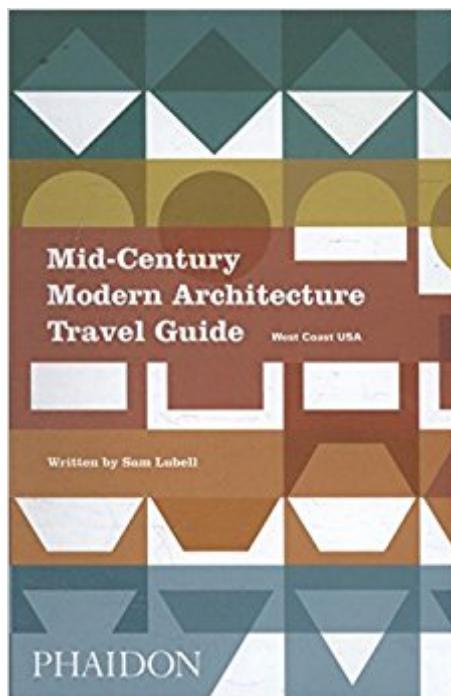


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Mid-Century Modern Architecture Travel Guide: West Coast USA



Synopsis

A must-have guide to one of the most fertile regions for the development of Mid-Century Modern architecture. This handbook - the first ever to focus on the architectural wonders of the West Coast of the USA - provides visitors with an expertly curated list of 250 must-see destinations. Discover the most celebrated Modernist buildings, as well as hidden gems and virtually unknown examples - from the iconic Case Study houses to the glamour of Palm Springs' spectacular Modern desert structures. Much more than a travel guide, this book is a compelling record of one of the USA's most important architectural movements at a time when Mid-Century style has never been more popular. First-hand descriptions and colour photography transport readers into an era of unparalleled style, glamour, and optimism.

Book Information

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Customer Reviews

As featured in Dwell, Lonely Planet, The Los Angeles Times, Metropolis, San Diego Magazine, The San Francisco Chronicle, Sunset, Surface, on Dezeen, Fast Company's Co.Design, Gear Patrol, Lonely Planet, and on AnOther. "This book explores 250 architectural landmarks of the West Coast, in stunning photographs and insightful descriptions." "Gear Patrol" "Design lovers with wanderlust will find inspiration in the new book." "Dwell Online" "If you're touring around the West Coast and love design, a new book will lead travellers to "one of the most fertile regions for the development of Mid-Century Modern architecture". "Lonely Planet.com" "The West Coast of the USA is studded with architectural gems, from glass-walled pavilions to the historical Salk Institute... Works that merged indoor with outdoor and innovation with democracy, their legacy of modern architecture is both one of style and substance; one of starting over, embracing the future, and the belief that

design and technology could overcome nature's hardships, social ills and human suffering... A spectacular new release by Phaidon." "AnOtherMag.com"The aesthetic of US mid-century modernism was forged along the nation's Pacific Coast. This title, part architectural survey and part travel guide, documents some 250 destinations of mid-century significance from Seattle in the North to San Diego near the border with Mexico... Words by Sam Lubell join photography by Darren Bradley [...] to evoke the glamour, style and optimism of this significant period." "New Design"A handy guide to exploring the west coast's modernist utopia." "Co.Design"Expansive yet concise, and a truly smart delight." "San Francisco Chronicle"This guidebook to the iconic MCM buildings of the West Coast is the perfect topper for that enviable Eames coffee table in your friends' living room." "Sunset Magazine"An architecture buff's dream road trip." "Co.Design"Sam Lubell does a great job in luring you into the subject... Hidden in plain sight, this period of modern architecture is an untapped resource for designers in search of inspiration but you've got to know what you're looking at and Lubell's descriptions are as entertaining as they are informative." "Furniture & Cabinetmaking"The Mid-Century Modern Architecture Travel Guide is not only required reading for architecture junkies, it's also a handy tool for stringing together midcentury modern road trips. Author Sam Lubell's evocative descriptions are paired with luscious photos by Darren Bradley and together, they cover all the classics and uncover some hidden gems." "Curbed LA"From cinemas to houses, bowling alleys and car washes, mid-century architecture is celebrated lovingly in this pocket-sized book." "Cool Hunting"A must-have guide to one of the most fertile regions for the development of Mid-Century Modern architecture... First-hand descriptions and colour photography transport readers into an era of unparalleled style, glamour, and optimism." "Grain Edit"A glittering array of architectural gems, ripe for a road trip." "N by Norwegian"The graphically engaging, fact-filled flexibound book is easy to take with you wherever you go." "The Oregonian"This book is a needed addition to your library-whether you wind your way along Route 1, or travel the coast in your armchair." "Society of Architectural Historians/Southern California Chapter

Sam Lubell was the West Coast editor of *The Architect's Newspaper* for eight years, covering architecture from Southern California to Seattle. He has written for the *New York Times* and the *Los Angeles Times*, among many others.

We enjoyed thumbing through the book to find places we have visited and to discover trips we need to put in our bucket list. It's perfect to throw in your bag as it is not too big or too heavy. The book will instill wanderlust in whomever has the opportunity to lay eyes on it. The images taken by

photographer Darren Bradley are absolutely breathtaking and most importantly sheds light on often lesser known places of travel to in the West Coast. Mid Century Modern architectural lovers look no further this is the book you and your family will enjoy reading and planning trips with.

I live in Southern California and am interested in architecture. So I figured I should order this book. Its core period is one I have mixed feelings about. There were certainly some impressive buildings built. There was also a lot of insipid work, especially dull commercial buildings. This book offers up a mix. There are some well known gems. There are some lesser known buildings worth exploring. And there are some building I consider uninspired and generic. The book also struggles with its boundaries. The author somewhat apologizes for including Lloyd Wright's 1928 Samuel-Novarro House, but not for including earlier houses by that architect's father. But it's a guidebook, and you can find some new buildings to explore with no obligation to like everything the author included.

This is a great little guide book with excellent photos and a very cool cover. I bought it for my husband who is really into mid-century modern architecture. He absolutely loves it! Makes for a great little coffee table book :-)

Somewhat disappointing in the fact that so many sites (about 75% of the book) are not open to the public. But then for those sites that are occasionally open for tours (such as the Eames residence and others) there is no mention of the groups/companies that arrange such tours. Those two facts make this book very limited in its usefulness as a travel guide. I also noticed a curious omission here in Seattle - the University Unitarian Church is in the book, however *directly kitty-corner* is the outstanding award-winning Northeast Public Library (1954) by noted architect Paul Thiry. In a book where so many things are off-limits you'd think as many public places as possible would be included. I can't comment on other locales, but head-scratching omissions like that make me wonder how useful the rest of the book is. This book is a great idea and I really want to like it, but in the end it needs more substance and function.

If you live in the west or are taking a trip out west this book is an indispensable guide to Modern Architecture. It has already guided and enriched one road trip. Can't wait to take the next one.

A fine collection of information and photos handsomely presented and smartly written. Highly

recommended.

Of all the architectural guides I have seen on the market, this is the first genuine endeavor to collect into one slender volume the extraordinary heritage of Mid-Century Modern on the West Coast. Its literary value aside, it is its practicality that became patently obvious to me: a meeting I had on a Friday afternoon was canceled after I just landed in Burbank. With a few hours free, I pulled out the guide and embarked on an unplanned trip to visit some of the projects listed in the Pasadena area. It was a most rewarding choice. In a few hours I learned about how these buildings, many of them immortalized in the images of Julius Shulman, stood the test of time. And it confirmed the enduring legacy of the architects (and their patrons) we admire generations later. This is a consequential effort in the growing genre on Mid-Century Modern. And it is a fun book to have! Super strongly recommended.

Two decades ago, I borrowed a guidebook of Frank Lloyd Wright houses from my boss - and off I went on a driving tour of California. I traveled much of our state using the California designs of the great architect as a guide. What happened was much more than a diary of simply pulling over the car to look at houses. It changed my view of our state and how approachable architecture can be. Seeing Wright's houses in person illuminated how the everyday neighborhood can become something special because of a single building amongst the drab McMansions and strip malls that occupy much of the landscape. Self-guided tours like these can take us to cities, towns and neighborhoods we may not otherwise visit. Guidebooks like this can also affirm the beauty of California, or the West Coast, through the lens of architecture. Fast forward to 2016, Sam Lubell and Darren Bradley's new book - Mid-Century Modern Architecture Travel Guide: West Coast USA - will open eyes to neighborhoods, architects and their projects from here to the Canadian border. The guide can help in your planning a road trip or simply continue to connect your everyday travels across our great state, as you visit family and friends, to post-War modernism. This book is only the third such publication to highlight San Diego's inventory of modern architecture. Dirk Sutro's 1993 book West Coast Wave - New California Houses featured a handful of paragraphs highlighting the work of Lloyd Ruocco, Paul McKim, Homer Delawie and others. Dirk's writings served to legitimize my early hypothesis that what Palm Springs and Los Angeles had claimed as their own, also belonged to the City where I was born. San Diego hosted modern architecture. In 2013, Pierluigi Serraino published, for the first time, a number of Julius Shulman's photographs of San Diego County projects in Modernism Rediscovered. This publication delivered to the world examples of

photographs and text highlighting projects by Henry Hester and other local architects for the first time. While I had worked with Julius Shulman to identify San Diego projects in his archive, it was this book that put those intimate conversations on an international stage. Its publisher, Taschen, included 'Modern San Diego' in the international discussion of modernism. And with this new book, Darren Bradley's photographs and Sam's writing, together, elevate the topic. Architects in this book like Robert Platt, Bill Krisel, Dan Salerno and Ken Kellogg - all part of the small audience of Modern San Diego devotees - are now contextually added to the depth and breadth of what we have enjoyed for many years - San Diego is truly home to a myriad of great works we should conserve, preserve and enjoy. While I needed a world-famous architect to draw my own unique map of California years ago, today's readers of this fantastic publication can use projects by San Diego architects like Lloyd Ruocco and Russell Forester to experience a unique ingredient of our region. An important part of what makes our City and County unique. I am hopeful that this text will drive architectural tourism to our region and put the stable of our region's modernists 'on the map'.

Congratulations to Sam, Darren and Phaidon!

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