

MODERN HOUSING REDUX

The (Un)Loved and The (Un)Learned

(UN)LOVED MODERN

CONSERVATION OF 20TH CENTURY HERITAGE CONFERENCE 2009

Sydney, Australia

July 10th 2009

THEODORE PRUDON

***“Modern Architecture died in St. Louis, Missouri,
July 15th, 1972, at 3:32 p.m (or thereabouts),
when the infamous Pruitt-Igoe scheme,
or rather several of its slab blocks,
were given the final coup de grâce by dynamite.”***

Charles Jencks,
New Paradigm in Architecture.

FREE

Public Screening

Select Scenes
from the
In-Production

PRUITT-IGOE

DOCUMENTARY FILM

SAT, JUNE 20, 4PM
MISSOURI HISTORY MUSEUM
5700 Lindell Blvd. - Des Lee Auditorium

a sponsored project of the
Missouri History Museum



HAVE SUGGESTIONS?
WOULD YOU LIKE TO SHARE YOUR
**IMAGES, FILM, NEWS
OR OPINIONS?**

please **CONTACT:**
Chad Friedrichs, producer, Uncommon Scents Films
pruittigoedoc@gmail.com
(573) 447-3464



Pruitt-Igoe. St. Louis, Missouri, 1955 - Minoru Yamasaki

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Dr. Theodore Prudon, 1972

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The **(Un)Loved** American Style

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Falling Water. Bear Run, PA , 1934 - Frank Lloyd Wright

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Falling Water. Bear Run, PA , 1934 - Frank Lloyd Wright

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Maslon House, Palm Springs, CA, 1962 – Richard Neutra

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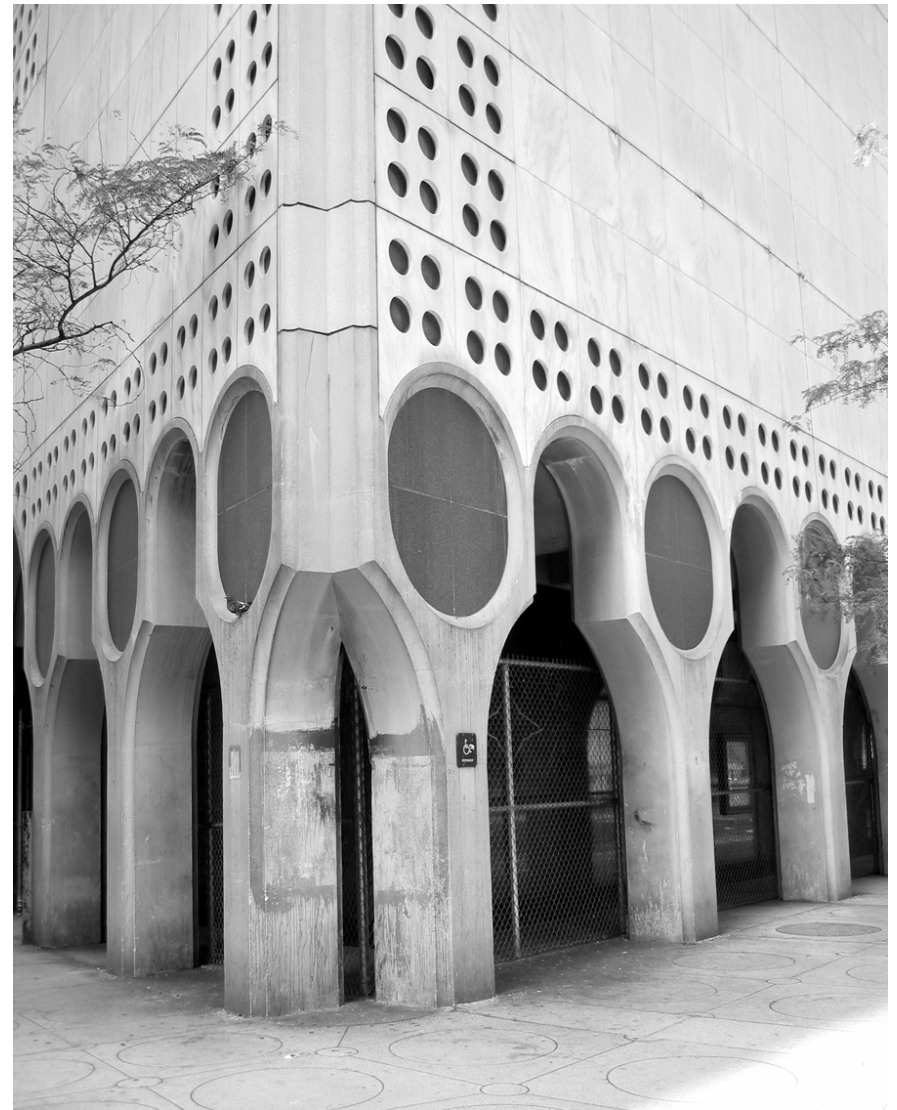


Cyclorama. Gettysburg, PA, 1961 - Richard Neutra

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2 Columbus Circle. Manhattan, NY, 1964 - Edward Durell Stone

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2 Columbus Circle. Manhattan, NY, 1964 - Edward Durell Stone



MAD, Manhattan, NY, 2009 - Brad Cloepfil

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BERNARD COFFROY/GETTY IMAGES. BOTTOM LEFT, CHESTER HIGGINS, JR./THE NEW YORK TIMES
Ada Louise Huxtable in Midtown in the 1970s.

Her New York

Ada Louise Huxtable, 1970s

The City

SUNDAY, NOVEMBER

The New York Times



ARNOLD D. NEWMAN/GETTY IMAGES
Ada Louise Huxtable in her Park Avenue apartment in 1988, photographed by Arnold Newman.

Her New York

the N.Y.U. Institute of Fine Arts, and working at the Museum of Modern Art part time. I decided after two years that I didn't want to keep working at MoMA forever. I had been studying Italian modern architecture at school. So I applied for a Fulbright to go to Italy. When I came back home, I started writing a few pieces for ARTnews on New York architecture.

Ada Louise Huxtable, 1988

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TWA Terminal. JFK, NY, 1956 - Eero Saarinen

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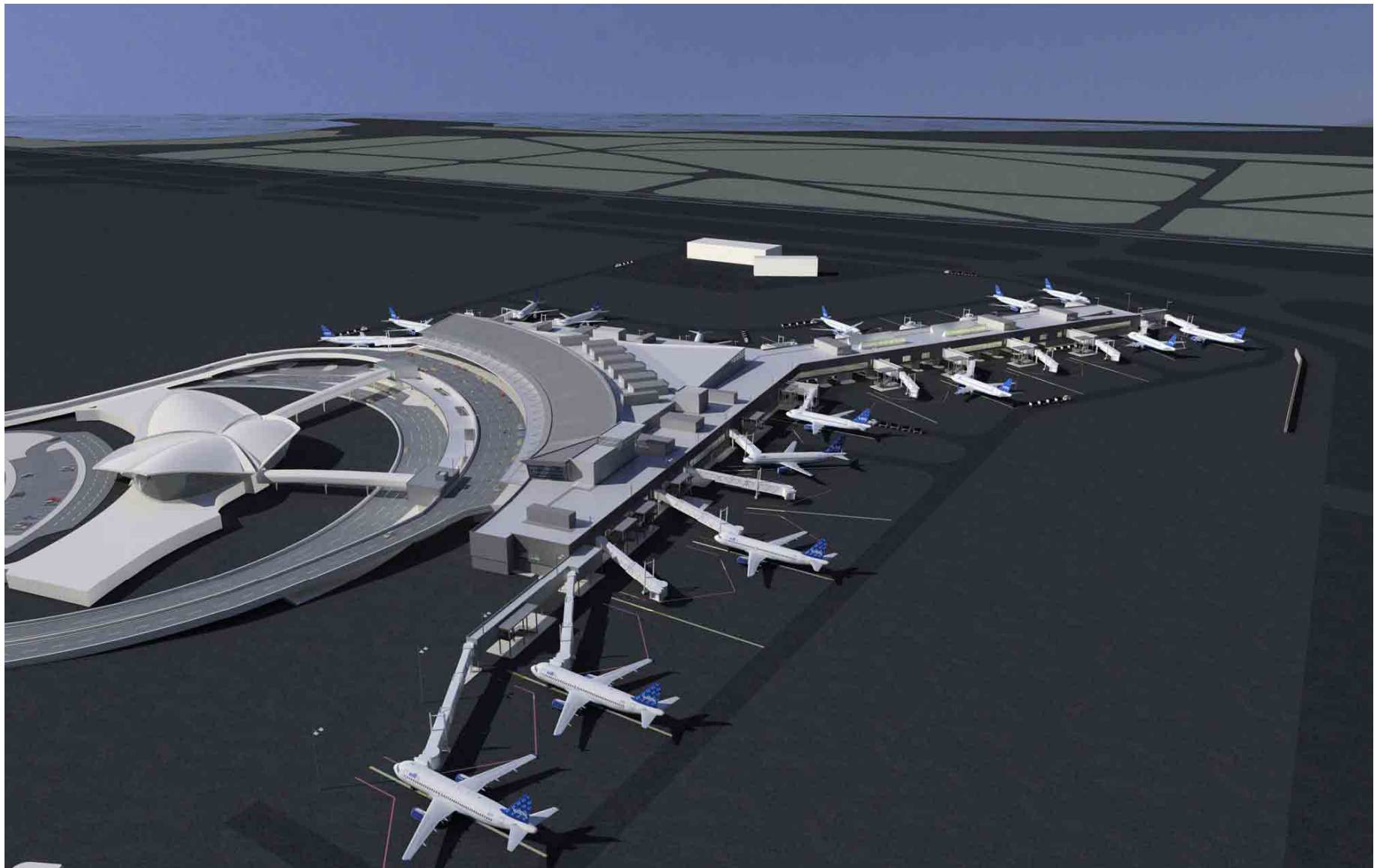


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Boston City Hall. Boston, MA, 1961-1968 - Kallmann McKinnell & Knowles

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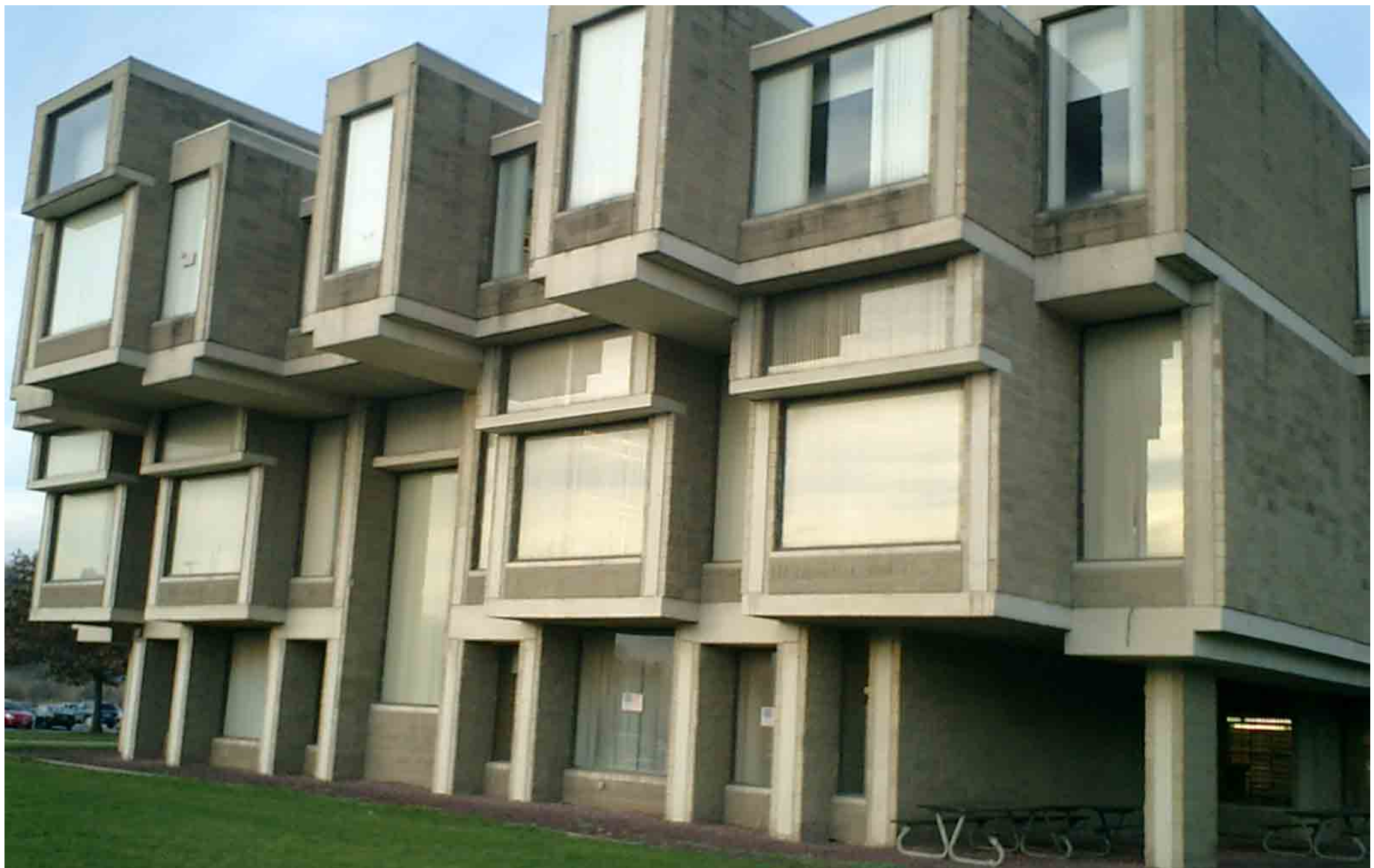


Orange County Government Office Building. Goshen, NY, 1967 - Paul Rudolph

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Orange County Government Office Building. Goshen, NY, 1967 - Paul Rudolph

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Housing in the suburbs

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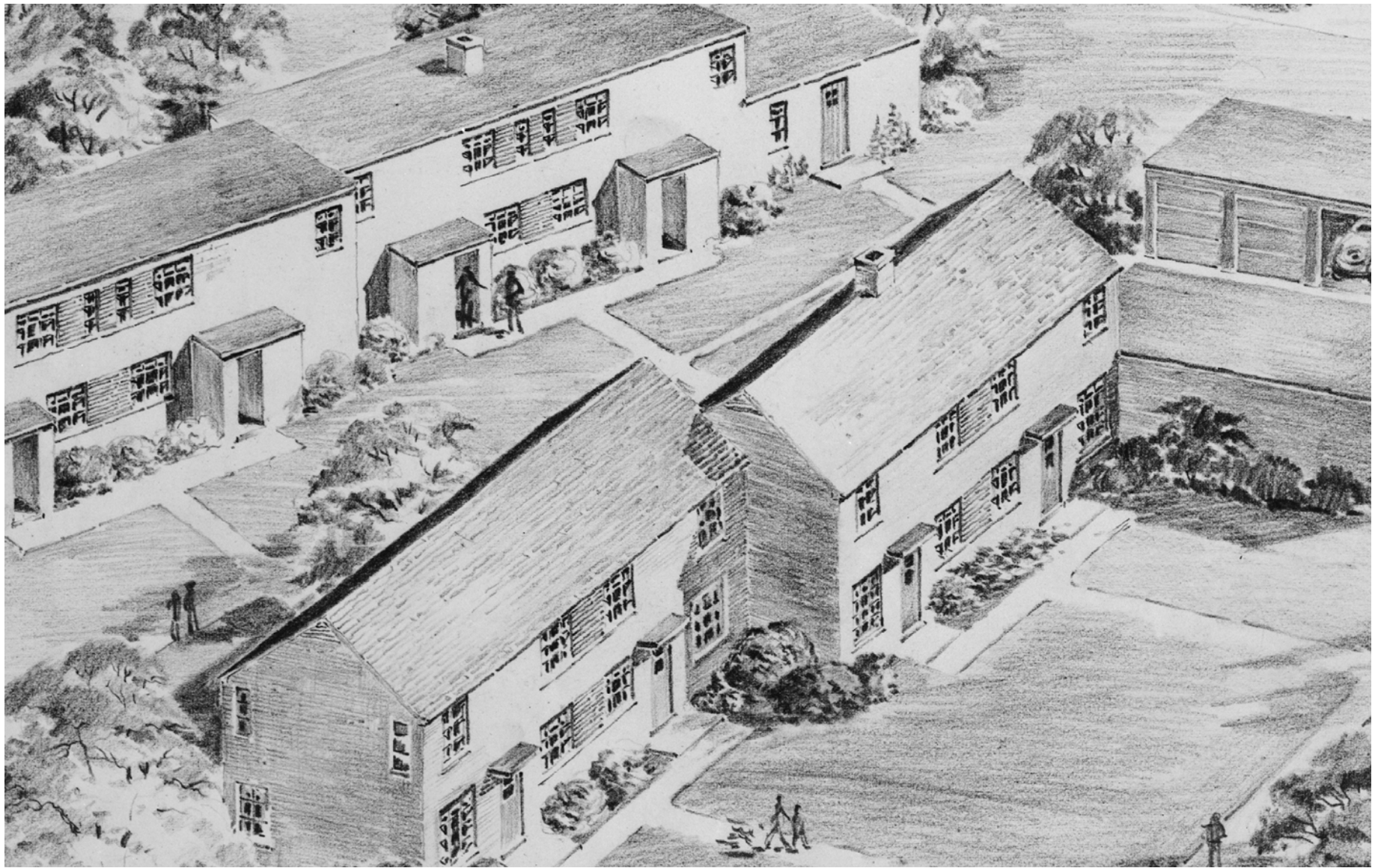


Greenbelt, MD, 1937

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Greenbelt, MD, 1937

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Levittown, Long Island, NY, 1947-1951 - Levitt & Sons, Inc

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Levittown, Long Island, NY, 1947-1951 - Levitt & Sons, Inc

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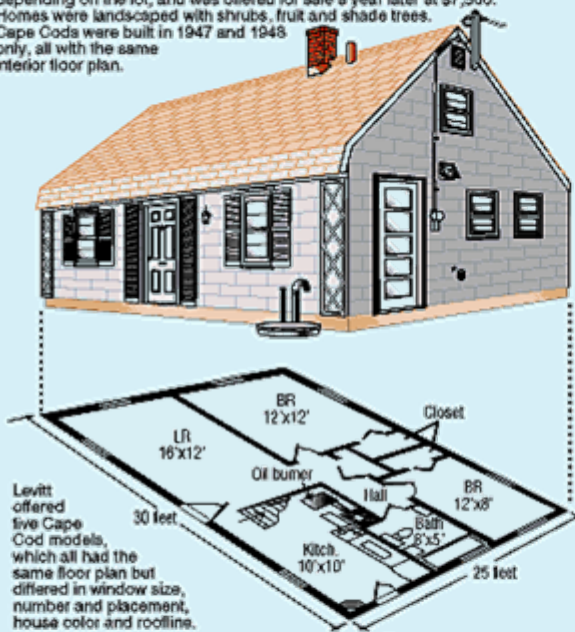
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Levitt's Homes A look at the two types of homes Levitt built in the Levittown area.

The 1947 Cape Cod

The Levitt Cape Cod offered 4 1/2 rooms on a 25-by-30-foot slab, with an unfinished expandable attic, and a kitchen full of appliances that included a Bendix washer. The kitchen was in the front – at the time a novel approach – and two bedrooms were in the rear. It rented for \$60-65 per month, depending on the lot, and was offered for sale a year later at \$7,500. Homes were landscaped with shrubs, fruit and shade trees. Cape Cods were built in 1947 and 1948 only, all with the same interior floor plan.

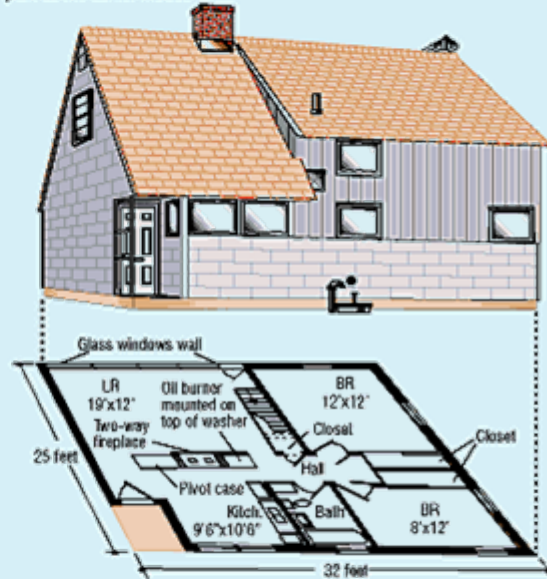


Levitt offered five Cape Cod models, which all had the same floor plan but differed in window size, number and placement, house color and roofline.



The 1949 Ranch

The Levitt Ranch, also 4 1/2 rooms, was first offered in 1949. It was 50 square feet larger than the Cape Cod and rotated the cape's floor plan, keeping the kitchen in the front, but pushing the living room to the rear and bedrooms to the side. The attic was unfinished. There was a two-way hearth between the fully equipped kitchen and the living room. It sold for \$7,990, with a monthly mortgage payment of \$58. The 1950 and 1951 models had the same basic floor plan as the earlier model.



The five 1949 ranch models, while differing in exterior features, all had the same floor plan and each came with a revolving storage cabinet and a 16-foot picture window in the rear of the house.



Source: Richard Corbett

Levittown, Long Island, NY, 1947-1951 - Levitt & Sons, Inc

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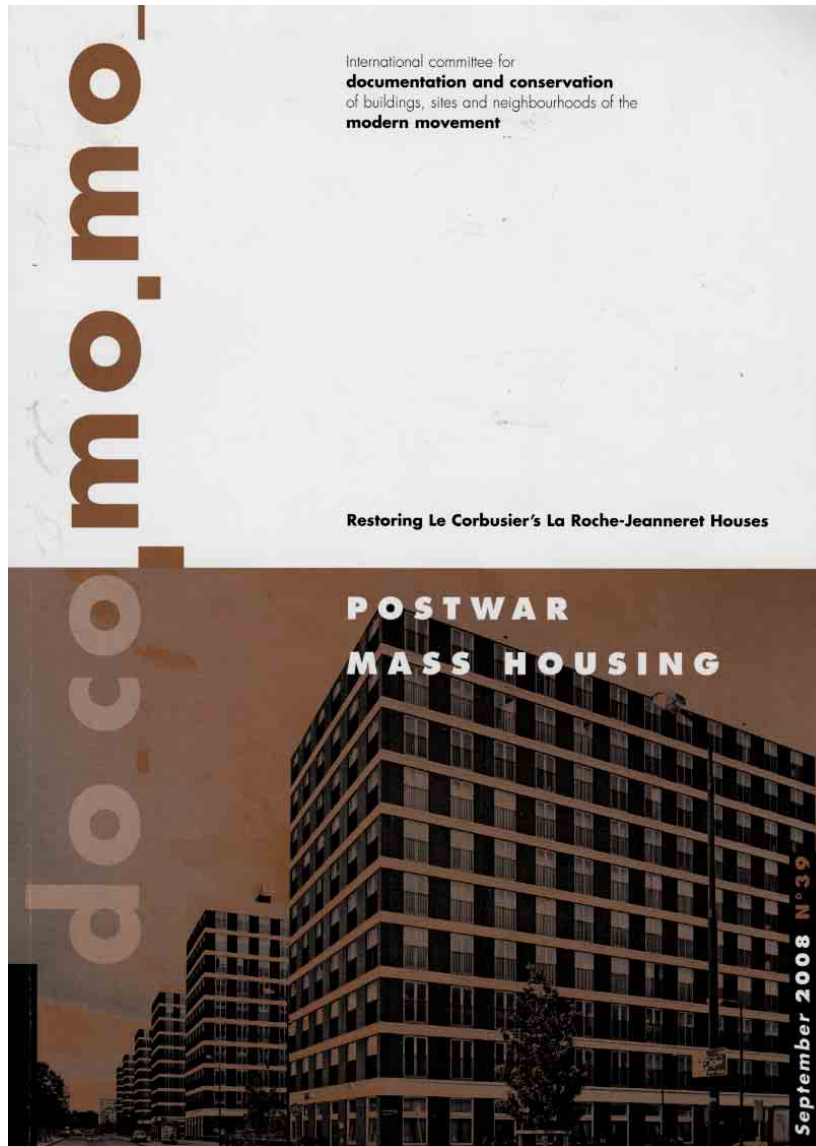
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(public) (social) (affordable) **housing**

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“The projects in New Orleans have little to do with the sterile brick towers and alienating plazas that usually come to mind when we think of inner-city housing.

Some rank among the best early examples of public housing built in the United States, both in design and in quality of construction.”

New York Times, December 19, 2007

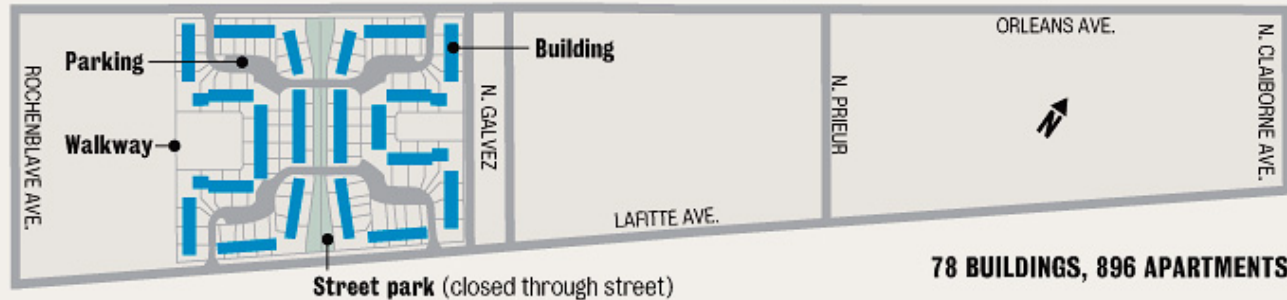
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ORIGINAL DESIGN (footprint is a sample of entire strip)

- ▶ Lafitte was built in 1941 with 78 buildings.
- ▶ Structures were in a U shape on large, open lawns on a "superblock," disconnected from the neighborhood's street grid.
- ▶ Each Lafitte apartment had its own front door; back doors opened onto shared stairwells. Housing experts now believe the dense, isolated site and its emphasis on common space exacerbated problems with crime and poor maintenance.



REDESIGN (footprint is a sample of entire strip)

- ▶ Nearly two-thirds of the units will be singles and doubles, while the other three sites will be mostly fourplexes and sixplexes.
- ▶ Lafitte, as well as the other three sites, will be reintegrated with the street grid.
- ▶ All buildings at the four sites will front onto streets and will have larger apartments, individual entrances and semi-private backyards.



Lafitte Housing Development, New Orleans, LA, 1941 and 2008

Source: Urban Design Associates

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Lafitte Housing Development, New Orleans, LA, 1941

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Lafitte Housing Development, New Orleans, LA, 1941

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Expected to break ground next month, the redesigned Lafitte is representative of what's been called "the new face of public housing." Both federal housing officials and city planners have deemed these design changes critical to the success of public housing redevelopments.

Lafitte Housing Development, New Orleans, LA, 1941 and 2008

Source: Urban Design Associates

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IN THE REGION/New Jersey

End Nears for Unloved Housing

By ANTOINETTE MARTIN

JERSEY CITY
MONTGOMERY GARDENS, a six-tower public housing project built 58 years ago next to what was then the Jersey City Medical Center, has a date with demise.

Like so many "vertical concentrations of poverty," as the old projects have been termed by the federal housing agency that built them, the project has been deemed ready for wrecking (within the next two years) and re-creation (four developers have submitted proposals).

With its old neighbor, the medical center, now morphing into a residential complex called the Beacon, the character of the area has already undergone a change. Two of the eight tall Art Deco buildings that once housed the



NADAV NEUHAUS FOR THE NEW YORK TIMES

JERSEY CITY
MORPHS
Montgomery Gardens, public housing that has been deemed deserving of demolition, frames one of the upscale Beacon's gleaming towers.

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Atlanta Is Making Way For New Public Housing

Critics Worry About the Toll on Residents

By **ROBBIE BROWN**

ATLANTA — In 1936, Atlanta built Techwood Homes, the nation's first housing project. By the 1990s, a greater percentage of the city's residents were living in housing projects — sprawling red-brick barracks that pockmarked the skyline — than in any other city in America.

Now, Atlanta is nearing a very different record: becoming the first major city to knock them all down. By next June, officials here plan to demolish the city's last remaining housing project, fulfilling a long and divisive campaign to reduce poverty by decentralizing it.

Mixed-income developments oriented toward families, with trendy shops, golf courses and Y.M.C.A.'s, are emerging where

One city's long and divisive campaign to reduce poverty by decentralizing it.

bleak, uniform towers once stood. Displaced residents are receiving vouchers to move to private housing. And a landmark experiment in housing the urban poor in large government-run facilities that began under the New Deal is being undone.

Over the past 15 years, Atlanta has bulldozed about 15,000 units, spread across 32 housing projects, some of which once contained as many as 2,500 residents.

city in mixed-income communities and private housing financed with vouchers through the government's Section 8 program.

Still, critics of the demolitions worry about the toll on residents, who must qualify for vouchers, struggle to find affordable housing and often move to only slightly less impoverished neighborhoods. Especially in a troubled economy, civil rights groups say, uprooting can lead to homelessness if more low-income housing is not made available. Lawsuits have been filed in many other cities, generally without success, that claim that similar relocations violate residents' civil rights and resegment the poor.

The federal government has advocated variations of this approach for several decades, particularly since President Bill Clinton began the Hope VI program in the 1990s to disperse residents from centralized projects. Atlanta may be the furthest along, but its plans to demolish buildings, relocate residents and work with private developers to gentrify destitute neighborhoods are being mirrored across the country in cities like Chicago, Detroit, Miami and New Orleans.

Over all, 195,000 public housing units have met the wrecking ball across the country since 2006, and over 230,000 more units are scheduled for demolition, according to the Housing and Urban Development Department.

Atlanta began its demolition effort in 1995 in preparation for the Olympic Games, with the encouragement of local politicians and real estate developers.

Only four of the city's housing projects remain, along with 13 smaller public housing facilities.



Not everyone cheered when Atlanta razed Bowen Homes, one of the city's oldest projects.



PHOTOGRAPHS BY ERIK S. LESSER FOR THE NEW YORK TIMES

Renée L. Glover, executive director of the Atlanta Housing Authority, at a redeveloped property.

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Red Road, Glasgow, 1968

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Cabrini-Green, Chicago, IL



Red Road, Glasgow, 1968

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Robin Hood Gardens

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Reasons given for not listing -

English Heritage and Secretary of State Letter 2009

- 👎 Failure as housing (narrow stairs and 'streets in the sky')
- 👎 Out of date by 1972 ('streets in the sky' concept)
- 👎 Incremental changes and additions (colors, landscape)
- 👎 Little contemporary praise
- 👎 Early vandalism suggests lack of success
- 👎 Views of the residents taken into account

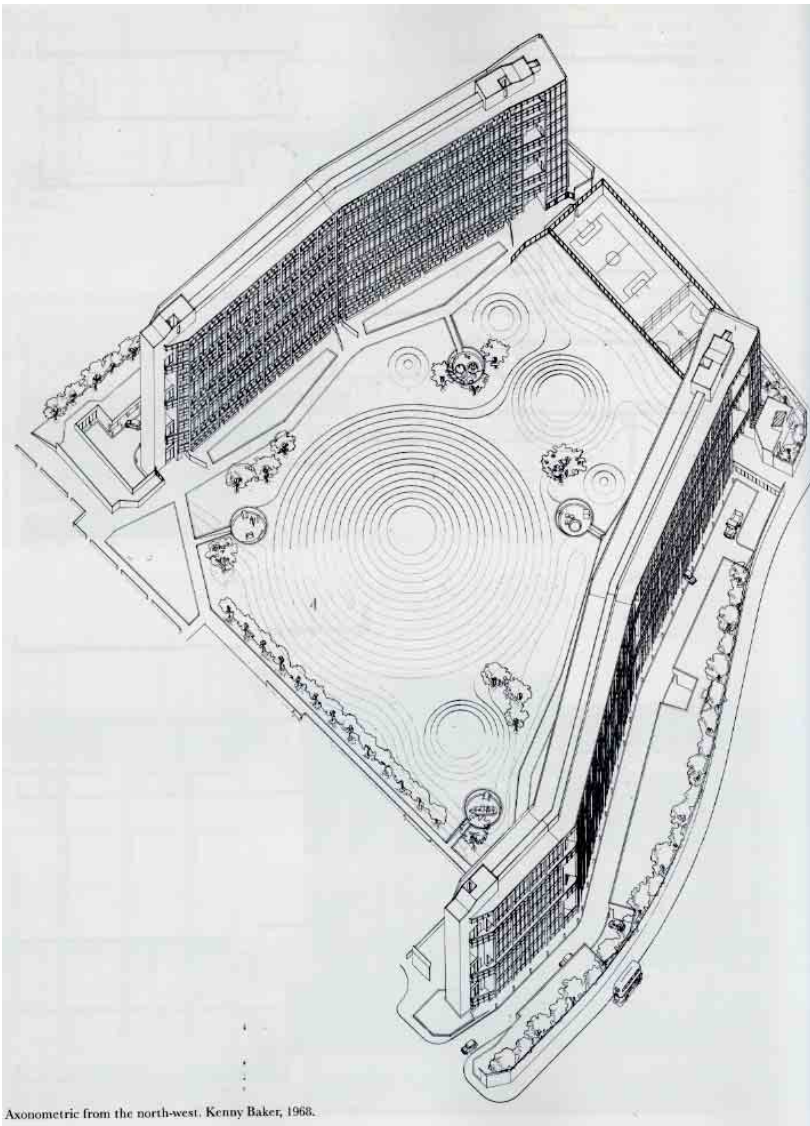


Robin Hood Gardens, Tower Hamlets, London, 1972 - Alison and Peter Smithson

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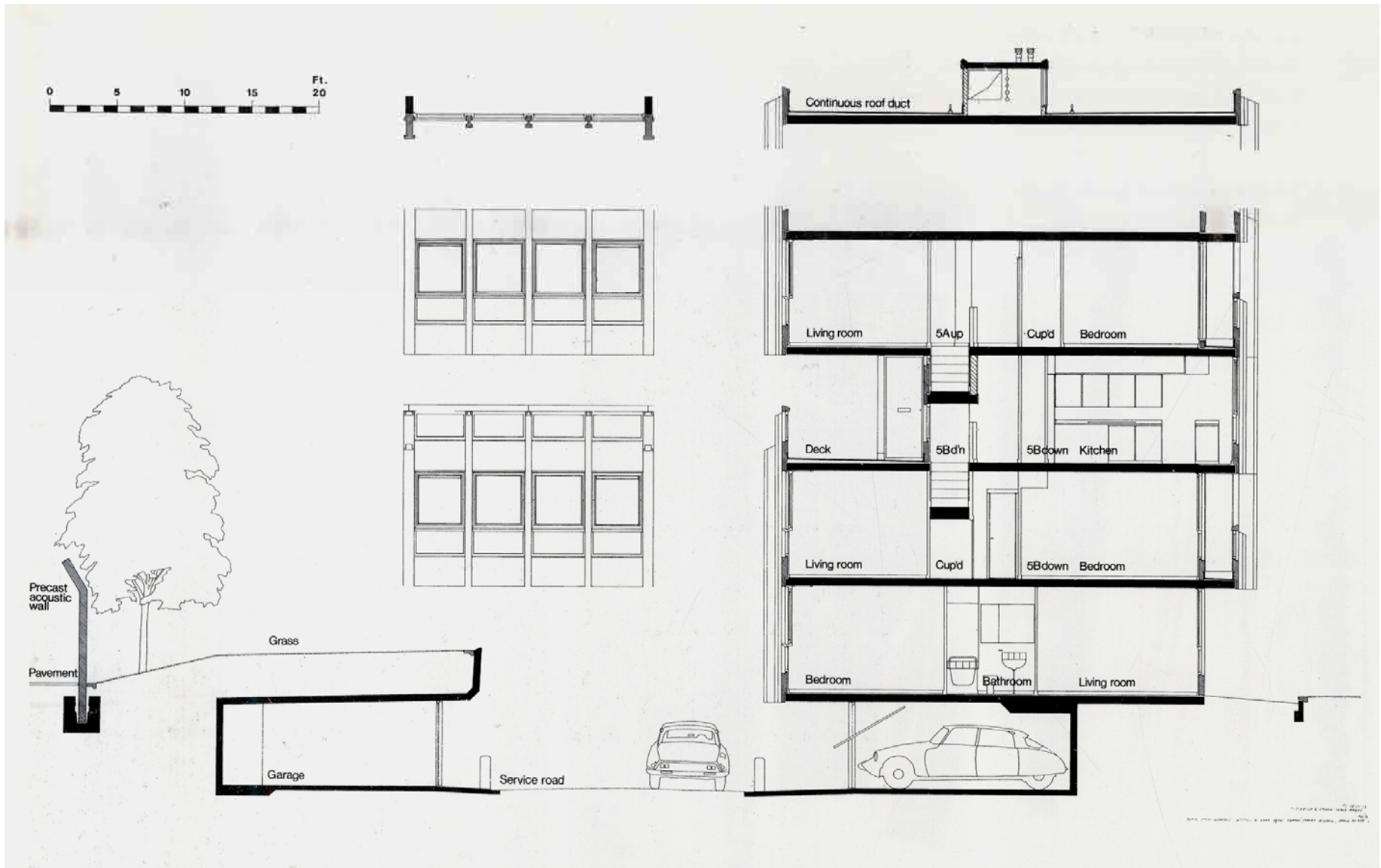
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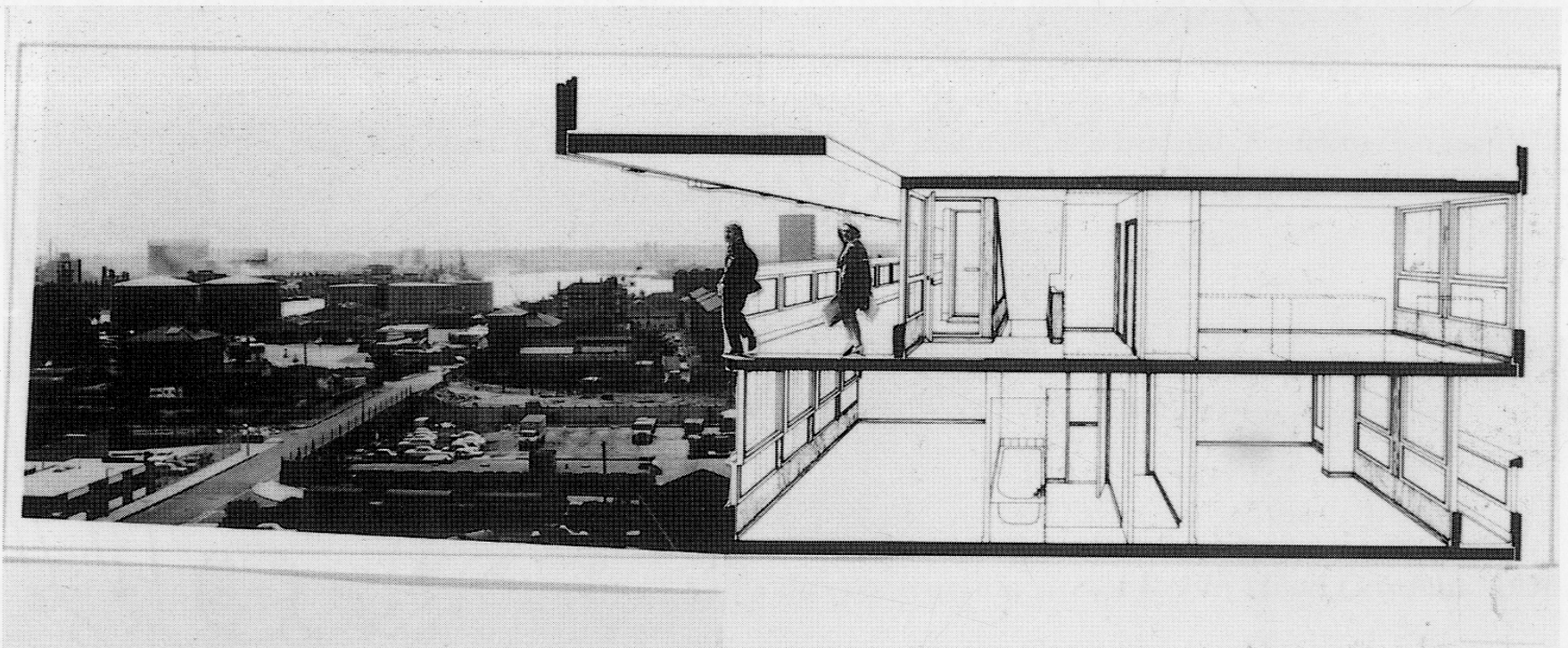


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The Barbican, London, 1973-76 - Chamberlin, Powell and Bon

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Highrise Housing in the US

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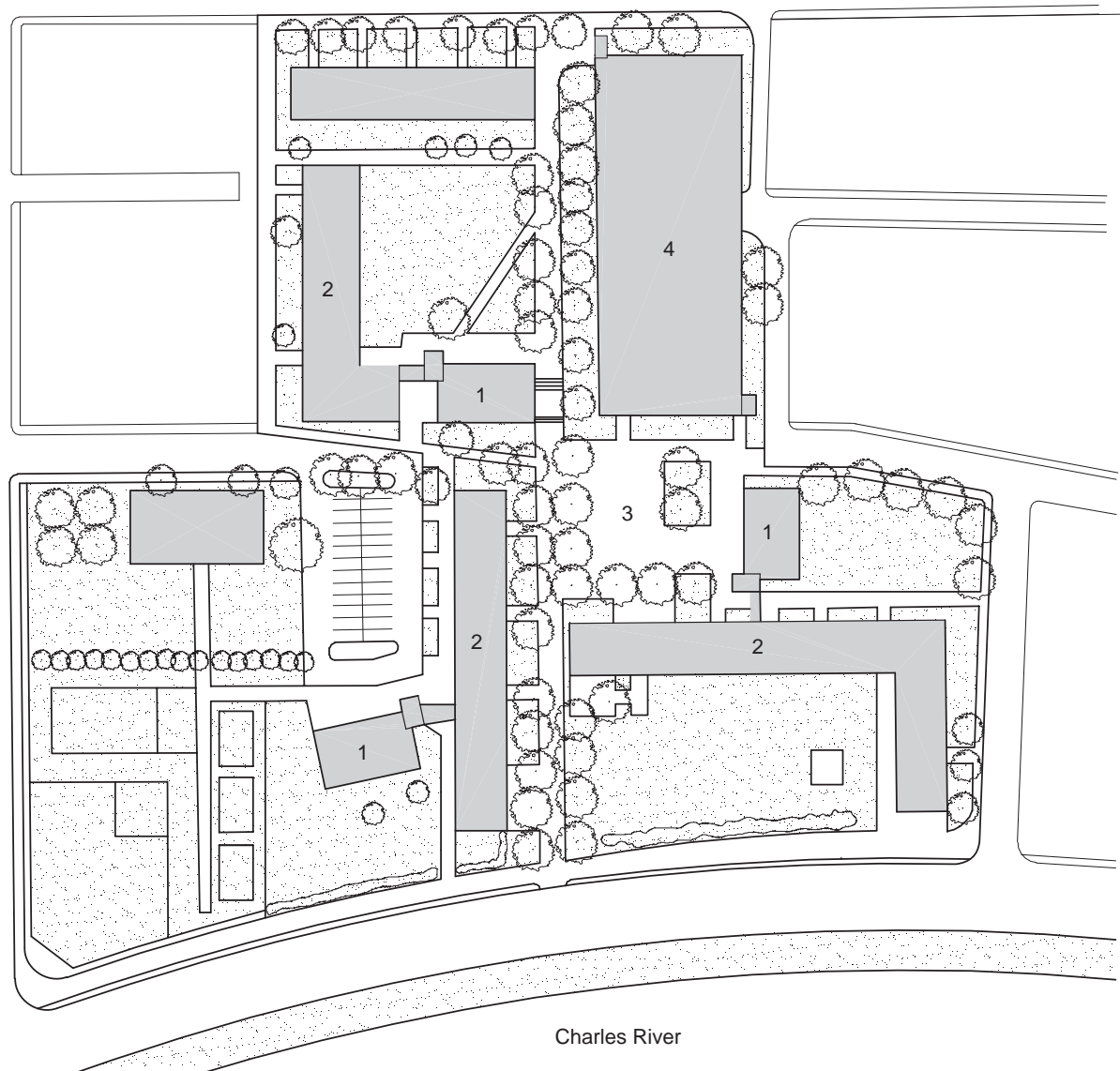


Peabody Terrace, Harvard University, Cambridge, MA, 1963 - Jose Luis Sert

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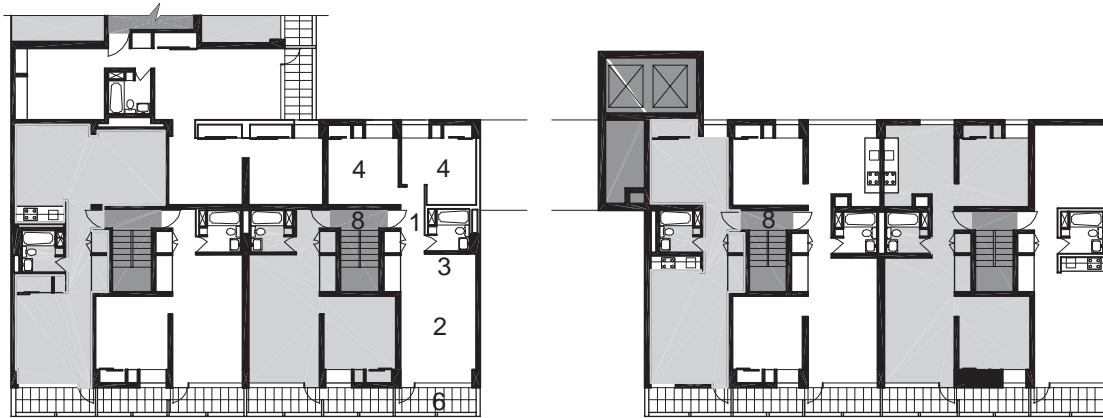


Peabody Terrace, Harvard University, Cambridge, MA, 1963 - Jose Luis Sert

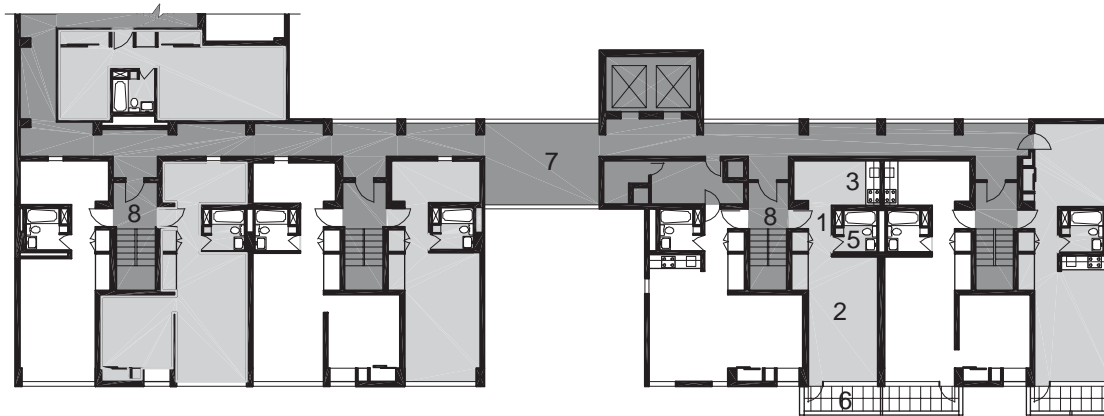
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Corridor Floors 2, 3, 5, 7 without Elevator Access
(Tower Floor 10, 11, 13, 14, 16, 17, 19, 20 Similar)



Corridor Floors 4, 6 with Elevator Access
(Tower Floor 9, 12, 15, 18 Similar)

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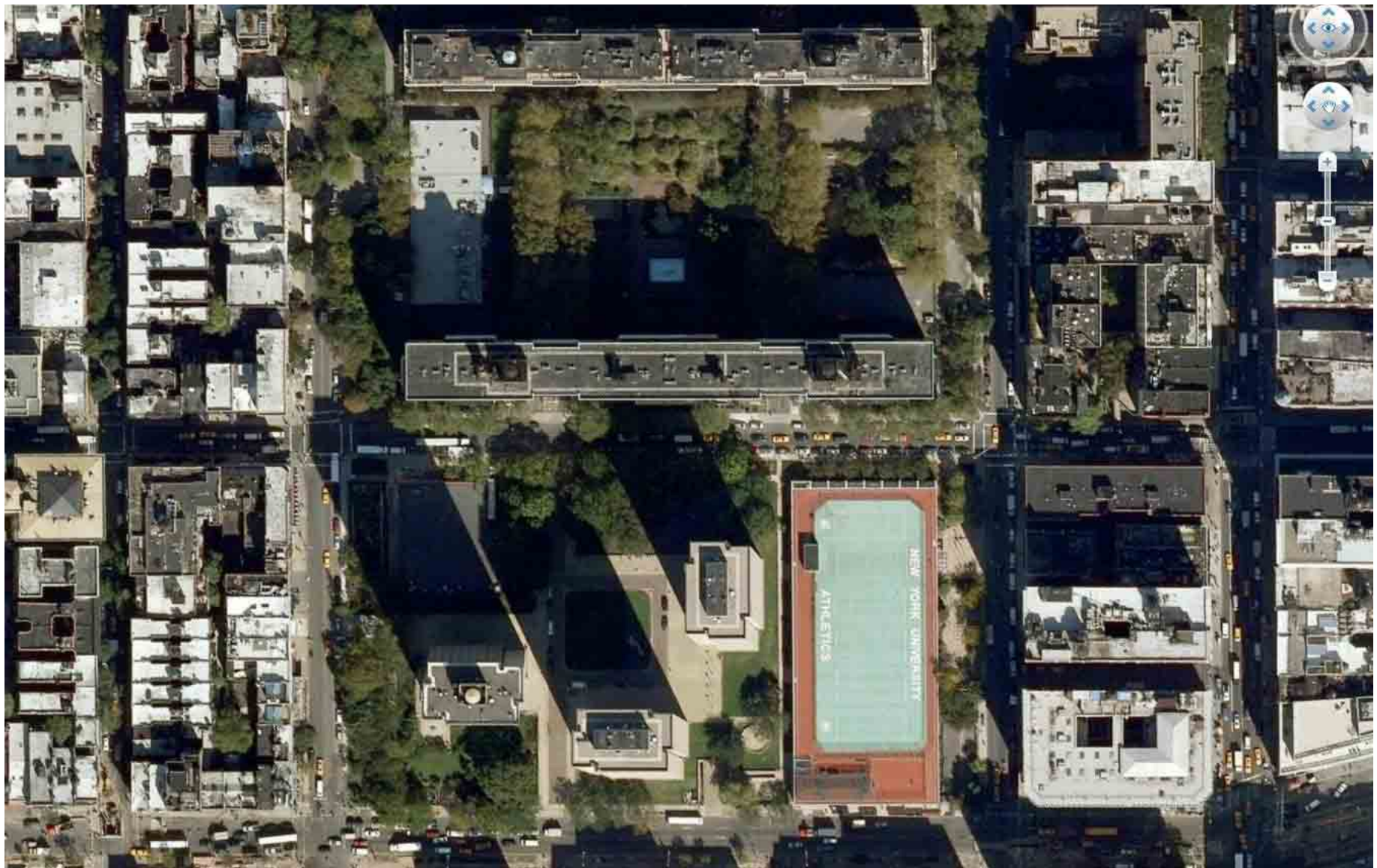


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Silver Towers, New York, NY, 1966 - I.M. Pei

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Chatham Towers, New York, NY, 1964 - Kelly & Gruzen

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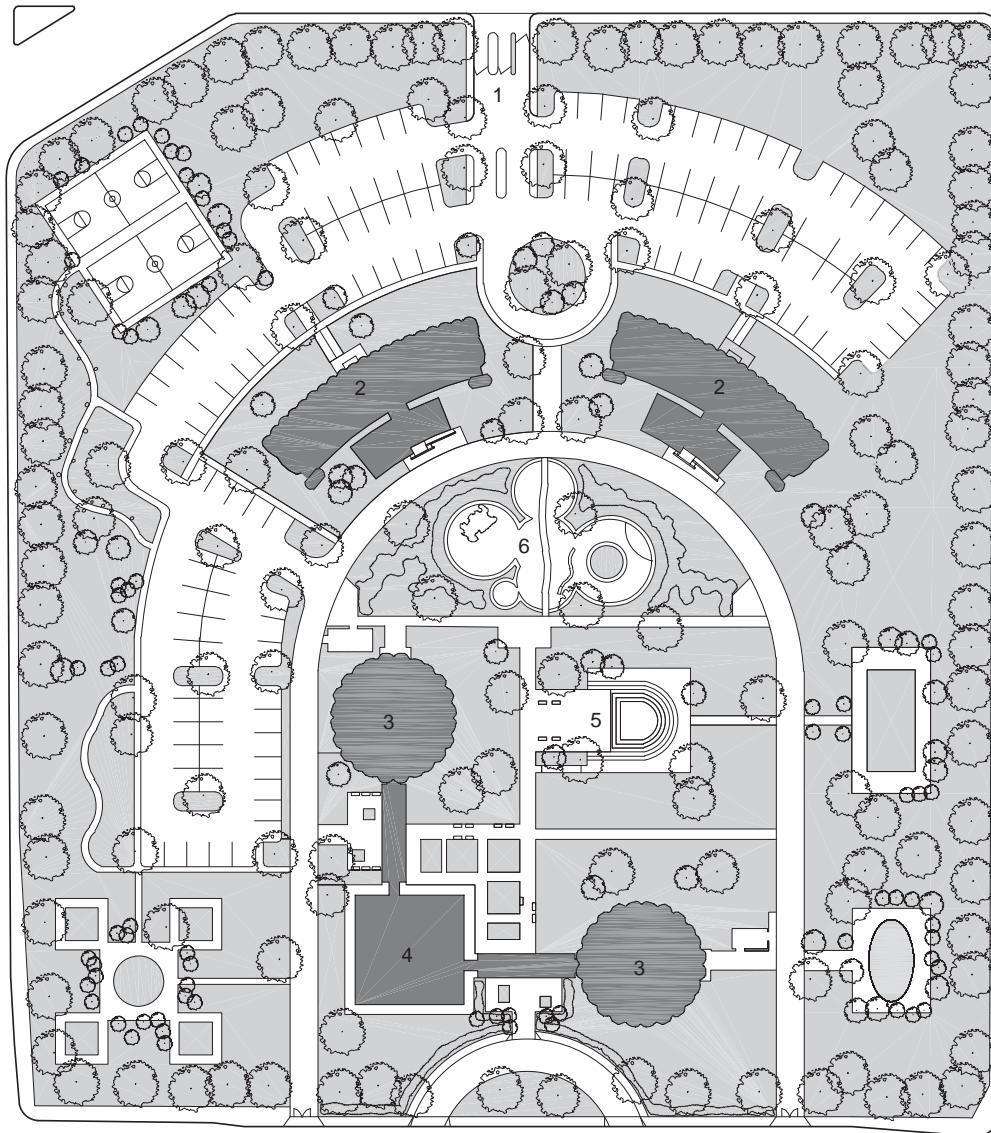


Chatham Towers, New York, NY, 1964 - Kelly & Gruzen

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Raymond Hilliard Homes, Chicago, IL, 1966 - Bertrand Goldberg

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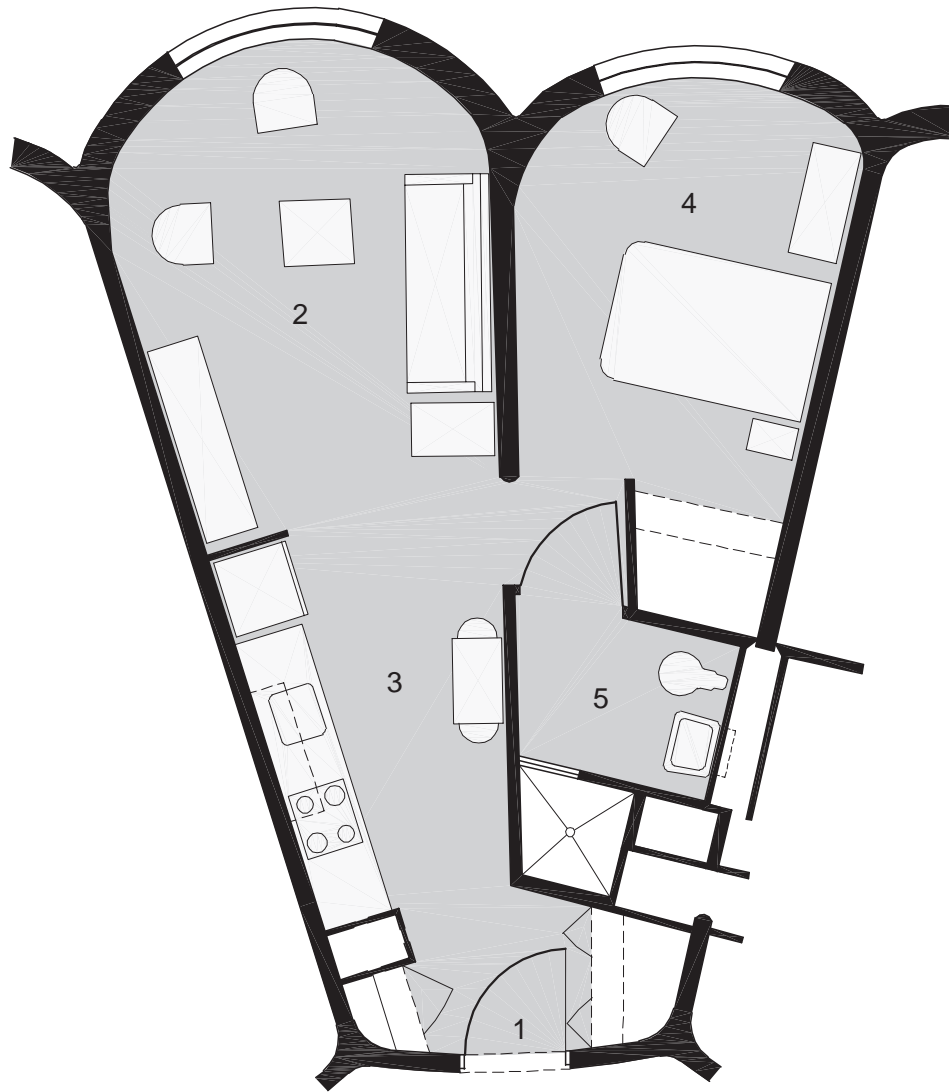


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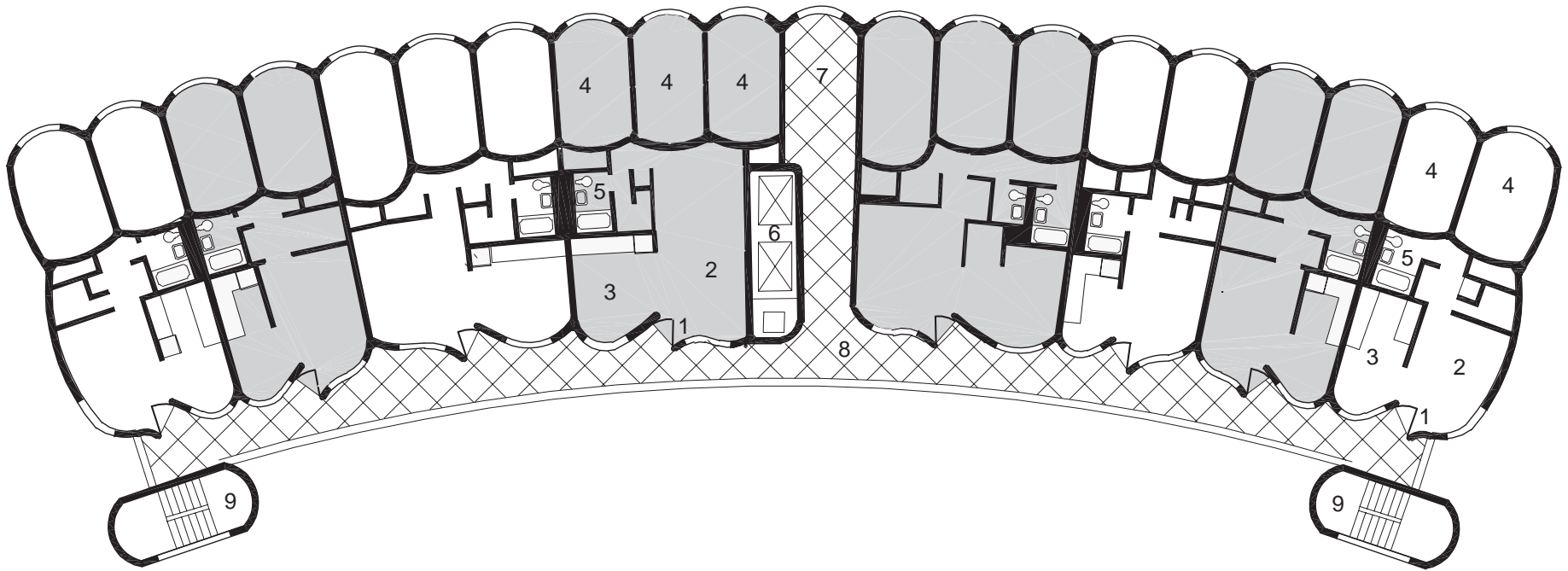


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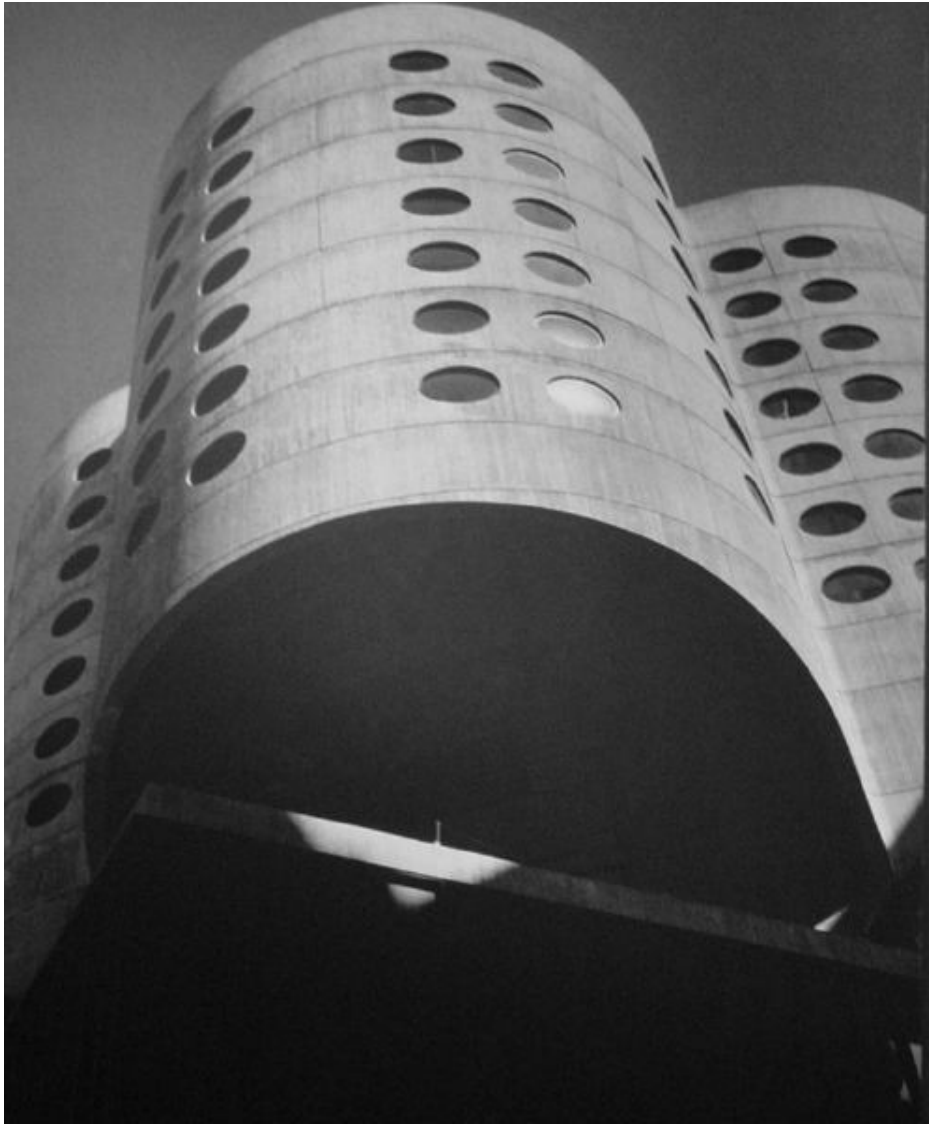


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Prentice Womens Hospital, Chicago IL, 1974 - Bertrand Goldberg



Raymond Hilliard Homes, Chicago, IL, 1966 - Bertrand Goldberg

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Cedar Square West, the first residential neighborhood of Cedar/Riverside, offers these living amenities

FEATURES INCLUDED WITH EACH APARTMENT

- All electric Westinghouse kitchen
- Central laundry facilities
- Drapery tracks in living room and bedrooms
- 24-hour maintenance service
- Year-round climate control
 - central heating, air conditioning
- Comprehensive security system
 - entry intercom
- Sound-controlled
- Fireproof
- Party room
- Extra storage space
- Central mail and package receiving room
- Spacious carpeted corridors affording convenient apartment access

SPECIAL FACILITIES AVAILABLE TO YOU

- Schools
- Health clinic
- Child care center
- Swimming pool
- Sauna
- Recreation facilities
- Covered parking
 - underground and multi-level garages
- Commercial services

VARIETY OF STYLES AND FLOOR PLANS

- Single level apartments
- Two-story maisonettes
- Patio townhouses
- Units with double exposure and cross ventilation
- Private balcony with panoramic view
- Studios, one, two, three and four-bedroom

New Town-In Town
 Cedar/Riverside is a new town-in town assisted by the Community Development Corporation of the U.S. Department of Housing and Urban Development.
 Cedar/Riverside is developed by Cedar-Riverside Associates, Inc.

MANAGEMENT GROUP

- Henry T. McKnight — Chairman of the Board
- Keith E. Heller — President
- Gloria M. Segal — Vice President and Treasurer
- Donald A. Jacobson — Director of Planning and Development
- J. Kimball Whitney — Director of Commercial Development
- Carlo V. Martini — Director of Facilities
- Raymond K. Herie — Director of Resident Relations
- Phillip M. Amery — Controller
- Bruce W. Barton — General Counsel
- B. Gary Smith — Resident Leasing Manager

STAFF CONSULTANTS

- Paul Rosenthal — Construction Management
- Dorsey Marquart, Windhorst, West & Holliday — Legal
- Arthur Nafstine — Urban Process
- Gloria B. Miller — Marketing

PLANNING CONSULTANTS

- Ralph Rapson & Associates, Inc. — Project Architect
- Barton-Aichman Associates, Inc. — Planning & Engineering
- Lawrence Halprin & Associates, Inc. — Environmental Planning
- Sasaki-Walker Associates — Environmental Design
- Heikki von Hertzen — Community Development
- Hammer-Greene-Siler Associates — Economics
- Dr. David Cooperman — Social Planning
- Be-So Building Corporation — Construction Planning and Programming
- Gingold-Pink Architecture, Inc. — Associate Architects
- Michaud, Cooley, Hallberg, Erickson — Energy & Mechanical System
- Crosler, Greensberg & Partners — Structural Engineers

Cedar-Riverside Associates

1929 South Fifth Street
 Minneapolis, Minnesota 55404
 612-338-8801



Cedar Square West

Leasing Office • Information Center
 Sixth Street & Cedar Avenue
 612-338-8871

MODERN HOUSING REDUX: The (Un)Loved and The (Un)Learned

THEODORE PRUDON

Sydney, Australia, 10 July 2009



Cedar-Riverside, Minneapolis, MN, 1973 - Ralph Rapson

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Time to see for yourself.

Come get acquainted. Walk the streets. Shop the shops. Meet the people. Come feel a new town awakening.


And then explore the model apartments of high-rising Cedar Square West. There are five basic floor plans. With a myriad of variations. From Spartan simplicity to the lap of luxury. You choose.

Rental Office and Information Center, 514 Cedar Avenue, Minneapolis. Open every day from 11:00 am to 7:30 pm. Phone 338-8871.

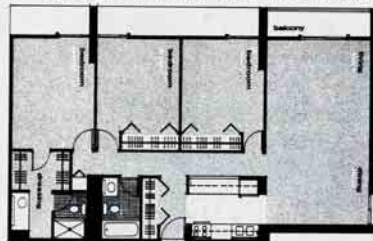
A complete rental price range is available from \$130 to \$550 per month. Choice includes a wide variety of studios, 1, 2, 3 and 4 bedroom plans.

If your income is below certain governmentally-established levels, depending upon family size, you may be eligible to rent a studio, one-bedroom or two-bedroom apartment at substantial savings.

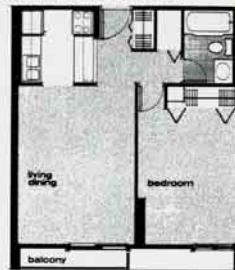
Cedar-Riverside is a new town—in town—created with the cooperation of the Community Development Corporation of the U.S. Department of Housing and Urban Development—and the Minneapolis Housing and Redevelopment Authority.

 An equal housing opportunity

These floor plans represent four of the many variations available at Cedar Square West.



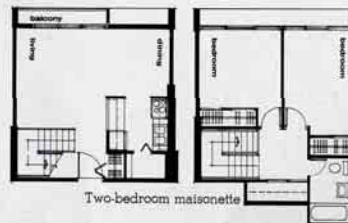
Three-bedroom



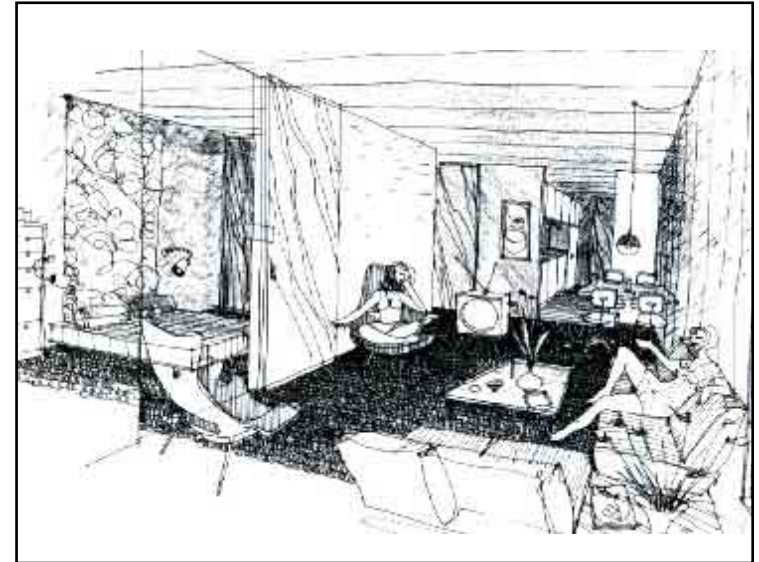
One-bedroom



Two-bedroom



Two-bedroom maisonette

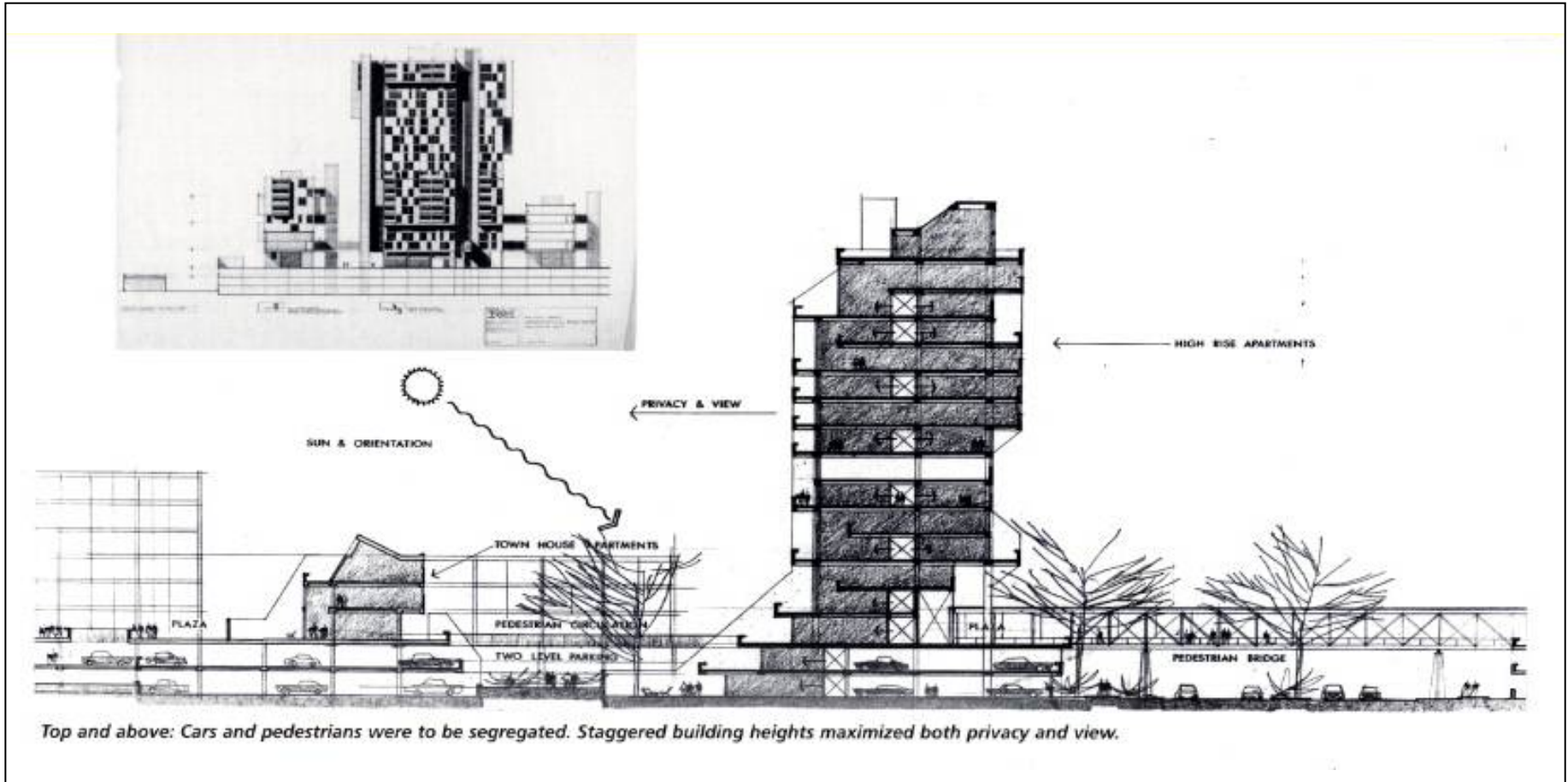


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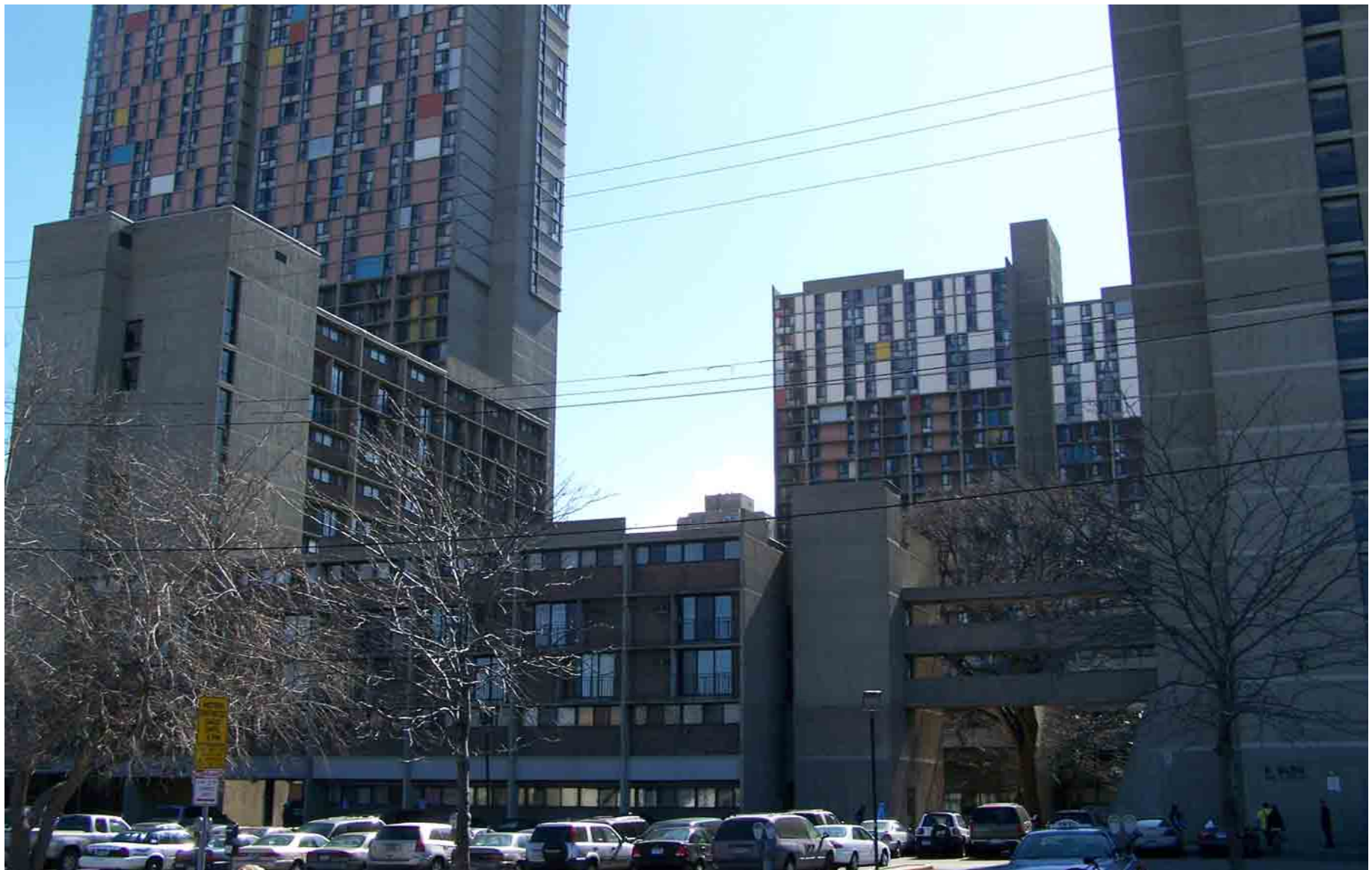


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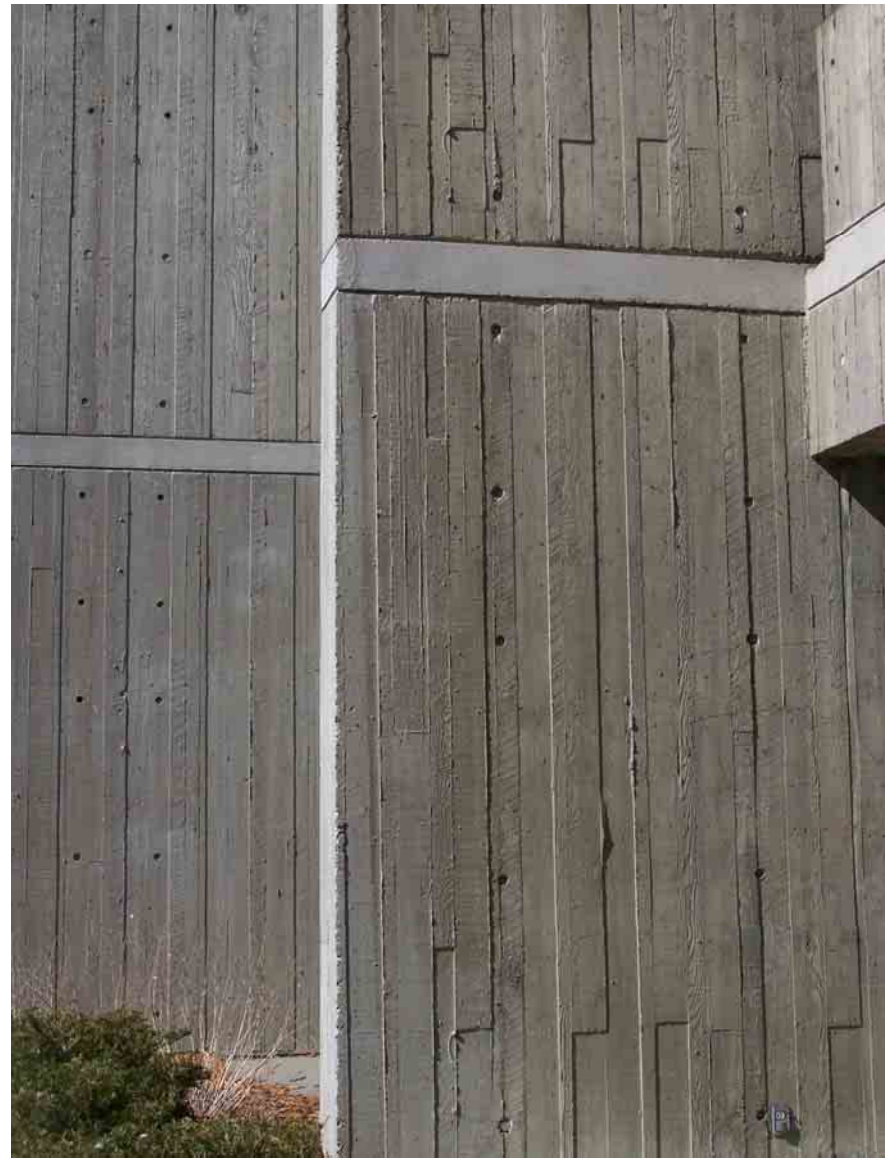


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Roosevelt Island, NY, 1969 Masterplan - Philip Johnson and John Burgee

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Roosevelt Island, NY, 1969 - Philip Johnson and John Burgee

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Searching for **Innovation**

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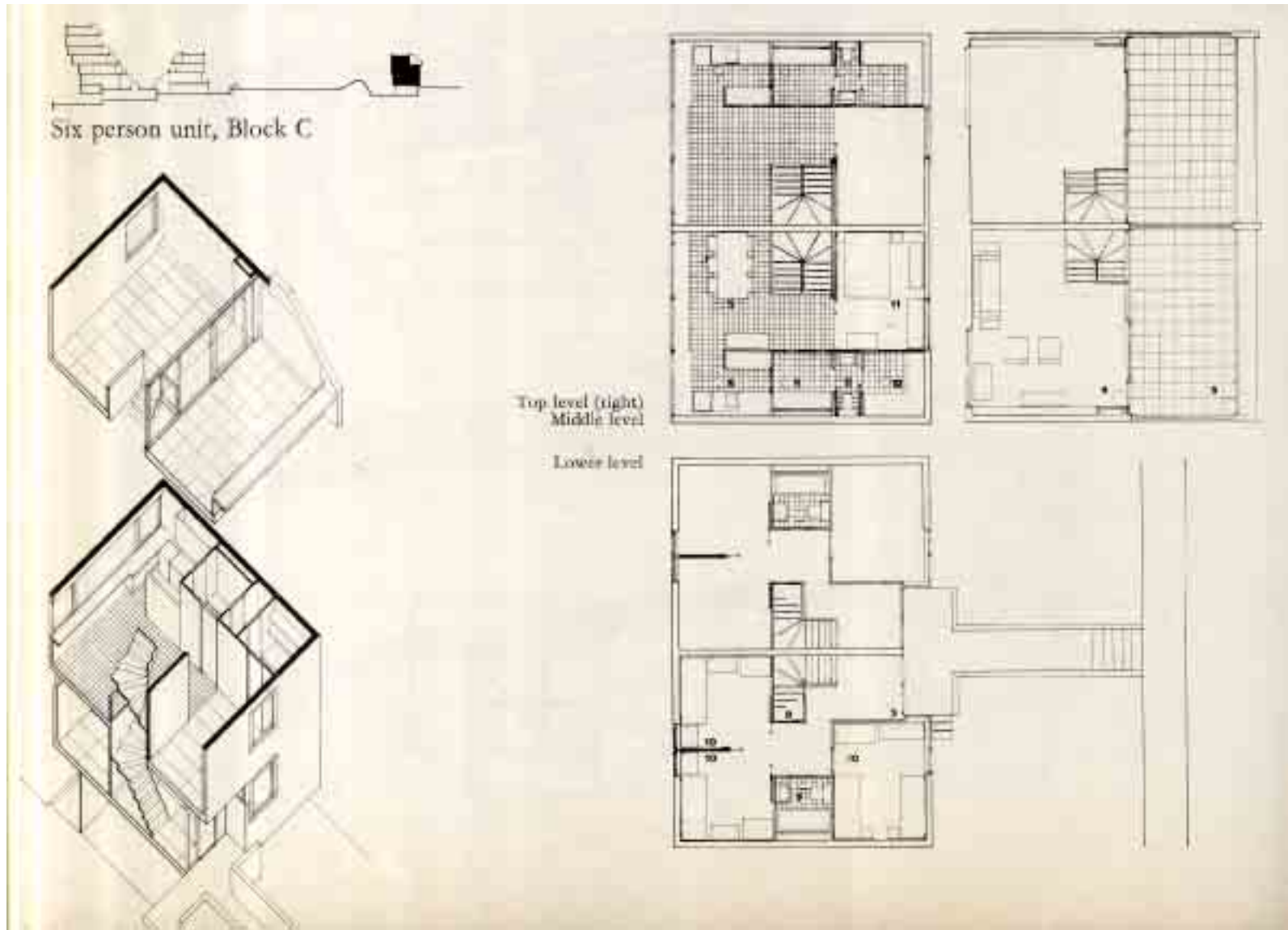


Alexandra Road, London, 1977 - Neave Brown

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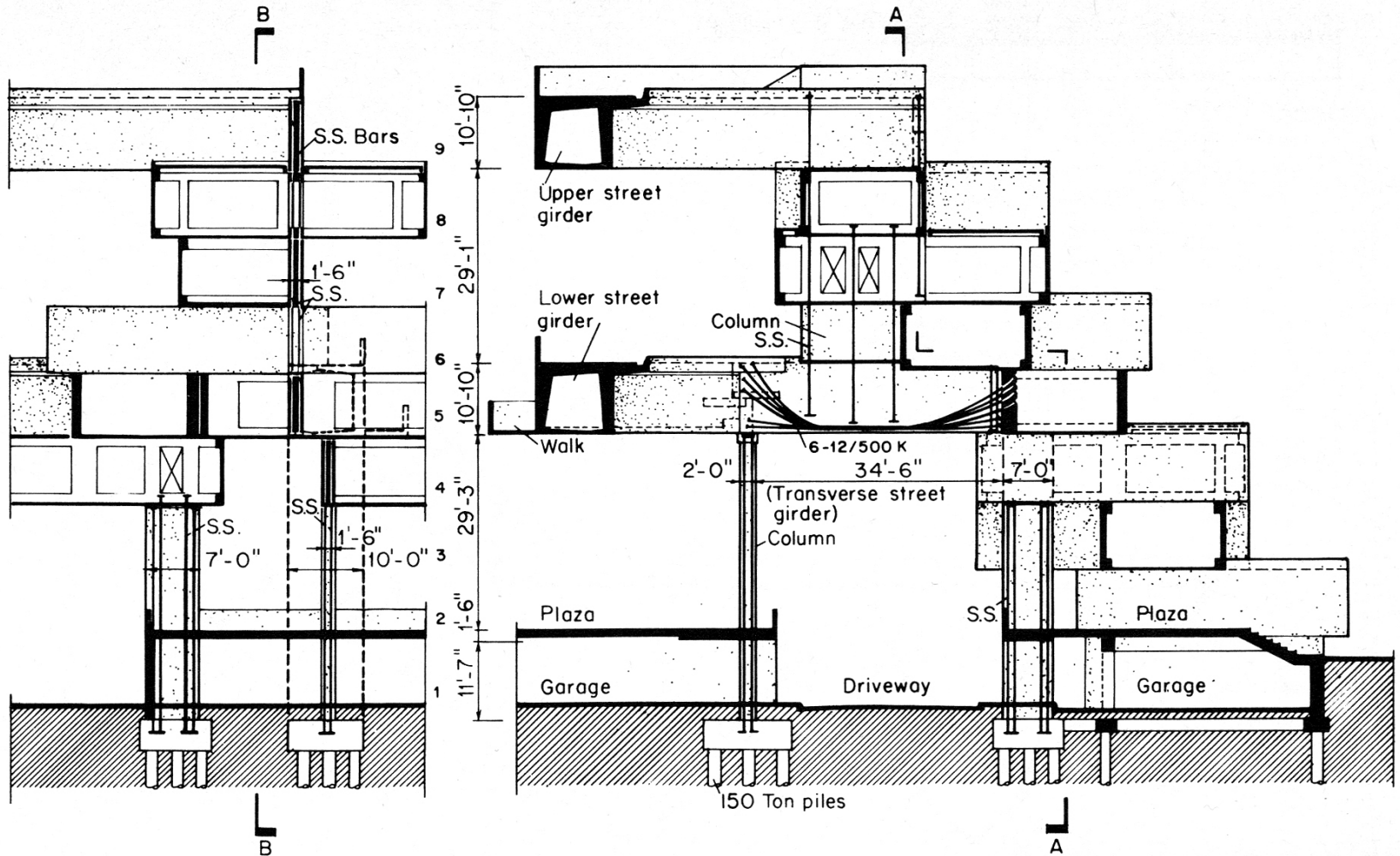


Habitat, Expo 1967, Montreal, QC, 1967 - Moshe Safdie

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Columbia University, Housing Charette, 20 June 2009

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Sydney, Australia, 10 July 2009