AUD 289.4: STYLE, STATE, TRADE: LATE MODERNISM IN ARCHITECTURE

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Winter 2019 – Tuesday 2:00-4:50  
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COURSE OBJECTIVES

In architecture, late modernism is often explained as the transition between two salvage operations: the modernist project, with its attempt to rescue architecture from its disappearance by putting it at the forefront of the social and economic processes; and postmodernism, where salvage appeared to take the form of a withdrawal into the intestines of “pure architecture.” Caught between the epic built around these two historical moments—one “heroic,” one “tragic”—the years between the end of WWII and the surge of neoliberalism in the 1970s are usually regarded as a period of shock and revision, with the *lates* (modernism) and *neos* (brutalism, rationalism, avant-garde), leading the way for the arrival of the *posts* (modernism, structuralism, and so on). But it might well be that, with its focus on disciplinary survival, this prefix excess has obscured the unique confluence of aesthetic, technical, and bureaucratic frameworks in the materialization of some of the most enduring projects of public infrastructure handed down by the 1950s and 60s—from industrial complexes, universities, and institutions to transport, hospital, housing, and school networks. The course will address the debates, documents, and buildings produced in this period through three different, yet inevitably overlapping rubrics—style, state, and trade. Whereas *style* will frame architecture’s internal struggle for formal consensus and disciplinary identity, *state* will deal with the welfare project as the backdrop against which architecture’s various social, technical, and aesthetic programs will be tested in the 1950s and 60s, a function at first shared, then increasingly seized by *trade* through the advent of market economy and corporate culture.

COURSE REQUIREMENTS

Weekly Assignment: 30%  
Final Paper: 40%  
Participation: 30%

It is a requirement of this course that all students submit course materials digitally as compressed PDF files by the end of quarter. Failure to do so will result in the loss of one letter grade.
COURSE OUTLINE

1. Introduction


Recommended:

2. Pop I: The Street


Recommended:

3. Welfares


Recommended:
4. Citations


Recommended:

5. Pop II: The Strip


Recommended:
Charles W. Moore, “Plug it in Ramses, and See if it Lights Up, Because We Aren't Going to Keep It Unless it Works,” *Perspecta* 11 (1967), pp. 32-43.

6. Obsolescence


Recommended:
7. Corporations


Recommended:


8. Radicalisms

Archizoom, “Non-Stop City,” *Domus* 496 (March 1971), pp. 49-54.

Recommended:


9. Autonomy I: Enlightenment Revisited


Recommended:

10. Autonomy II: Idealisms


Recommended: