The Value of Architecture
SAH/SCC Event
Saturday
June 7th, 2-4PM

Readers of SAH/SCC News during the past year are well aware of the outrages that have befallen some beloved Southern California homes that have been sold to unenlightened buyers. Well, the Real Estate Architects are out to change all that.

Join Brian Linder, AIA, and Erik Lerner, AIA, on Saturday, June 7th, from 2PM to 4PM, for The Value of Architecture, an afternoon of education and inspiration about the relationship between real estate and architecture. The event will take place at a yet-to-be-announced home of wonderful architectural merit, most probably in West LA. Cost is $10; reservations are required (see back page for order form).

Linder and Lerner are architectural specialists at Mosler Deasy & Doe Realtors, and have been preaching the value of architecture in the real estate process to audiences at UCLA Extension and the AIA National Convention. They will present a tailored version for SAH/SCC members and friends.

During the afternoon the Real Estate Architects will investigate the meaning of architectural design to real estate property values through a number of Southern California examples. They will explore the relevance of architectural design in the creation of economic and intrinsic value for property owners, realtors, developers, and other interested parties.

Among the architectural homes that Linder and Lerner have been successful in shepherding into the hands of people who care are: R.M. Schindler’s Dekeyser Duplex, Jeff Daniels’ Lookout Mountain home, Eric Owen Moss’ Petal House, Joe Jordan’s Clark residence, and a Venice loft by Coop Himmelblau, among others.

Lerner received his BA in architecture from Washington University, St. Louis, and his M. Arch from UCLA. He has worked with the late Charles Moore and with design offices Carde/Killefer and Environetics prior to opening his own office with industrial designer Steve Diskin. Linder obtained his BS in business administration from Carnegie Mellon University, Pittsburgh, and his M. Arch from UCLA. He has a background in high-end custom residential design and construction, and is a frequent docent for the Modernist Silver Lake Home Tours. You can learn more about them at www.realestatearchitects.com.
It was heartening to learn that the Danish architect Jørn Utzon is this year’s recipient of the Pritzker Prize, the field’s most prestigious award. Utzon is known best for the design of the Sydney Opera House, which the Pritzker jury called “one of the great iconic buildings of the 20th century, an image of great beauty known throughout the world.”

Of course, the Opera House is just one of the public’s many reasons to be grateful to Utzon. Jørn Utzon was also an accomplished and highly regarded architect. His early work in the Chinese Modern movement of the 1930s and 1940s, his later projects in the United States and Europe, and his contributions to the field of architectural history and theory are all acknowledged.

But what is most significant about Utzon’s work is the way he approached architecture. He was always interested in how architecture could be used to convey an idea, to tell a story, to express a concept. This is why his work is so influential and why it continues to be studied and admired.

In his later years, Utzon turned his attention to his family and his country. He became involved in the Danish arts and culture scene, and he worked to preserve and promote the work of his fellow Danish architects. In this, he was successful, and his legacy is secure.

Thank you for recognizing Jørn Utzon’s contributions to the field of architecture. His work will continue to inspire and challenge us for many years to come.
1, Thursday
Art Alive Opening Night Gala.

1-8, Thursday-Thursday
Jewels of the South: Natchez and New Orleans.

2, Friday

2-4, Friday-Sunday
Annual Preservation Awards Dinner: Old Towne Preservation Association; Citrus City Grille, Orange; 8PM; res. req. 714.639.6940. rtpa.org.

3, Saturday
The Value of Architecture: Buying and Selling Real Estate When a House is More Than Just a Home.
Lecture and tour of homes moderated by Mosler Dassey & Doe realtors and licensed architects Brian Linder, AIA, and Erik Lerner, AIA. UCLA Extension, 1010 Westwood Center, Westwood; 9AM-5PM; $225, res. req. 818.794.7006. uclaxtension.org.

3, Saturday
Annual Venice Garden Tour.
Self-guided walking tour through gardens and designs by Venice resident gardeners and landscape professionals. Los Doradas Children's Center, Venice; 10AM-5PM; $50-65; res. req. 310.577.6666. venicegarden tour.org.

4, Sunday
Cottage and Garden Tour.
Explore eight historic homes and gardens on Santa Monica's east side, all walking distance from the Sonoma Plaza. Sonoma League for Historic Preservation, Sonoma. 707.938.4885.

6, Tuesday
Lindy Roy's Visionary and Nomadic Architecture.
Discussion of Roy's work with SFMOMA curator of architecture and design Joseph Rosa and curatorial associate Darrin Alfred. SFMOMA, Phyllis Wattis Theater, 151 Third St., SF; 12:30PM, 415.357.4000, sfmoma.org.

7, Wednesday
The Furniture of Roy McMakin.

8, Thursday
Taking a Stand for Better Design: Architects as Advocates.
Seminar with architects Peter H. Brown, AIA, Clark D. Manus, FAIA, and E. Crichton Singleton, FAIA, on the role architects play as advocates for a better environment. AIA National Convention; San Diego; 2-3:30PM; res. req. 800.424.5249, aia.org.

8, Thursday
The Moveable Music Feast: Shanghai String Quartet.
CMH at the Doheny Mansion (Hunt and Eisen, 1899). The Da Camera Society; 2PM and 3:30PM; $51-74; res. req. 213.477.2929, dacamera.org.

10, Saturday
Masters of California Architecture.

10, Saturday
Open Days: Beverly Hills/West Los Angeles/Santa Monica/Palisades.
Self-guided tour of 10 private gardens. The Garden Conservancy; Flower to the People Garden, 2516 Burton Ave., Los Angeles; 10AM-4PM; $8.50. 888.942.2444, gardenconservancy.org.

FEATURED EVENT

10, Saturday
Masters of California Architecture

9, Friday
The Shape of the New American Home.
Seminar with Home building's Kevin Ine and Chuck Miller and architect Sarah Susanka, AIA, on the challenges of residential design. AIA National Convention; San Diego; 2-3:30PM; res. req. 800.424.5249, aia.org.

10, Saturday
The Descending Courtyard House: Finding Alternatives to the "Mansionizing" of Southern California Hillsides.
Seminar with architect Ric Abramson, AIA, on the development alternatives of hillside sites. AIA National Convention; San Diego; 2-3:30PM; res. req. 800.424.5249, aia.org.

10, Saturday
Wattles Mansion 20th Anniversary Restoration Celebration.
22, Thursday
Glorious Spring Gardens. Tour with landscape designer Alida Astrich of Santa Barbara and Montecito gardens. Garden Lane; Santa Barbara; 9:30AM-12:30PM; $60; res. req. 805.965.0922.

22, Thursday

24, Saturday

24, Saturday

Call for Authors
Arcadia Publishing seeks qualified California writers and historians for its "Images of America" book series. This series uses photographs and narratives to tell the story of a city, town, or community for examples, see www.arcadiapublishing.com. Arcadia is interested in proposals for these titles throughout California. Download criley@arcadiapublishing.com or email at John Poultney. JPoultney@arcadiapublishing.com or Christine T Riley.

SAH/SCC EVENT
7, Saturday
The Value of Architecture Program on architecture and real estate. West LA; 2-4PM; res. req. 888.SAHSCC. See Page 1 for details.

14, 28, Saturday
Long Beach East Village Arts District Tour. Walking tour introduces guests to the community's spirit of creativity. Long Beach Heritage; in front of the WPA Mural, LB; 10AM; $5; res. req. 562.493.7019.

15, Sunday

19, Tuesday

26, Thursday
SAVE THE DATE: Modern in Boston
October 10-13, 2003

SAH/SCC's next travel tour celebrates the rich legacy of modern architecture in the Boston area. Organized in conjunction with the Harvard University Graduate School of Design, this event will feature residential works by Walter Gropius, Marcel Breuer, Walter F. Bogner, Hugh Stubbins, G. Holmes Perkins, Paul Rudolph, Jose Luis Sert, and The Architects Collaborative (TAC was an architectural partnership between Bauhaus founder Gropius and eight of his former students).

Tour-goers will also visit commercial structures by Le Corbusier, Alvar Aalto, Eero Saarinen, Paul Rudolph, Pietro Belluschi, and Rafael Moneo. During the three days, panel discussions featuring architects and scholars complement the site visits. Organized by current SAH/SCC executive board members Sian Winship and John Berley, and former executive board member Rob Rothblatt, this event explores the roots of modern architecture in the area and honors the architects who participated in this remarkable legacy.

Tour-goers are responsible for air travel, a group rate at a boutique hotel will be available. Final tour prices will be in the next newsletter.

Space is limited. If you are interested, please send in the reservation form on the back page to get priority registration. Tickets will be sold on a first-come, first-serve basis.

Midtown Ventura Historical Walking Tour
This handy guide booklet showcases 40 sites in the Hobson Heights and Buenaventura Tract areas of Midtown Ventura. Readers are introduced to the area with a brief history, and then led on a self-guided walking tour of the two areas. Each site is shown in a black-and-white photograph, sometimes accompanied by an historical photo of Ventura life. Brief descriptions of architectural styles from the 1920s put the homes in context.

Midtown Historical Committee; 36 pages plus pull-out map, softcover; $6.50 (send check to MVCC, Historical Committee, PO Box 1041, Ventura, CA 93002).

Private Landscapes: Modernist Gardens in Southern California, by Pamela Burton and Marie Botnick.
SAH/SCC Life Members landscape architect Burton and interior designer Botnick bring us a beautiful tour of garden spaces. From the "first modernist garden" at Schindler's Kings Road House to Lautner's Sheats-Goldstein House—with plenty of Neutra, Sonian, and Jones in between—period black-and-white and present-day color photography give a sense of the gardens as lived-in and loved spaces. Although the authorship of the homes is clear, that of the gardens, as living entities, evolves with the decades of ownership. Although Garrett Eckbo gives way to Jay Griffith, the sense of modernism prevails.

Princeton Architectural Press; 192 pages; hardcover; $40.

Los Angeles Then and Now, by Rosemary Lord.
This engaging book is best read with an old-time Angeleno by one's side. Page after page of past and present photographs show how complex the relationship is between Angelenes and their city. Some comparisons—such as the Roosevelt Hotel—look barely different, yet others—such as Angel's Flight—show how much the city has grown.

Page after page of past and present photographs show how complex the relationship is between Angelenes and their city. Some comparisons—such as the Roosevelt Hotel—look barely different, yet others—such as Angel's Flight—show how much the city has grown.

This wonderfully documented guide to post-war "good life" brims with photos (architectural, marketing, construction, portraits, snapshots), documents, advertisements, and plans, bringing a very specific time to life. The text sets Eichler's remarkable achievements in the context of Southern California Modernism and middle-class life. Also highlighted are numerous individuals in the Eichler organization who contributed to a vision that was ahead of its time in branding, sales, and racial equality. History, technology, sociology, economics, art, hopes, and dreams are joyously portrayed in this substantive volume.

Gibbs Smith. Publisher; 240 pages; hardcover; $50.

American Signs: Form and Meaning on Route 66, by Lisa Mahar.
An obvious labor of love—if not obsession—this book investigates, dissect, philosophizes, eulogizes, and celebrates the oddity and wonder of the American sign. With endearing as well as critical eyes on American culture (such as is seen in Robert Frank's The Americans and Vladimir Nabokov's Lolita), Mahar presents this exhaustive study in a clear, almost scientific manner. The book design itself enhances the study and delights the mind.

Gibbs Smith. Publisher; 192 pages; softcover; $40.

Thunder Bay Press; 144 pages; hardcover; $17.98.
Palm Springs Postcards: seven postcards of homes visited on "Shelter Under the Sun" Tour, photographed by John Ellis... at $10

Kesling Homes: two fold, two-color brochure from "Kesling Modern Structures" Tour... at $2 each

Avenel Homes: two fold, two-color brochure from "An on Avenel" Tour... at $2 each

The Historic and Modern Spirit of Ventura: 20-page guide... at $10 each

Modemism for the Masses: three fold brochure with insets of detailed floorplans of Eichler homes visited on the tour to Orange County... at $10 each

Cool Pools: Booklet and cassette tape from "Reflections on Water: Cool Pools Along Sunset Boulevard."... at $15 each non-members

Sarasota: 26-page, full-color brochure of works by Sarasota school architects from "On Parallel Lines: The Sarasota Modern Movement 1948-1968."... at $10 each

Reconsidering Lloyd Wright: 21-page four color booklet from "Reconsidering Lloyd Wright House Tour."... at $10 each

Union Station and MTA Transit Center: A two-fold map for a self-guided walking tour... at $2 each

Spanish Romance: Tour brochure of San Marino and Pasadena, visiting historic landmarks such as the Mission San Gabriel Arcangel, El Molino Viejo, Mrs. Ethel Guthrie's House, and Mrs. Grace A. Ohimund's House... at $2 each

Eagle Rock - LA's Home Town: 17-page handbook with history and self-guided tour of Eagle Rock, by Jeff Samudio... at $4 each

David Gebhard Annual Review: Essay on the Works Project Administration by Robert W. Winter, Orville O. Clarke, Jr., and Mitzi March Mogul... at $5 each

Prices include sales tax. Total: $

☐ check enclosed (payable to SAH/SCC)
☐ charge my credit card: ☐ AmEx ☐ VISA ☐ MC

Card Number

Expiration Date

Signature

Name:

E-mail Address — This helps to contact you with important information.
SAH/SCC never gives e-mail information to a third party.

Street:

City:

State: Zip:

Daytime phone: Evening phone:

Make checks payable to SAH/SCC

Send to: SAH/SCC, P.O. Box 56478 Sherman Oaks, CA 91413

EICHLER/Modernism Rebuilds the American Dream

Text by Paul Atkinson, compiled by Mary Atkinson, with photography by Steve Dunn (1-58685 - 16 x 24 in., 240 pages, $15.00)

Eichler: Modernism Rebuilds the American Dream is a comprehensive volume that captures and illustrates pioneering developer Joseph Eichler's legacy with impressive detail, engaging history, and first-hand recollections about the man and his vision, plus 250 photographs of Eichler homes in their prime.

For a copy of Gibbs Smith, Publisher's manuscript submission guidelines, please email us at SAHcision@gibbs-smith.com or call 800.9SAHSCC

Gibbs Smith, Publisher
P.O. Box 667 • Layton, UT 84041 • 800.748.5430 • www.gibbs-smith.com

SAH/SCC Newsletter

Corporate Sponsor: $1500

Friend of SAH/SCC: $750

Life Member: $500

Patron: $100

Student: $20

Member: $35

Total:

SAH/SCC Event:

The Value of Architecture - June 7th

Corporation Sponsorship Opportunities

Corporate Sponsorship Opportunities

SAH/SCC Membership Benefits:

Subscription to bi-monthly SAH/SCC News
Member prices for SAH/SCC events
10% discount at Form Zero Architectural Books + Gallery

Membership Categories:

$25 Member (Individual - $15 additional name, same address as member)
$20 Student (with copy of current I.D.)
$100 Patron (up to 2 names at same address)
$500 Life Member (one time contribution)
$750 Friend of SAH/SCC (one time contribution, one name)
$1500 Corporate Sponsor (annual contribution; call 800.9SAHSCC for specific sponsorship opportunities)

SAH/SCC Membership:

at $ each = $

Total: $