

## *Morris Lapidus The Architecture Of Joy*

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*adored for his exuberant and original architecture more than fifty years of morris lapidus s designs are celebrated in this first ever monograph known for inventing the postwar resort hotel with the fontainebleau and the eden roc in miami beach morris lapidus 1902 2001 is revered for his joyful interpretation of modernist tenets through an american vernacular of spectacle and whimsy lapidus enthusiastically embraced modernism s formal freedom and sensuality while rejecting its more rigid principles producing a unique style that seamlessly blends baroque fantasia with modernism s clean lines and flowing spaces his exuberant curving walls zigzagging facades and deft manipulation of space created dramatic forms that transform the moods of their occupants in 2000 lapidus was honored by the cooper hewitt as an american original an award created especially for him this comprehensive volume presents the highlights of lapidus s extraordinary career from seductive modern shops and private residences to iconic hotels and residential towers in new york miami beach the caribbean and beyond this iconoclast proves that too much is never enough product description*

*american architect morris lapidus is best known as the designer of glamorous postwar resort hotels in florida such as the fontainebleau 1954 and the eden roc 1955 in miami beach and the americana in bal harbour 1956 yet in a remarkable sixty year career that began in 1926 he designed more than 500 retail stores hotels apartment complexes and stage sets that captured the popular spirit and changing face of main street america in the twentieth century lapidus created fantasy environments in which america s middle class flush with expanding postwar incomes and optimism could fulfill its desire for glamor relaxed luxury and leisure his signature forms chevrons beanpoles woggles or amoeba shapes and curving walls and ceilings punctuated by cheese holes or cutouts have become treasured icons of american postwar vernacular architecture born in russia in 1902 lapidus was brought to new york by his parents a year later and the family first settled on the lower east side he completed his architecture degree at columbia university and first earned a reputation by designing stage sets and retail stores in which he developed new theories in store design and essentially created the modern storefront as we now know it for his famed resort hotels of the 1950s lapidus designed not only the vast structures but a melange of quasi french provincial and italian renaissance decorative elements that critics would dub miami beach french including everything from the tableware to his famous stairways to nowhere he was one of the first architects to acknowledge the cinema as an overriding influence on american taste*

*morris lapidus the famous mid century architect outraged the architectural profession and riled critics with an architecture that was popularly embraced his miami beach resort hotels the fontainebleau the eden roc and the bal harbour sheraton are synonymous with the glamour of miami beach in the 50s lapidus hotels are infamous as the stomping grounds of the rat pack and their fellow movie stars yet during his life he was never published in architectural magazines and was discredited by the architectural profession before undergoing a renaissance as a prophet of postmodernism this book establishes the importance of his work and offers private insights into a man who once said why be exotic in private illustrations 60 illustrations*

*the shopping mall is both the most visible and the most contentious symbol of american prosperity despite their convenience malls are routinely criticized for representing much that is wrong in america sprawl conspicuous consumption the loss of regional character and the decline of mom and pop stores so ubiquitous are malls that most people would be surprised to learn that they are the brainchild of a single person architect victor gruen an immigrant from austria who fled the nazis in 1938 gruen based his idea for the mall on an idealized america the dream of concentrated shops that would benefit the businessperson as well as the consumer and that would foster a sense of shared community modernist philip johnson applauded gruen for creating a true civic art and architecture that enriched americans daily lives and for decades he received praise from luminaries such as lewis mumford winthrop rockefeller and lady bird johnson yet in the end gruen returned to europe thoroughly disillusioned with his american dream in mall maker the first biography of this visionary spirit m jeffrey hardwick relates gruen s successes and failures his work at the 1939 world s fair his makeover of new york s fifth avenue boutiques his rejected plans for reworking entire communities such as fort worth texas and his crowning achievement the enclosed shopping mall throughout hardwick illuminates the dramatic shifts in american culture during the mid twentieth century notably the rise of suburbia and automobiles the death of downtown and the effect these changes had on american life gruen championed the redesign of suburbs and cities through giant shopping malls earnestly believing that he was promoting an american ideal the ability to build a community yet as malls began covering the landscape and downtowns became more depressed gruen became painfully aware that his dream of overcoming social problems through architecture and commerce was slipping away by the tumultuous year of 1968 it had disappeared victor gruen made america depend upon its shopping malls while they did not provide an invigorated sense of community as he had hoped they are enduring monuments to the lure of consumer culture*

*this catalogue revises our understanding of glamour in the fields of fashion industrial design and architecture tracing glamour s trajectory from hollywood s golden age to its present day connotations of affluence this illustrated volume presents an array of postwar couture jewelry automobile furniture and built and unbuilt architecture all of which share an affinity for richly decorative patterning complex layering and sumptuous materials*

*the graduate school of architecture and planning established at columbia university in the city of new york in 1881 is the fourth oldest professional course in architecture in the united states throughout its first century of existence the school has played a distinguished role in the development of architectural education in america and its alumni and faculty have made important contributions to the development of american cities in return the school has always enjoyed the special advantages of its location in the pre eminent american metropolis new york city from book jacket*

*alice friedman argues that the aesthetics of mid 20th century modern architecture reflect an increasing fascination with glamour a term used in those years to characterise objects people experiences as luxurious expressive even magical*

*brandjam the follow up to the groundbreaking best seller emotional branding presents a powerful new concept from renowned designer and business guru mark gobe the brandjam concept is about innovation intuition and risk gobe explains how design is the instrument companies can use for jazzing up a brand how design puts the face on the brand and creates an irresistible message that connects buyers to the product in a visceral way using jazz as his metaphor he shows how the instinctive nature of the creative process leads to unusual solutions that make people gravitate toward a brand and make brands resonate with people by bringing more joy into their lives it explores how design represents the personality of a company and provides its window to the world brandjam is an inspiration for brands and people as it reveals the transforming impact brands have on their audience follow up to emotional branding 50 000 copies sold in nine languages insider s look at creating powerful*

compelling brands and identities exciting new ideas for using design to drive consumers to embrace brands allworth press an imprint of skyhorse publishing publishes a broad range of books on the visual and performing arts with emphasis on the business of art our titles cover subjects such as graphic design theater branding fine art photography interior design writing acting film how to start careers business and legal forms business practices and more while we don't aspire to publish a new york times bestseller or a national bestseller we are deeply committed to quality books that help creative professionals succeed and thrive we often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers

alan lapidus's life has been a zelig like romp through most of the cultural and political highlights of the recent past he has popped up as architect for or observer of many of our era's most iconic figures including donald trump various mafia big shots mayors aristotle and jackie onassis bob guccione pit bosses real estate legends and spies everything by design takes us behind the scenes in las vegas disney world havana atlantic city moscow the amazon rainforest and new york along the way we learn why mickey mouse never seems to use the restroom why the baccarat tables in casinos are always far away from the dice tables why the cia wanted him to redesign havana's main synagogue and why the tunnels under the hotel moskva can't be touched everything by design is a keenly observed social and cultural history of modern america by one of its key shapers

presents a history of interior design from the late 19th to the 21st centuries and examines particular characteristics that are consistent across this period

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