



Elizabeth Gordon at Taliesin West, ca. 1946. Photo: Maynard L. Parker; courtesy of The Huntington Library, San Marino, CA

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Authors on Architecture: Penick on Elizabeth Gordon

SAH/SCC Zoom Presentation

Saturday, November 7, 2020, 1-2:30PM Pacific Time

SAH/SCC is delighted to host this important program celebrating the contributions of Elizabeth Gordon, the former editor of *House Beautiful* magazine. Author Monica Penick will join us from Texas to talk about Gordon's influence on mid-century design in America, as chronicled in her book *Tastemaker: Elizabeth Gordon, House Beautiful, and the Postwar American Home* (Yale University Press, 2017).

Penick is the Associate Professor of Design and Associate Chair and Director of Undergraduate Programs at the University of Texas at Austin School of Design and Creative Technologies. She was previously in the Design Studies Department at the University of Wisconsin, Madison.

The author will discuss Gordon's work at *House Beautiful* from 1931 to 1964, including her innovative magazine-sponsored initiatives, such as *House Beautiful's* Pace Setter House Program and Climate Control Project. The latter popularized a "livable" and decidedly American version



Monica Penick

of postwar modern architecture. Gordon's vision of "good design" and "better living" was highly influential among the magazine's middle-class American readership.

In addition to incisive analysis of Gordon's contributions, the book offers a richly illustrated tour of homes published under her editorship. Approximately 200 images include photos by Ezra Stoller, Maynard Parker, and Julius Shulman.

As reviewed by Paula Lupkin in *Journal of the Society of Architectural Historians*, the book is "an important source on the postwar period and an excellent model for architectural biographies. Penick convincingly situates and contextualizes the story of a single individual within a larger historical narrative and, in doing so, highlights the role of magazine editors as propagandists in the history of American and modern architecture and design."

Authors on Architecture: Penick on Elizabeth Gordon—Saturday, November 7, 2020; 1-2:30PM Pacific Time; \$5; reservations required—see order form on Page 6 or go to www.sahscc.org; Zoom connection information sent upon registration.



Frank Lloyd Wright, FAIA, and Elizabeth Gordon at Taliesin West, ca. 1946. Photo: Maynard L. Parker; courtesy of The Huntington Library, San Marino, CA

SAH/SCC President's Letter

As 2020 draws to a close, few among us will be sad to see it go. Covid-19 forced SAH/SCC to eliminate all in-person events, including an eye-opening lecture, exhibition, and tour of the work of Henry Jekel, as well as the exploration of the work of Pierre Koenig, FAIA, in sleepy Tujunga.

By late Spring, it became clear that new technologies, such as Zoom, actually afforded the organization the opportunity to reprise some of its most beloved programs with authors and experts from near and far. And as they say, if you build it, they will come! Nearly 400 people attended these "ICYMI" events from around the country and around the globe—including an intrepid group of Australians who got up at 6AM to hear about car designer Harley Earl. Upon reflection, Zoom actually provides us with a platform for resuming and extending our active lecture and educational programs.

SAH/SCC supports its programming through a combination of membership dues and ticket sales. With in-person events tabled for the foreseeable future, membership has become more important than ever for the organization. We know many institutions and professional organizations are suffering now. With this in mind, we thank those of you who continue to support SAH/SCC during these difficult times.

And yet, we are pleased to welcome new members from around the country who have found value in our mission and our programs. You now have

more great reasons to give memberships to your friends in different states so they can experience the wealth of program offerings you've so enjoyed through the years.

To ensure our continuing viability, however, it is important that we implement austerity measures in 2021. The board recently decided to reduce the publication frequency of our newsletter, *SAH/SCC News*, from six times per year to quarterly. While many nonprofit organizations have eliminated newsletters entirely in recent years, we believe that the newsletter PDF is an important part of the historical record of the organization and contributes to the documentation of Southern California's architectural history.

You will continue to receive e-mail notification of all events, as well as quarterly issues of the E-News with book reviews and other content normally found in the newsletter.

The board is working to plan some exciting and unique virtual programs for 2021 that we hope will stimulate the intellect and the senses. Some will draw upon past SAH/SCC travel tours, and will be free for members (another incentive to maintain and give memberships). Let's face it, we'd all love to get out and back into architecture (even if it's from our sofa).

History tells us that we are in this for the long haul, but that we will eventually get back to "normal." In the meantime, please stay safe.

—Sian Winship

A Call for Information on Architect Leopold Fischer

Volker M. Welter, architectural historian and SAH/SCC Life Member, seeks help with a study of the California architecture of the exile architect Leopold Fischer (1901-1975), the third student of Austrian modernist Adolf Loos, who worked in Southern California beside Rudolph Schindler and Richard Neutra, FAIA. Fischer's archive has not been located, and accordingly, information about any Fischer-designed building is welcome.

More specifically, he is interested in the home (ca. 1961) illustrated in the before and after images shown here. The landscape architect for this project was John Catlin.

Please send any information about the possible location of the house, where to find the papers of John Catlin, and any Fischer buildings you may know of to Volker M. Welter, Dept. of the History of Architecture, UCSB, welter@arthistory.ucsb.edu.



Unidentified remodel project by Leopold Fischer.



Image: courtesy of Volker Welter

Tour and Event Information:

ph: 1.800.972.4722 e: info@sahscc.org

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SOUTHERN CALIFORNIA CHAPTER

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Photo of the Author.
Courtesy of Angel City Press.

Authors on Architecture: Marsak on Bunker Hill

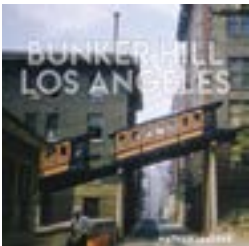
SAH/SCC Zoom Presentation
Saturday, November 14, 2020, 1-2:30PM Pacific Time

Join SAH/SCC for an exploration of Los Angeles' famed Bunker Hill. Nathan Marsak, author of *Bunker Hill Los Angeles: Essence of Sunshine and Noir* (Angel City Press, 2020), will take us on a fascinating virtual tour of the history of the highest point in Downtown Los Angeles.



Lewis Leonard Bradbury Mansion (Samuel and Joseph Cather Newsom, 1887) was located 147 North Hill Street, where a parking structure now stands.

This story of shifting cultural demographics traces how the rich moved into Bunker Hill and built grand homes in the florid Queen Anne and Beaux-Arts styles. When the wealthy residents moved westward, apartment buildings then sprang up. During the years, residents included poets, writers, artists, and activists. In yet another shift, the area was razed for redevelopment in the 1960s. Bunker Hill is now the



location of important contemporary architecture, such as Walt Disney Concert Hall (Frank O. Gehry and Associates, 2003) and The Broad (Diller Scofidio + Renfro, 2015).

Marsak studied under the renowned historian Reyner Banham at the University of California, Santa Cruz, and completed his work at University of Wisconsin, Madison, with scholar Narciso G. Menocal, noted for his study of Louis Sullivan, FAIA, and Frank Lloyd Wright, FAIA. Marsak worked on the curatorial staff of The Museum of Contemporary Art, Los Angeles, and served as an historian for the Los Angeles Police Museum archives. He is also the author of *Los Angeles Neon* (Schiffer Publishing, 2002).

Many people's first impressions of Bunker Hill are from classic noir movies, such as "Kiss Me Deadly" or "Criss Cross." However, the neighborhood was

far from the blighted slum suggested by film and described by pro-redevelopment forces. Tune into this talk to get the whole story.

Authors on Architecture: Marsak on Bunker Hill—Saturday, November 14, 2020; 1-2:30PM Pacific; \$5; reservations required—see order form on Page 6 or go to www.sahscc.org; Zoom connection information sent upon registration.



Demolition of 310 South Grand Avenue, near where the Omni Los Angeles Hotel is now.

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Bookmarks

by Julie D. Taylor, Hon. AIA



Surfacedesign: Material Landscapes

by James A. Lord, FASLA, Roderick Wyllie, ASLA, and Geoff di Girolamo, ASLA, Assoc. AIA

The first book on this award-winning landscape architecture and urban design firm reveals parks, plazas, waterfronts, civic landscapes, and private gardens conveying beauty, authenticity, and inventiveness. Interviews, dialogues, and discussions with San Francisco-based Surfacedesign's partners Lord, Wyllie, and di Girolamo, along with several team members, define their approach to materials, gesture, and sustainability, as well as the inner workings of this investigative,

non-hierarchical, collaborative practice. Projects ranging in scale and complexity from an airport to city gardens are beautifully photographed (mostly by Marion Brenner), displaying the sensuous nature of the work. Through words and images, the book investigates the roots of the firm's design ethos stemming from deep beliefs in the power of narrative to imbue landscape with meaning, express the history of a site, and connect people to the places they live, work, travel, and play.

The Monacelli Press, 2019, 208 pages, flexibound, \$50.



Los Angeles Modernism Revisited: Houses by Neutra, Schindler, Ain, and Contemporaries

by David Schreyer and Andreas Nierhaus

There's poetic parallelism in two Austrians (architectural historian Nierhaus and photographer Schreyer) tracing the work of primarily two Austrian architects. The pair chronicles their 2017 journey to LA to have as "unobstructed as possible view of California modernism," which focused initially on Neutra (they packed SAH/SCC Member Barbara Lamprecht's definitive tome on the architect). Schreyer's photography is soft rather than slick to describe modernism "as anti-monumental."

After noting each house's design and original patrons, Nierhaus relays conversations with current inhabitants and the design professionals they worked with (many of whom are owners themselves). Only two homes maintain original owners at the time the book was prepared: Ray (now deceased) and Shelly Kappe and Noel Oliver Osheroff. Melding the past with the present—thereby showing "traces that decades of use had left on [the buildings]"—emphasizes the timelessness of modernist ideals.

Park Books, 2019, hardcover, 256 pages, \$49



Regarding Paul R. Williams: A Photographer's View

by Janna Ireland

This is not a book of architectural photography, yet it is a book filled with photographs of architecture. Fine-art photographer Ireland creates a portfolio of intimate, moody, and seductive black-and-white images. Her approach evokes an emotional reaction to architecture, taking it out of the analytical realm that so often prevails interpretation. Images flow into each other with no indication of project, site, or date, which tried my patience at first. An "Image Locations" list was vague. Eventually, I came to see that without the structure of chronology, geography, or notations, I was forced to acknowledge that Ireland is not documenting facts, and

that I was meant to regard the images—and by extension Williams' work—for their beauty and meaning.

Angel City Press, 2020, 224 pages, hardcover, \$50.



Built by Women: Los Angeles 2020 Map and Poster

created by Beverly Willis Architecture Foundation; designed by Yay Brigade

More than 100 years of LA projects created by women are highlighted in this self-guided tour map. Results of a juried competition by Beverly Willis Architecture Foundation, 57 homes, restaurants, schools, cultural centers, landscapes, offices, and an air traffic control tower are mapped out from Long Beach to Sylmar and from Venice to Coachella Valley. Seven historical sites, such as Pann's Restaurant (Helen Liu Fong, 1958), Nelson House (Greta Magnusson Grossman, 1954), and Thornton Gardens (Florence Yoch, Katherine Bashford, 1928), are featured, in addition to the work of 72 current practitioners—including SAH/SCC Life Member Pamela Burton,

FASLA. Contact the [Foundation](#) for a copy and tuck it into the Gebhard/Winter guide that you no-doubt keep in your car.

Beverly Willis Architecture Foundation, 2020, two-sided map and poster with belly band, \$20.

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Masters of Modernism: eight-page, two-color brochure featuring works of Richard Neutra and Frank Lloyd Wright in Bakersfield.



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Architecture: Inside and Outside: 5"x5" folded color brochure featuring Santa Barbara's Lotusland, Casa del Herrero, and Val Verde.



_____ at \$6 each

Irving Gill: Los Angeles: 10-page booklet featuring photos and articles on Gill and three residential projects in LA.



_____ at \$8 each

Rodney Walker 3 30 90: 12-page brochure featuring nine homes on five sites, as well as the architect's use of the three-foot module.



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Greta Magnusson Grossman: 3.5" x 8" 2-page color brochure featuring two residences by Greta Grossman.



_____ at \$8 each

Space and Learning: eight-page, four-color brochure on the historical and contemporary legacy of LA school architecture, featuring projects by Richard Neutra, Thom Mayne, Rios Clementi Hale Studios, and others.



_____ at \$5 each

John Parkinson, Downtown: 11"x17", four-color brochure featuring a self-guided walking tour of Parkinson buildings in Downtown LA's historic core and beyond.



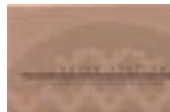
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Rodney Walker: The Ojai Years: tri-fold, black-and-white brochure featuring Walker's important residences in Ojai, with pictures and article by historian David Mason.



_____ at \$2 each

Kesling Homes: bi-fold, two-color brochure from the "Kesling Modern Structures" tour.



_____ at \$2 each

Union Station and MTA Transit Center: bi-fold map for a self-guided walking tour including historical facts and photos.



_____ at \$10 each

Modernism for the Masses: tri-fold brochure with inserts of detailed floor plans of Eichler homes visited on the Orange County tour.



_____ at \$5 each

David Gebhard Review: essays on the Works Project Administration by Robert W. Winter, Orville O. Clarke, Jr., and Mitzi March Mogul.



_____ at \$10 each

The Historic and Modern Spirit of Ventura: 20-page guide from Ventura tour.



_____ at \$4 each

Killingsworth: A Master Plan for Learning: 11"x17", four-color walking tour brochure of the Cal State Long Beach campus features history of master plan development by architect Edward A. Killingsworth, FAIA.



_____ at \$8 each

Ray Kappe-Apotheosis: eight-page brochure features five Kappe Houses from 1959 to 1966 in the Royal Woods development of the San Fernando Valley.



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Conjunctive Points: four-color, 11"x17" brochure featuring a 20-building walking tour of the Hayden Tract, designed by architect Eric Owen Moss and developed by Samitaur Constructs.



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Designed for Learning: 11"x17" walking tour map and brochure of the University of California, Santa Barbara, campus.

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SAH/SCC is a 501c 3 nonprofit organization dedicated to providing its members with opportunities to learn about and experience the rich architectural heritage of Southern California and beyond. Our volunteer board members create tours, lectures, travel tours, and other events that explore the ideas behind the architecture as well as the buildings that result from them. From modern to craftsman, from Spanish Colonial to contemporary, our programs are the best-kept secrets in Southern California!

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All event ticket sales are final. We are sorry, refunds cannot be accommodated.

*SAH/SCC PRIVACY POLICY: The SAH/SCC never sells, rents, or shares your mailing or email address. Electronic communications enable us to operate economically and efficiently.

SAH/SCC EVENT TICKETS

Penick on Gordon—Saturday, November 7, 2020

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Marsak on Bunker Hill—Saturday, November 14, 2020

_____ reservation(s) at \$5 each = \$ _____

- check enclosed (Make checks payable to SAH/SCC)
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'Easy Architecture' Looking for Experts

Video Producer Mark Wilcken thinks more people are interested in architecture than we know. The problem is, they don't have the tools to talk about it. His solution is "Easy Architecture," a web series that teaches people of all ages the basics of architecture through short animated videos. Wilcken completed a pilot episode about Gothic Architecture that has more than 300,000 views. He now wants to produce a full season of 12 episodes covering a wide range of architectural topics as an opportunity to engage the general public in the conversation about architecture in the same way people discuss books and movies. To launch a full series, he is looking for partners: advocates to champion the show, funders, and architectural historian advisors to ensure accuracy. View the [pilot](#) or search YouTube for "Easy Architecture, Gothic". Contact [Wilcken](#) if you'd like to get involved.



Title slide for "Easy Architecture" pilot episode on Gothic Architecture.

Cruise Sunset Boulevard With Ed Ruscha

The Getty Research Institute launched [12 Sunsets: Exploring Ed Ruscha's Archive](#), an interactive website that allows users to digitally maneuver a yellow pickup truck—presumably the type Ruscha attached a motorized camera to—to "drive" down Sunset Boulevard in 12 different years the artist photographed the boulevard between 1965 and 2007. They can also view, search, and compare more than 65,000 photographs from the Ed Ruscha Streets of Los Angeles Archive, a trove of 500,000 photographs, notes, drawings, and records documenting the artist's photography of L.A. Search functions include address, text, year, or subject; there's even a stipulation for what should not be seen in photos (no cranes, please!). Comparing several years at a time starkly shows how most things change—not usually for the good.



A screenshot of 12 Sunsets, which features photos from the Streets of Los Angeles Archive. The Getty Research Institute, 2012.M.1. © Ed Ruscha. Website design by Stamen.