of Chinese boats and ships. Castles: Gripsholm, Karlmar; Söderköping spa; universities at Lund and Uppsala; outdoor building museums: Skansen in Stockholm, Kulturen in Lund, Gammelgården in Mora. Cathedrals, town and country churches, and chapels with original furnishings, mostly Lutheran, of course. Farmhouses painted red or white accenting the landscape. Modern architecture from city halls to crematory chapels, and the pastel-colored buildings for the Rudolf

Steiner community at Järna. We even toured the Viking town of Eketorp, an archeological site. An unusual structure, the seventeenth-century Gustavianum at Uppsala University, has a large octagonal cupola where anatomical demonstrations were presented on the floor and where astronomical demonstrations were conducted from the windows. Each of the stepped rows at which students stood while hearing the lectures was adorned with one of the five classical orders copied from the 1521 edition of Vitruvius.

Stockholm is one of the prettiest cities anywhere. Formed of many islands, it bridges the Baltic and Lake Mälär. Even without our perfect weather, anyone can appreciate its human scale, the multitude of pleasure boats at its shorelines, the appealing building designs (even with an absence of masterpieces), its carefully planned suburbs, or the spectacular subway stations of lines 10 and 11, unlike anything dreamed of in the United States.

I can't forget Västerås and Malmö and Copenhagen with its sumptuous Rosenborg and wonderful Tivoli. The newly-reopened Danish National Museum has intelligently-conceived displays and a great interactive computer system. Not far away is Louisiana, one of the most ap-

pealing and comfortable art museums anywhere in the world. I must mention the attractive eighteenth-century planned Swedish villages for skilled blacksmiths at Lövsta Bruk and Forsmarks Bruk, which put some later industrial settlements to shame. And how can I omit the folkloric supper put on for us by Brigitta Sandström?

Those planning a Swedish trip on their own can obtain tour notes from the SAH office. Thanks once more, Guy, Ozzie, Lars, Bo, Mogens, Bodil, Göran, Ulf . . .

Carol Herselle Krinsky

## MEMBER NEWS

**Susan Appel** has been promoted to associate professor of art history at Illinois State University and has been awarded a fellowship by the Society for Industrial Archeology and the Historic American Engineering Record to support publication of her 1990 dissertation, "The Midwestern Brewery before Prohibition," to be published by University of Illinois Press. The Lockwood-Mathews Mansion Museum, Norwalk, Connecticut, recently restored by **Richard**



*Gammelgården, Mora, Sweden. (Credit: M. Pearson)*

**Bergmann**, received a 1992 Tucker Award for architectural excellence from the Building Stone Institute. **James Bodnar** taught an advanced design studio and served as guest lecturer at the University of Texas-Austin during the spring term 1992. **Jean-Louis Cohen** of the University of Paris-Villemin, **Stanislaus von Moos** of the University of Zurich, and **Gwendolyn Wright** of Columbia University are Getty Scholars for 1992-93. **James Marston Fitch** received the 1992 award of the Metropolitan Historic Structures Association of New York for his outstanding lifelong contribution to architectural preservation. **Alvin Holm**, AIA, a member of the Carpenters' Company of Philadelphia, taught a drawing course on the five orders of classical architecture in March-April 1992. **James Oleg Kruhly** of the Philadelphia architectural firm, James Oleg Kruhly + Associates, was elected a Fellow of the American Institute of Architects. **Phyllis Lambert** has received a certificate of environmental citizenship from Environment Canada in recognition of her contribution to protecting Canada's cultural and historic heritage. **Martha McNamara** of Boston University's American and New England Studies program has received the first Buell Dissertation Fellowship to aid the completion of her dissertation, "'A Magnificent Temple of Justice': Massachusetts Courthouses, 1750-1850." She was also a participant in the 1992 Buell Talks on American Architecture, held at Columbia University, as were **Karl Haglund**, **Gwendolyn Wright**, **Daniel Bluestone**, **Marc Vincent**, **Sarah Ksiazek**, **Matthew Gallegos**, **Amy Weisser**, and **Barry Bergdoll**. **Christopher Mead** and **Gülru Necipoglu** were honored by the trustees of the Samuel H. Kress Foundation at a celebration hosting the Architectural History Foundation's 15th anniversary. Theirs were the first two books produced by the Kress Publication Fellowship. **William C. Miller**, AIA, has assumed the deanship of the Graduate School of Architecture at the University of Utah, effective July 1, 1992. **Patricia Morton** of the School of Architecture, Princeton University, is a predoctoral Getty Center Fellow for 1992-93. **George Notter** has restructured his architectural firm which is now Notter + Associates PC and based solely in Washing-

ton, D.C. **Pamela Scott** and **Mary Corbin Sies** are Winterthur fellows for 1992-93. **Selma Rattner**, president and chief executive officer of the Paragon Paint and Varnish Corporation, received the 1992 Crain's New York business award "for excellence in business and a commitment to the community." **Roger Schluntz** is the new dean of the University of Miami School of Architecture. **Simone Swan**, a writer and lecturer who worked with the Egyptian architect Hassan Fathy, has constructed an Egyptian-style barrel-vaulted roof without centering out of adobe brick in Presidio, Texas, working in partnership with master mason Gilberto Velasco. The purpose was to compare techniques with masons from both banks of the Rio Grande and to explore possibilities of organizing low-cost, owner-built, energy-efficient housing according to Fathy's methods. **Christopher Thomas** has been awarded a post-doctoral research fellowship by the Social Sciences and Humanities Research Council of Canada and is a visiting assisting professor at the University of Victoria, British Columbia. **Peter Willis** will hold the Frederic Lindley Morgan Chair of Architectural Design at the Allen R. Hite Institute, University of Louisville, for the fall term 1992.

## SCHOOLS AND COURSES

The **University of the Republic of San Marino, Advanced Institute for Historical Studies** has announced a competition for the selection of 24 students for its third postgraduate course (1993-95) leading to a Ph.D. in Historical Studies. A knowledge of Italian and either French or English is required. Sixteen students will receive scholarship assistance. Students will be expected to attend courses and other teaching activities in San Marino during June-July and September-October. During the remaining periods, students will be expected to work on a research thesis. Applications should be postmarked by **December 31, 1992**, to: Scuola Superiore di Studi Storici—Universit—degli Studi—Contrada delle Mura 16—47031 Repubblica di

San Marino; phone (549)882507, (6)8078239, or (51)221928; FAX (549)882303.

The **Attingham Summer School for the Study of the Country House in Britain** announces the Summer School, July 9-27, 1993, and the Study Week to Devon and Cornwall, June 1-9, 1993. The Summer School, since its founding 41 years ago, has examined the architectural and social history of the British country house and its landscape setting, has studied the contents of these great houses—their paintings, sculpture, furniture, ceramics, silver, textiles and other applied arts, as well as the planning and decorative treatment of the interiors, and has stimulated discussion on the problems involved in conserving the British country house and its contents. The Study Week this year is focusing on the economic background of the West Country house. Scholarship assistance is available for both courses. The application deadline for the Study Week is **January 15, 1993**; that for the Summer School is **January 31, 1993**. Information brochures and application forms for both courses may be obtained from: Mrs. Sybil Bruel, 285 Central Park West, New York, N.Y. 10024, (212)362-0701; FAX (212)580-9352.

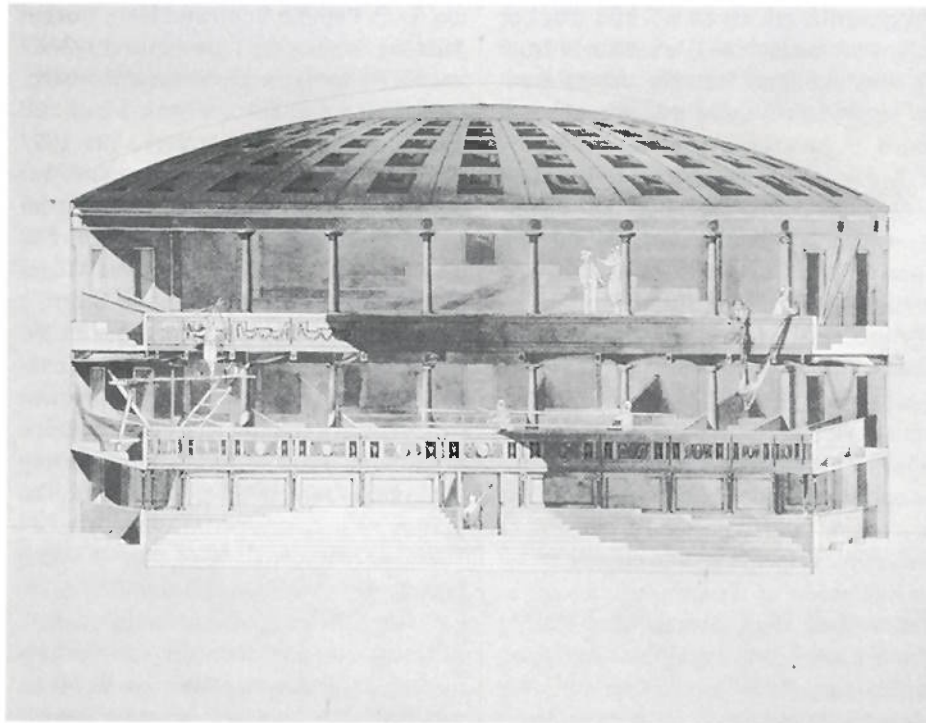
## SYMPOSIUM

The **Athenaeum of Philadelphia** will bring together some of the leading American authorities on the American country house for its annual public symposium, **December 4-5, 1992**. Speakers include Clive Aslet, **Hugh J. McCauley**, **Mark A. Hewitt**, **Robert B. MacKay**, and **Henry J. Magaziner**; the session will be moderated by **Roger W. Moss**. In conjunction with the symposium, an exhibition devoted to the country house patronage of Mr. and Mrs. Edward T. Stotesbury, particularly "Wingwood" in Bar Harbor, Maine, and "Whitemarsh Hall," will open at the Athenaeum, which holds extensive collections of drawings, photographs, and manuscripts relating to these houses. The exhibition is open to the general public, December 7, 1992 - April 30, 1993.



## EXHIBITION

The **Virginia Museum of Fine Arts**, in Richmond, has organized "The Making of Virginia Architecture: Drawings and Models, 1719-1990," to be held **November 10, 1992 - January 3, 1993**. It investigates American architecture and architectural drawings in a survey of more than 100 works that represent Virginia's great building tradition. The designs selected, which record the early structures of Williamsburg, document the buildings of Jefferson and the historical revivalists, and reveal the advances of the modern age, illustrate the working methods and inspirations of such great American architects as Benjamin Latrobe, Alexander Jackson Davis, McKim, Mead & White, Ralph Adams Cram, Eero Saarinen, and Michael Graves. Curated by William M.S. Rasmussen, **Charles Brownell**, **Richard Guy Wilson**, and Calder Loth, the exhibition is accompanied by a book of the same name with historical essays by the curators and detailed commentaries on buildings throughout the state. Information: (804)367-0852.



*Benjamin H. Latrobe, Richmond Theatre project, 1798. (Credit: Virginia Museum of Fine Arts)*

## SAH PLACEMENT SERVICE BULLETIN\*

\*Dot indicates first listing.

*Deadline for submission of material to the Placement Service Bulletin is the 15th of the preceding even-numbered month. Contact the SAH office in Philadelphia for full information about the categories and conditions for inclusion in the listings.*

### ACADEMIC

• Lexington, Kentucky 40506. University of Kentucky, College of Architecture. DEAN (search reopened). The Dean will be both a teacher and administrator. Candidates will have a demonstrated commitment to excellence in architecture and architectural education and will be eligible for appointment at the rank of professor in the College. Dean reports to the Chancellor of the Lexington Campus. This campus offers employment assistance to relocating partners. Position is available as early as January 1, 1993. Committee will accept applications and nominations till position is filled. Priority will be given to applications received by November 1, 1992. Apply (with letter summarizing relevant professional experience, curriculum vitae and names, addresses

and telephone numbers of four references) to: Dr. Christine Havice, Chair, Dean of Architecture Search Committee, c/o Office of the Chancellor-Lexington Campus, 111 Administration Building, University of Kentucky, Lexington, KY 40506-0032.

• Minneapolis, Minnesota 55455. University of Minnesota, Twin Cities. ARCHITECTURAL HISTORIAN, Asst./Assoc. Prof. Tenure-track or tenured. Ph.D. with dissertation on an architectural history topic required by date of appointment. Teaching experience desirable for Asst. Prof. rank. Responsibilities include primarily courses in 18th-20th century architecture at undergraduate and graduate level and research in the candidate's area(s) of specialization. Additional courses in other areas of expertise (which may include history of architectural theory, urbanism, gardens, or landscape) are desirable. Applications encouraged from candidates who have had previous training in architecture and have demonstrated effectiveness in teaching students of architecture. Rank, salary, and tenure commensurate with experience and qualifications. Fall 1993. Application deadline January 4, 1993. EOE. Apply (with resume, letter of application, examples of research or published work, and three letters of reference) to: Leon Satkowski, Chair, Architectural History Search Committee, College of Architecture and Landscape Architecture, University of Minnesota, 89 Church Street, SE, Minneapolis, MN 55455.

• Providence, Rhode Island 02912. Brown University, Urban Studies Program. ASSISTANT

PROFESSOR/tenure track rank, specialist in Urban Studies. Candidates must have Ph.D. in hand by July 1993 and show outstanding potential for scholarship. Candidates' primary research interest must lie in one of the following: history of architecture & urbanism, urban planning, urban social geography, urban anthropology, or urban built environment/cultural resource management. Desired that candidates have experience in urban or regional planning. Appointment would be joint w/ Urban Studies Program and/or American Civilization Dept. or History of Art and Architecture Dept. Teaching responsibilities include departmental lecture or seminar courses, fieldwork courses in Urban Studies (which require candidate to become familiar with RI institutions and people active in state and local government, non-profits, or community organizations in area). Candidates must have necessary interpersonal skills to manage fieldwork courses and direct students doing fieldwork. Application deadline December 1, 1992. EO/AE. Apply (with letter summarizing qualifications, resume, sample of written research material and three letters of recommendation) to: Professor David Meyer, Search Committee, Urban Studies Program, Box 1833, Brown University, Providence, RI 02912.

• Springfield, Missouri 65802. Drury College, Hammons School of Architecture. TWO tenure-track, academic-year positions, beginning fall 1993. (1) ASST./ASSOC. PROFESSOR OF ARCHITECTURE to teach architectural his-

*Continued on page 14*



# THE FORUM

BULLETIN OF THE COMMITTEE ON PRESERVATION

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## THE LOST SHOPPING CENTER

Richard Longstreth  
Washington University

A rather utilitarian attitude toward shopping centers has prevailed, it seems, since the inception of the type's emergence as a common form of retail development during the post-World War II era. Complexes that drew crowds when they opened and remained magnets of trade for some years thenceforth now lie fallow. After years of declining use, they await either demolition or complete transformation without much awareness, let alone caring by the public. These were places that served as retail surrogates for the city center, but there is none of the same sense of identification or attachment. They are settings the public takes for granted as having outlived their usefulness. No matter how ambitious or important the facility once was, the relic is now viewed as disposable.

The situation is not unalterable, however. Preservation has an almost infinite capacity to change the way people think about the world around them. Prevailing attitudes toward the shopping center once applied to many other forms of the built environment that are now venerated. Among the most obvious examples is the more traditional form of linear commercial development that exists along thoroughfares in communities nationwide. During the 1930s, while many examples were still of recent vintage, "Main Street" became a term of ridicule among architects, planners, retailers, and real estate developers. By the 1940s, if a commercial district was said to be going "Main Street" in the retail trade, it meant that it had ceased to function as a desirable shopping area.

Preservation helped to reverse that attitude, not just toward Victorian town centers in the heartland, but also toward less ornate neighborhood centers in major cities nationwide. Preservation has further demonstrated that such places can continue to play a worthwhile function in the community. Indeed, one of the most consequential lessons from the successes of the National Trust's Main Street Program and its now numerous offspring is that retail facilities do not have to be remodeled every generation or so in order to remain competitive.

The need to apply this strategy to more recent work is pressing because most of it is not going to remain otherwise. Traditional main streets have survived for 80, 100, or even 150 years. They may become tattered and abused, but the large bulk of their fabric remains conspicuous and can be a very persuasive element in eliciting popular support. But, try to find counterparts from the 1940s or 1950s that remain in comparably recognizable form; most have either been extensively altered or destroyed.

The shopping center, and the whole phenomenon of mid-twentieth-century commercial development, need not be a lost thing,

one that will vanish with the generation that built it. If the purpose of preservation is to vouchsafe a sense of continuity with significant aspects of the past, we cannot afford to lose a component so central to our collective experience. There is no question that the shopping center is a very important part of our history, as significant in the commercial sphere during the twentieth century as the vertically organized office building or the horizontally organized manufacturing plant. The imperative is to recognize the nature of its significance, and to take active steps to ensure the retention of noteworthy examples.

The possibilities afforded by such efforts are very promising if initial endeavors give any indication. Just as shopping centers frequently served as catalysts for development when they were new, so they can stimulate constructive redevelopment today.

The earliest such instance I know of occurred about a decade ago with the Nob Hill Business Center (1946) in Albuquerque, New Mexico. Neither the complex nor the commercial corridor of which it is a part, along what was once U.S. Route 66, had changed that much. But the area was increasingly neglected and was clearly headed for either accelerated decay or some large-scale new development which would effectively eradicate its past. The preservation alternative proved not only that the restored building could again function as a magnet of activity, but also foster an ongoing campaign to revitalize the whole precinct. Heritage has become a primary determinant of Nob Hill's economic future.<sup>1</sup>

The resistance to preserving a shopping center initially can be widespread and intense among preservationists no less than among the business community simply by virtue of the way people tend to view the building type. In Washington, D.C., the Park and Shop (1930) had long been neglected by its owner with the intention of eventually using the land for much denser development. Imminent threat of demolition came in 1984 and was not fully resolved until 1991. The issue of building density, far more than the attributes of the building, coalesced neighborhood support. A number of local preservationists took a dim view of the endeavor, believing that nothing historic existed to save—a viewpoint guided by personal taste and assumptions rather than by knowledge. As it turned out, the complex proved to be extremely important as the earliest example of any consequence in the United States to fuse the drive-in concept with that of the fully integrated neighborhood shopping center.<sup>2</sup> Considered from a national perspective, the Park and Shop ranks among the most historically significant commercial properties in the metropolitan area. Once the proponents of preservation could delineate in a

meticulous way why the complex was so important, the city's Historic Preservation Review Board responded positively. Later, there was no problem securing landmark designation for one of the Park and Shop's first successors, the Massachusetts Avenue Parking Shops (1936), which is among the most intact examples in the metropolitan area in terms of its fabric, tenant mix, and neighborhood setting.

The matter of use is central to such undertakings; unless these complexes can remain economically viable, it is unlikely they will be saved. Adaptive use may aid the process, but the best solution is continued use—of the building and of the car lot, which is such an integral part of the scheme. A lot of snickering occurred over the assertion that the latter component of the Park and Shop was historic. Some mandarins of taste repeatedly expressed the urge that this expanse of “unattractive asphalt” be “improved”—with brick paving, with trees, with flower beds, with tables, with kiosks; that is, with what has become the conventional repertoire of the festival market place. Many preservationists do not like to be told that turning a car lot into a garden can be as egregious as turning a garden into a car lot, but when the space itself is significant, the change denatures the product, rendering it an utterly misleading, false statement about past.

A phenomenon that had an important affect upon efforts to save the Park and Shop was the concurrent revival of the neighborhood shopping center idea in the retail and real estate development industries. Now unflatteringly referred to as strip centers, many of these complexes are the same size and configuration as their progenitors of the 1930s and 1940s. This correspondence suggested that when the location and market were favorable, old examples could serve current purposes just as well as new ones. An important by-product of such an approach is that tenants need not be limited to the sort of peripheral specialty shops that characterize

so many preservation projects in the commercial sphere. Fortunately, the developer who undertook the restoration of the Park and Shop in 1991 was able to secure tenants purveying everyday goods and services—not the exact mix that characterized the neighborhood center half a century ago, but one that is similar in its routine trade orientation. In both this respect and in its newly restored appearance, the complex can provide instructive lessons for owners of commercial properties in the adjacent blocks, which are part of the same historic district.

The relationship between appearance and operation is well illustrated by several of the large shopping centers constructed during the interwar decades. The first such project, one which had a profound influence on its successors, was the Country Club Plaza in Kansas City, Missouri (begun 1922).<sup>3</sup> It has long been a trade magnet throughout the greater metropolitan region and also has achieved the status of a city institution—a place which must be visited when in the area. The Plaza's great popularity in part stems from its ornate physical plant. This was a place conceived as a civic fixture and one so unlike the norm that people would want to go there on account of its specialness. But looks are not everything. Westwood Village in Los Angeles (begun 1929) was very closely patterned after the Plaza. Most of its original buildings remain intact and the location is still a superb one; however, the place has suffered greatly from lackluster management, which has in turn affected the nature of tenancy. If people do not find what they want, they will not shop there. Something of the same fate was occurring to Highland Park Village in Dallas, another offspring of the Plaza also begun in 1929. Here, however, a new owner has turned the situation around by capitalizing on the high caliber of the original design so that the complex is now functioning in a way that parallels its early years. While not the primary factor in generating patronage, the appearance of a place *can* be



Figure 1, Parole Plaza, Parole, Maryland, 1960-1962, Evantash & Friedman, archs. Photo: author, 1992.



an important contributor when it is an integral part of a sound merchandising strategy, one that takes full advantage of the particulars of the situation.

The extent of the challenge and of the dilemmas faced in such work are well illustrated by the regional shopping mall, which make the difficulties encountered with the Park and Shop seem modest by comparison. Like such large-scale forebears as the Plaza, the regional mall has traditionally functioned well. Some examples also were designed to be memorable places, which would foster social interaction as well as trade. Malls entail huge investments in construction and maintenance, and are believed to require substantial renovation every fifteen to twenty-five years if they are to remain competitive. This practice has become so standard that it is hard to find an example in more or less its original form dating from before the mid-1960s, and even ones of somewhat later vintage that have not experienced major alterations are increasingly scarce. Change has always characterized commercial districts, but it has never before been so integral to the program, so systematic, and so frequent; in short, so thoroughly pervasive. These circumstances mean that even if consumers love a mall, and no matter how important a place it is in their lives, they will never come to identify with it as they may a town center. Rather it will be more analogous to a prize automobile, which one assumes must be disposed of once it has reached a certain stage.

The analogy is not quite right because unlike "classic" cars, "old malls" are not appreciated as such. A poignant example is afforded by Parole Plaza just outside Annapolis, Maryland (1960-1962) (Figure 1). Fewer and fewer people now go there; many merchants have left and none want to take their place. There are still a number of good tenants, but this has ceased to be a place where people choose to shop. The complex has been cast not just as an impediment to progress but as a potential blighting influence on the community.

How does one save something like this? Its operational success is dependent upon major retailers. How does one convince the leadership of a department store or specialty chain that the place should be restored? How does one convince lending institutions, even in the best of economic times? How does one convince a critical mass of the consuming public that this is not a dreary place, but a special environment worth passing down to future

generations? Where does one even begin? We have no models, no examples that can be used to illustrate how, if one takes a given course, the outcome may be predicted. From almost any perspective, the venture would seem like a risk of such great magnitude that anyone who would even conceive the idea would be summarily dismissed as a member of the lunatic fringe.

When the scale of an undertaking is so large and no precedent exists for projects of its type, a constructive outcome may only be possible when the whole endeavor seems unthreatening from an economic standpoint; that is, when the project does not prevent actions which appear to be much more lucrative. It helps, too, if the project is not too costly and if most of the work that needs to be done is cosmetic. That is how, for example, the Paramount Theatre in Oakland (1930-1931) was restored in 1972-1973.<sup>4</sup> A few years before, the notion of actually preserving a redundant, 3400-seat movie palace seemed folly from a practical standpoint, and even devotees of the type presumed that most examples would soon disappear. Once the Paramount was completed, however, preserving such a leviathan seemed an extremely sensible way to secure a performing arts center, given the existence of a strong market for such a facility. One did not have to denature the historic fabric as was done slightly earlier at Pittsburgh's Heinz Hall; full and proper restoration was just as sound an investment.

Perhaps a good candidate for a parallel course of action exists with Shopper's World in Framingham, Massachusetts (Figure 2). Completed in 1951, it was the second regional mall to be realized anywhere and the outgrowth of a project that was unprecedented when it took form in 1946. The architect, Morris Ketchum, was a seminal figure in the early development of the type, and its principal planning consultant, Kenneth Welch, was equally important in establishing the methods by which such facilities became major retail magnets. To my knowledge, Shopper's World is the only example from the first generation of regional malls to survive without significant changes. Historically, it is a work of transcendent importance.

Now of course from a conventional real estate development perspective, Shopper's World is a hopeless antique, and it is not surprising that plans have been in the works for about five years to replace the facility. As important as the complex is to the history of architecture, it would do preservation no service to mount an

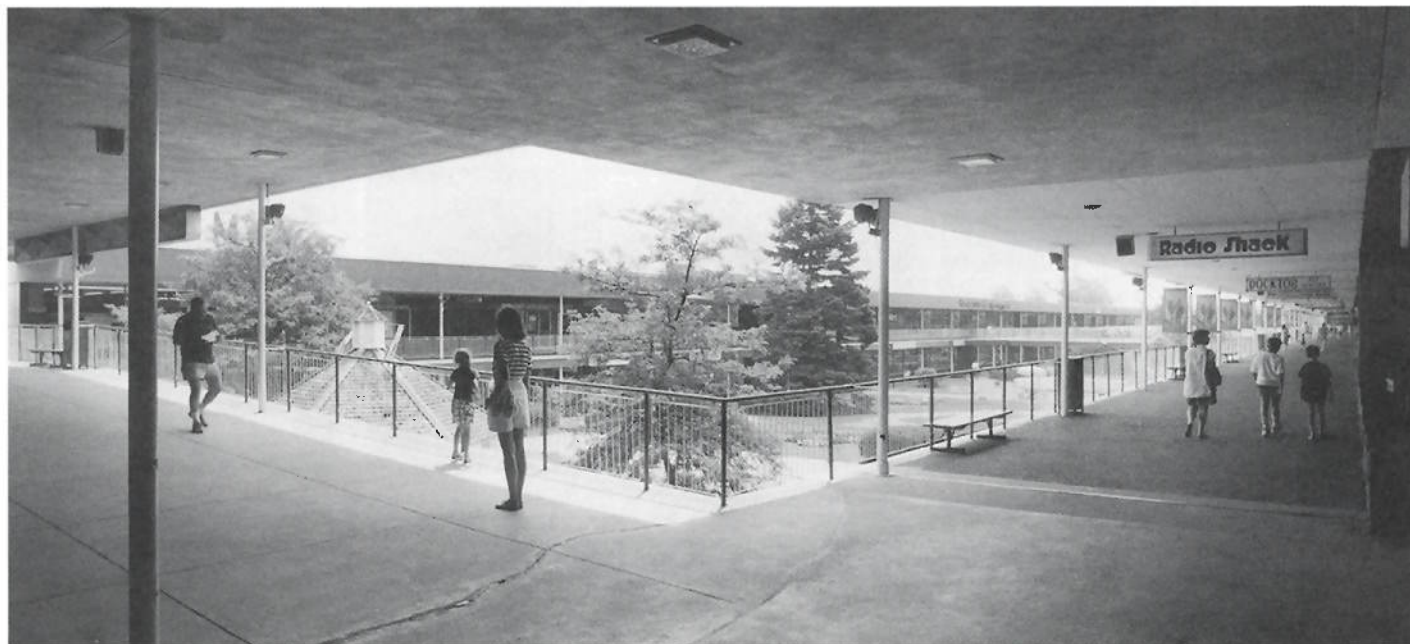


Figure 2, Shopper's World, Framingham, Massachusetts, 1948-1951, Ketchum, Gina & Sharp, archs. Photo: author, 1988.



all out offensive at this point since redevelopment plans have been known for some time. There would be a ferocious battle, but it is doubtful whether much would be gained in the end. However, if the current economic climate continues for an extended period, particularly in the real estate field, an opportunity just might arise whereby the existing complex, much like the Paramount, could be cast as a frugal and engaging alternative. A large number of retail facilities, including one other regional mall, operate in the same precinct, so that the best marketing initiative might be not to try to compete on their terms, but to take advantage of the differences and to turn age from a liability to an asset.

Maybe that is hoping for too much. Perhaps it is necessary to go well off the beaten track to find a safe proving ground for what remains an unorthodox venture. One such place is Los Alamos, New Mexico, where a virtually unique surviving example can be found of the immediate precursors to the regional mall, which were built between the mid-1930s and mid-1940s (Figure 3). At that stage, the mall concept was not the child of business interests, but rather of planning reformers, who saw it as one of many necessary ways to separate pedestrian from vehicular traffic and foster a sense of social interaction in community design. The shopping center at Greenbelt, Maryland, was the first of these experimental endeavors; several others were constructed by the federal government during World War II in cases where the private sector could not be induced to build much needed shopping facilities for defense housing projects. Los Alamos was both the largest and the last of these federal works, constructed shortly after the war's end.

The shopping center now stands with a high vacancy rate. The distances one must walk between stores and from one's car may seem too great for some consumers, although they are much less than what has long been the standard at regional malls. Many residents appear to be indifferent to a shopping environment that is sequestered and parklike; activity along the strip nearby is booming. But these circumstances do not pose an insurmountable hurdle. Here, where there is not much pressure for change and where competitive emporia are some distance removed, with the right tenants and some creative merchandising, one might again make the complex a hub for the community. Such a project also holds

the potential to attract tourists, for whom there are few readily accessible vestiges of those years which made the town world famous.

While these scenarios are purely speculative, I hope they will not be taken as wishful thinking. The issues at hand are fundamental ones. Can we understand the significance of commercial places created after the early twentieth century? If we have that capacity, can we protect important examples, or will this whole episode of our history become something known to future generations only through pictures and words? Finally, can preservation broaden its impact on current development practices—not by fostering some bogus look or atmosphere—but inculcating the idea of developing properties as long-term investments so that their sense of worth is inherent and self-perpetuating?

#### NOTES

1. Concerning the precinct, see M. R. Szoka, "Nob Hill Study," Economic Development Department, City of Albuquerque, New Mexico, 1985. For illustration of the complex as restored, see R. Longstreth, *The Buildings of Main Street: A Guide to American Commercial Architecture*, Washington, 1987, 64-65.
2. R. Longstreth, "The Neighborhood Shopping Center in Washington, D.C., 1930-1941," *JSAH*, 51 (March 1992), 5-34.
3. R. Longstreth, "J. C. Nichols, the Country Club Plaza, and Notions of Modernity," *Harvard Architecture Review*, 5 (1986), 120-135.
4. S. H. Stone, *The Oakland Paramount*, Berkeley, ca. 1980; S. Levin, ed., *Oakland Paramount*, Theatre Historical Society of America, Annual Number 18, 1991.
5. For a sampling of the numerous contemporary articles on the project, see R. Longstreth, "The Significance of the Recent Past," *APT Bulletin*, 23: 2 (1991), n. 10. The best historical overview of the regional mall's early development is in M. L. Clausen, "Shopping Centers," in J. A. Wilkes, ed., *Encyclopedia of Architecture: Design, Engineering, and Construction*, 4 vols., New York, 1989, IV: 413-416.
6. For a contemporary account, see G. Baker and B. Funaro, *Shopping Centers: Design and Operation*, New York, 1951, 242-245.



Figure 3, Los Alamos Center, Los Alamos, New Mexico, ca 1947-1948, W. C. Kruger & Associates, archs. Photo: author, 1991.

tory and theory and design studio. Candidates must have Ph.D. in architectural history or theory. (2) ASST./ASSOC. PROFESSOR OF ARCHITECTURE to teach landscape architectural issues and architectural design. Each candidate should have terminal degree in area of specialization, teaching experience, record of scholarly and professional work, and professional registration or intention to achieve registration. Preference will be given to those candidates who, in addition to teaching in studio and in specific area of concentration, are also capable of and interested in contributing in some specific way to broader liberal arts curriculum at Drury. Candidates holding degrees in more than one discipline are especially encouraged to apply. Rank and salary commensurate with experience. AA/EOE. Screening of credentials will begin December 1992 and continue till appointments are made. Send letter of application, vita, one-page philosophy statement, examples of academic and/or professional work, and names, addresses, and phone numbers of four references to: Jay G. Garrett, Director, Hammons School of Architecture, Drury College, 900 N. Benton Avenue, Springfield, MO 65802. Tel. (417) 865-8731, ext. 288.

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• Oak Park, Illinois 60302. The Frank Lloyd Wright Home and Studio Foundation. PROJECT COORDINATOR. Part-time, 12 month position coordinating outreach youth education program in the Pilsen neighborhood, in collaboration with the Mexican Fine Arts Center Museum. Candidates must work well with groups of children, possess knowledge of architecture, and be English/Spanish bilingual. Position is contingent on grant funding, and begins in late 1992 or early 1993. EOE. Application deadline, October 15, 1992. Send resume to "Through Their Eyes" project, The Frank Lloyd Wright Home and Studio Foundation, 951 Chicago Avenue, Oak Park, IL 60302. (708) 848-1976.

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