

We Want To Leave Our Mark

*“A building does not have to be an important work of architecture to become a first-rate landmark. Landmarks are not created by architects. **They are fashioned by those who encounter them after they are built.** The essential feature of a landmark is not its design, but the place it holds in a city’s memory. Compared to the place it occupies in social history, a landmark’s artistic qualities are incidental.”*

Herbert Muschamp,
former architecture critic for the *NY Times*.

Roll Call # _____

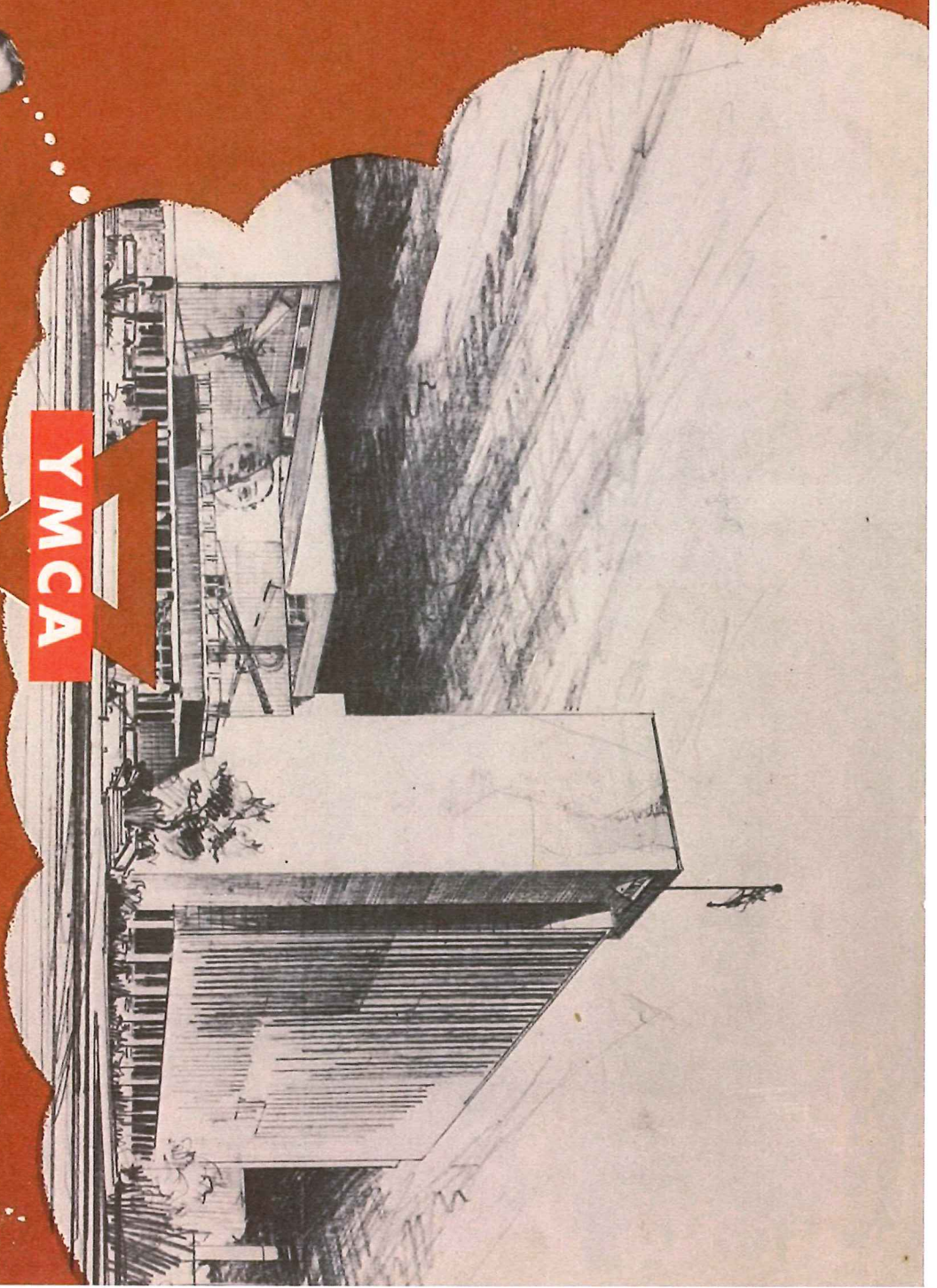
Agenda Item 20

Date October 20, 2014



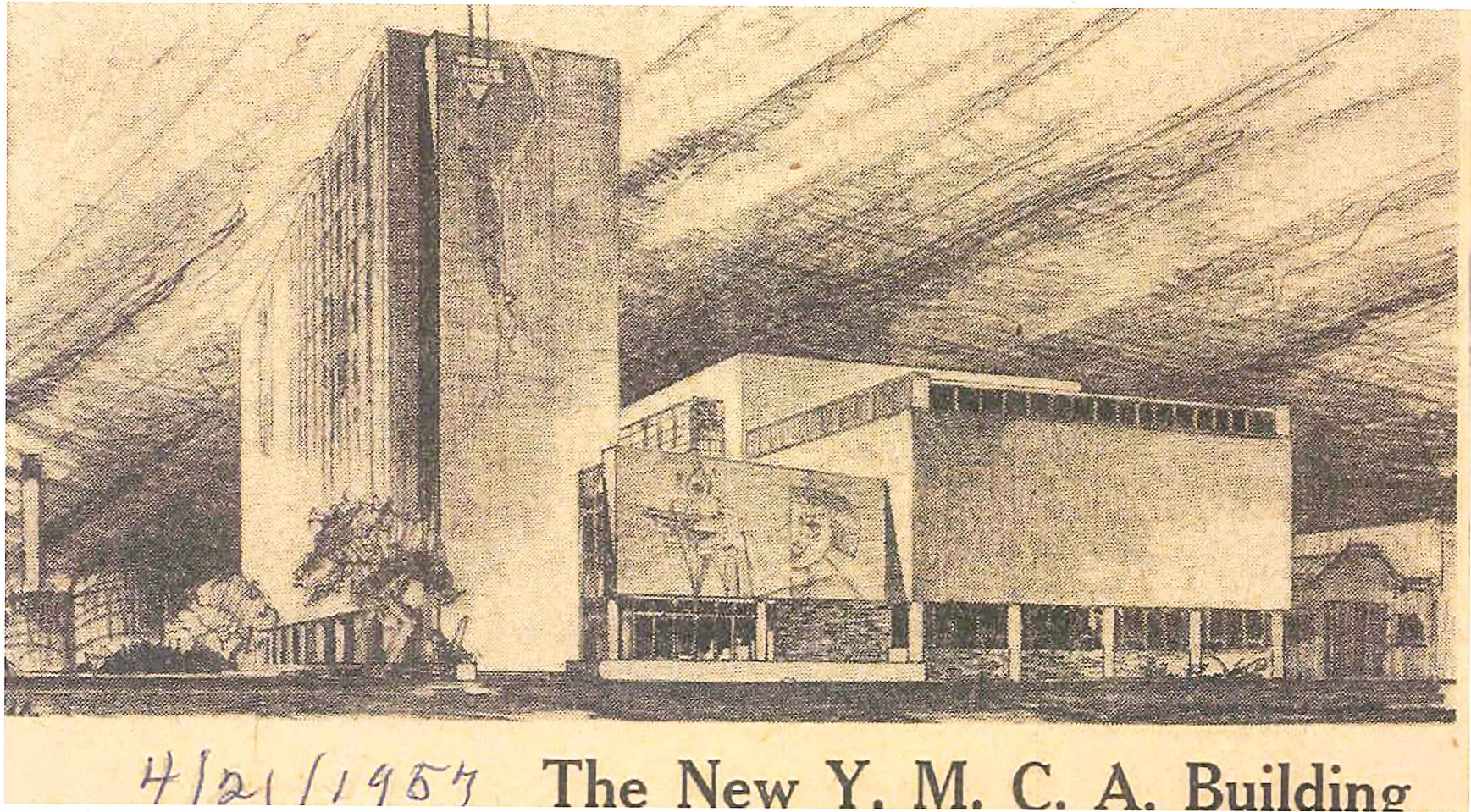
YMCA

A Dream Coming True . . .



Passing the Torch

1957, Stan Hess, concept for north mural



4/21/1957

The New Y. M. C. A. Building

The New Y.M.C.A.

The opening of the new Y. M. C. A. building affords a landmark in modern-day Miami, a newly ready to open. Dedication of the 33-building structure, located on the west side of the city, is the latest in the series of modern and grand edifices, which are to be built. The new program is to be a model of the Y. M. C. A. building in Florida, offering and emphasizing the new program, but also offering the program in general. The new Y. M. C. A. building is being built for the year of 1952.



A group of young boys were given a tour of the new Y. M. C. A. building. The group of the first class and the building were seen in the photograph. The group of the first class and the building were seen in the photograph. The group of the first class and the building were seen in the photograph.



Members of the Y. M. C. A. building are seen in the photograph. The group of the first class and the building were seen in the photograph. The group of the first class and the building were seen in the photograph.



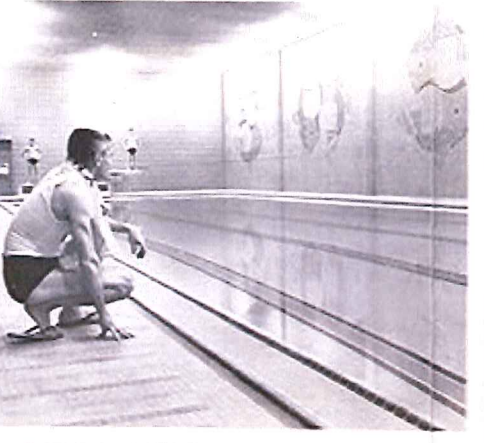
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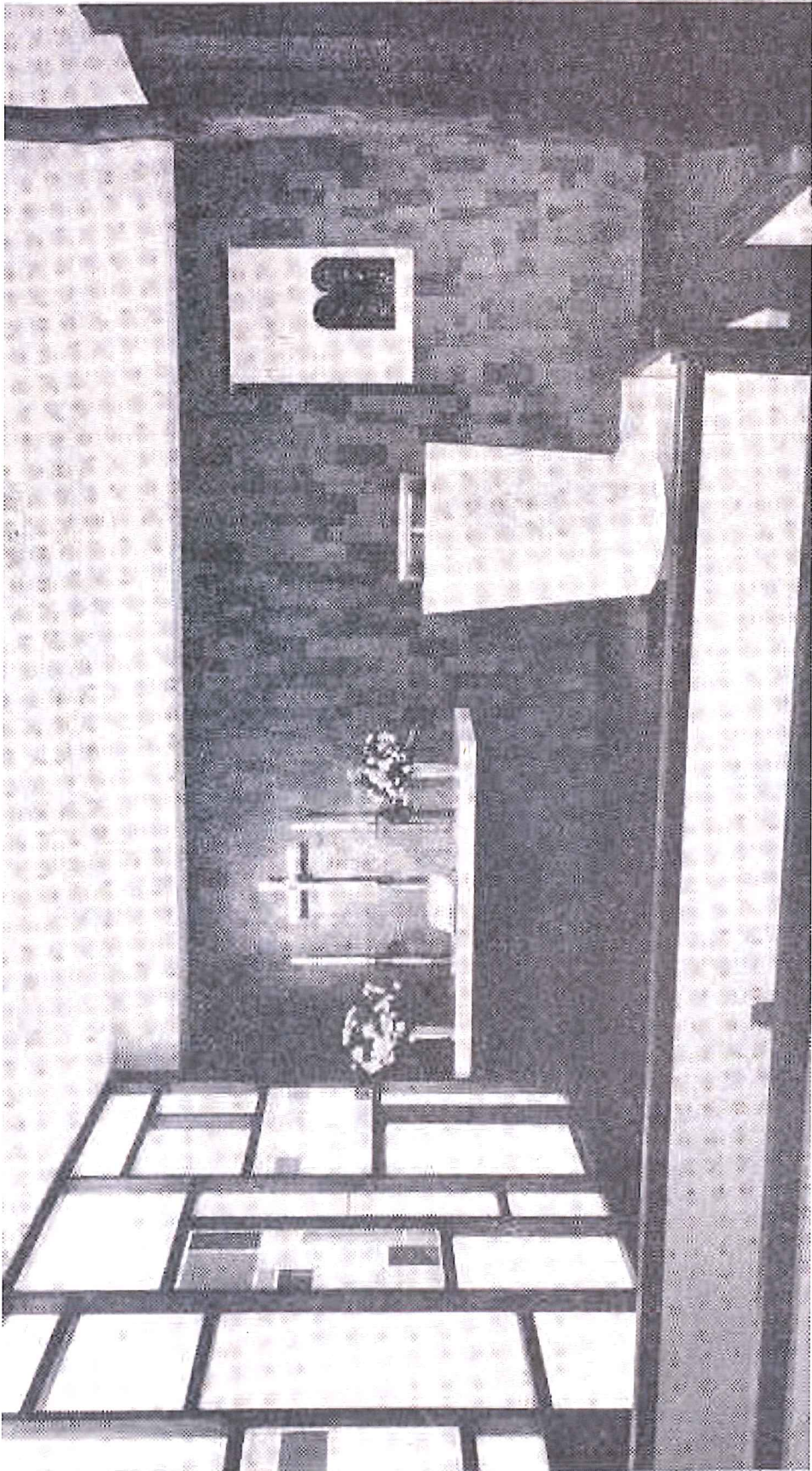


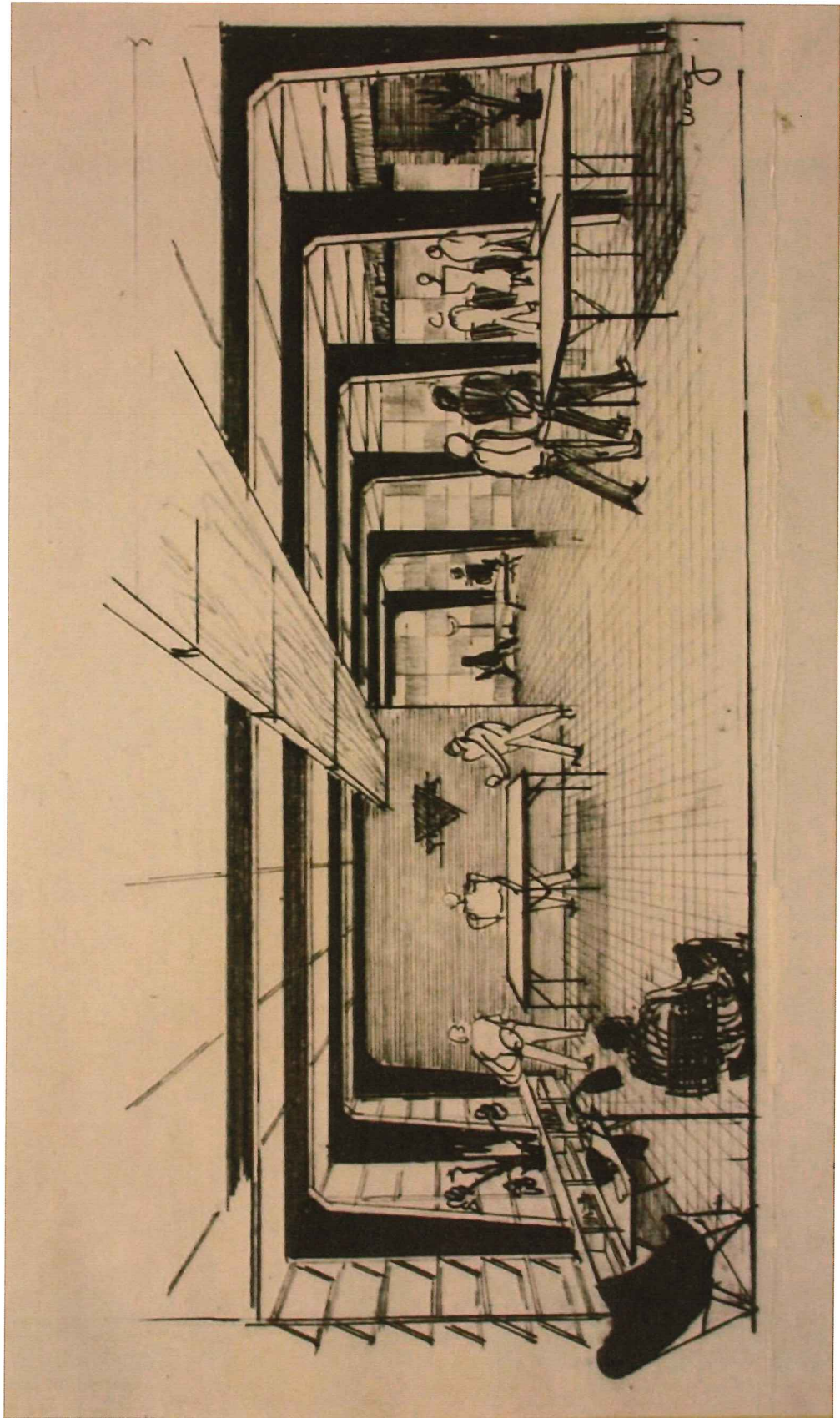
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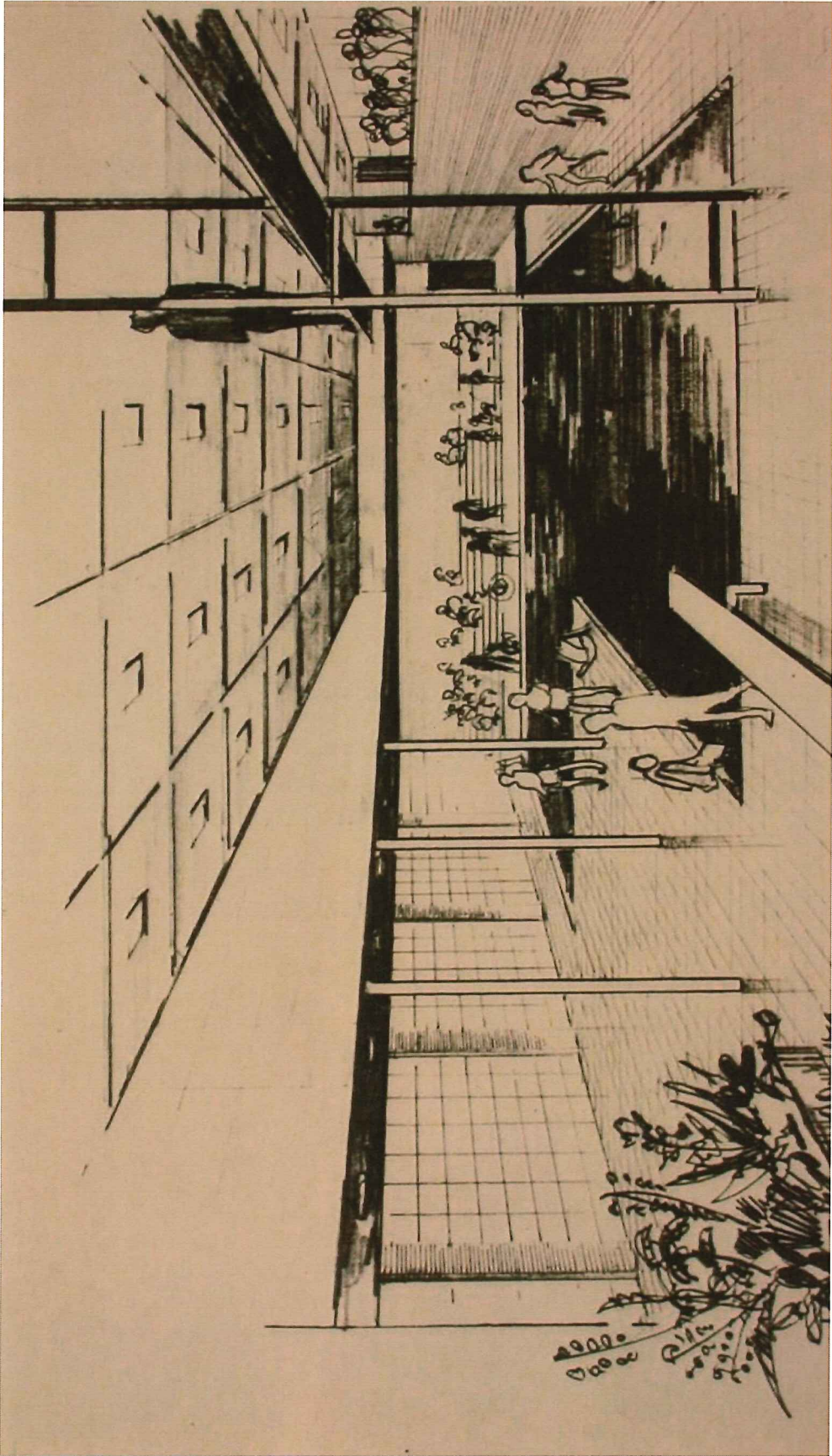


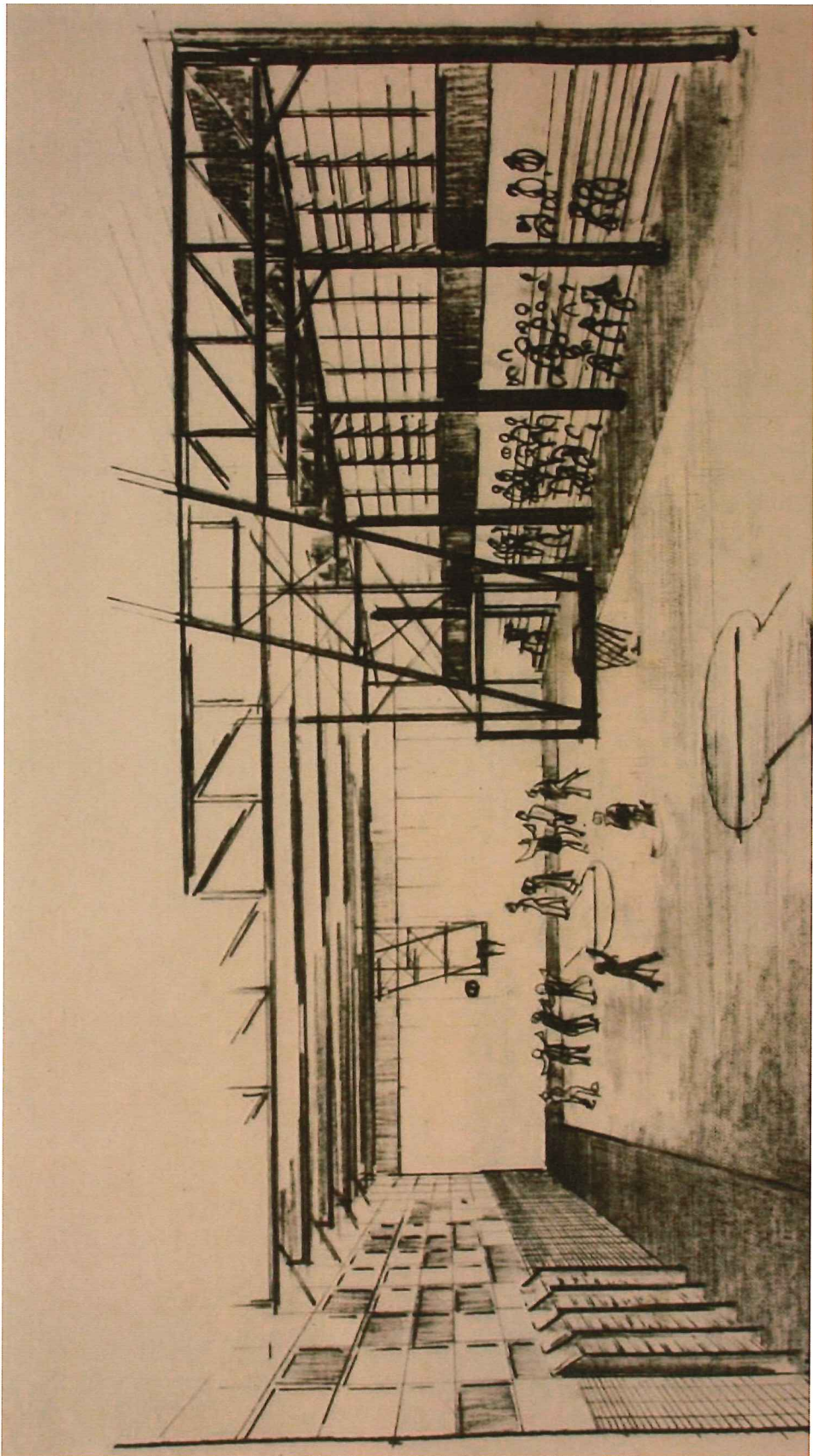
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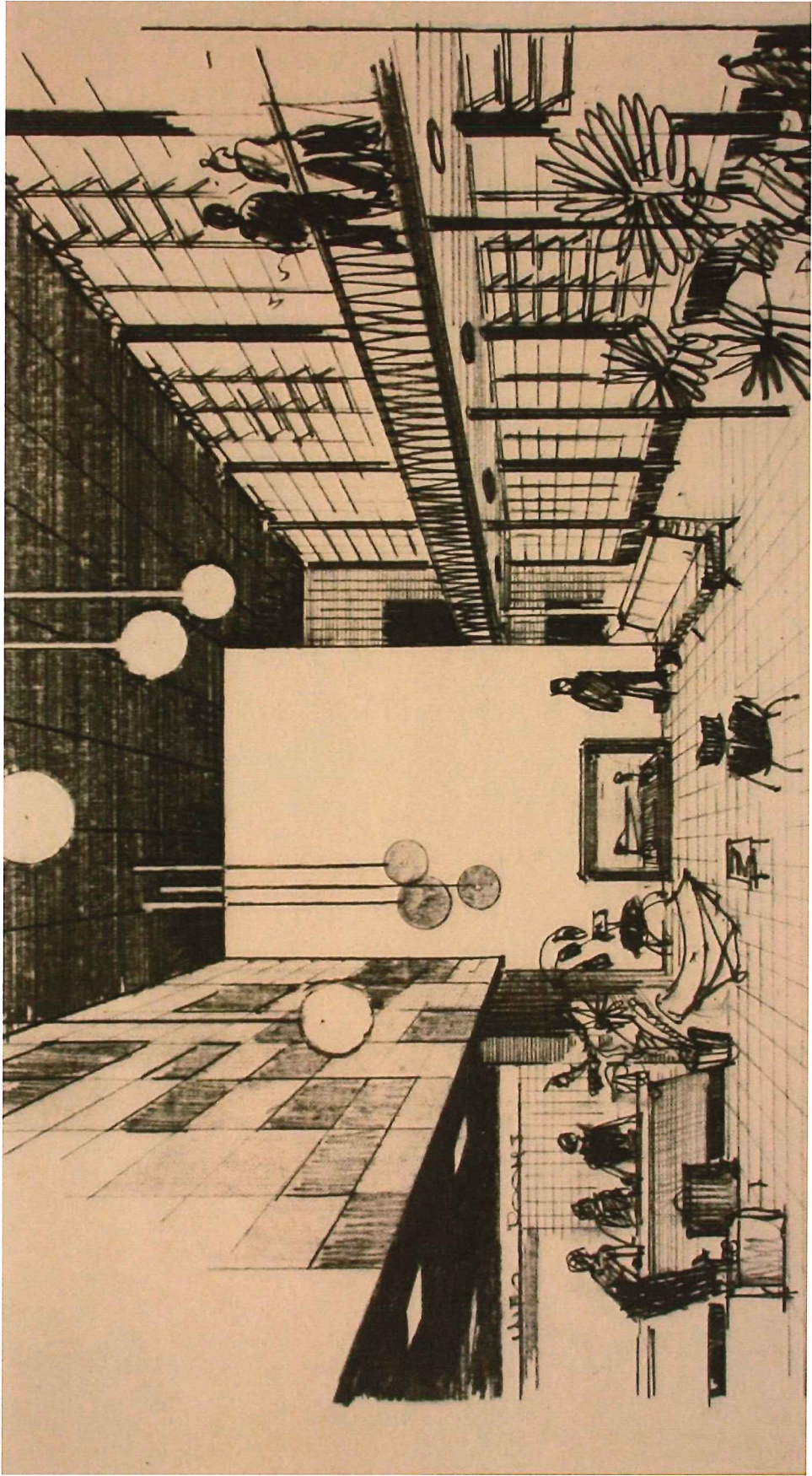
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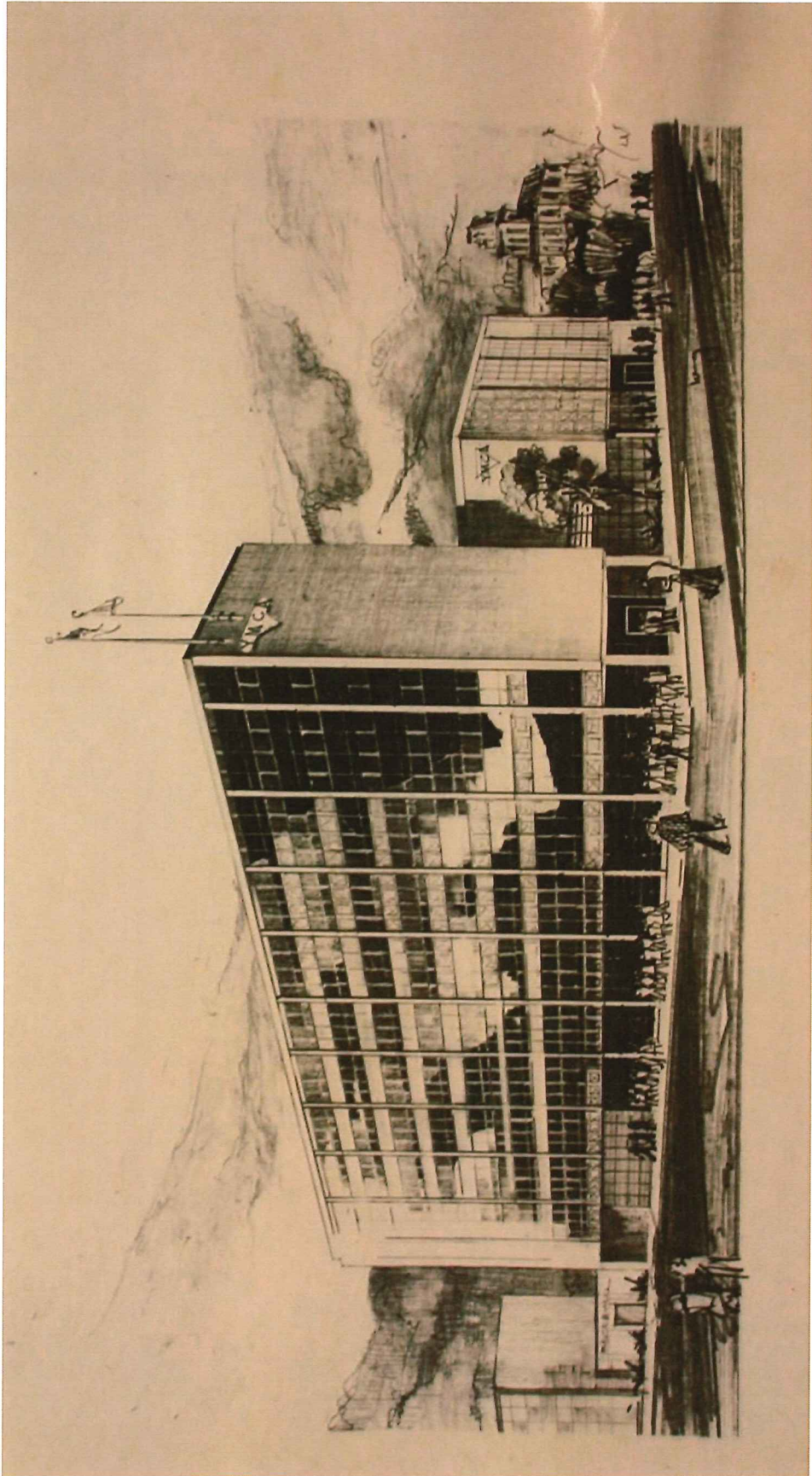


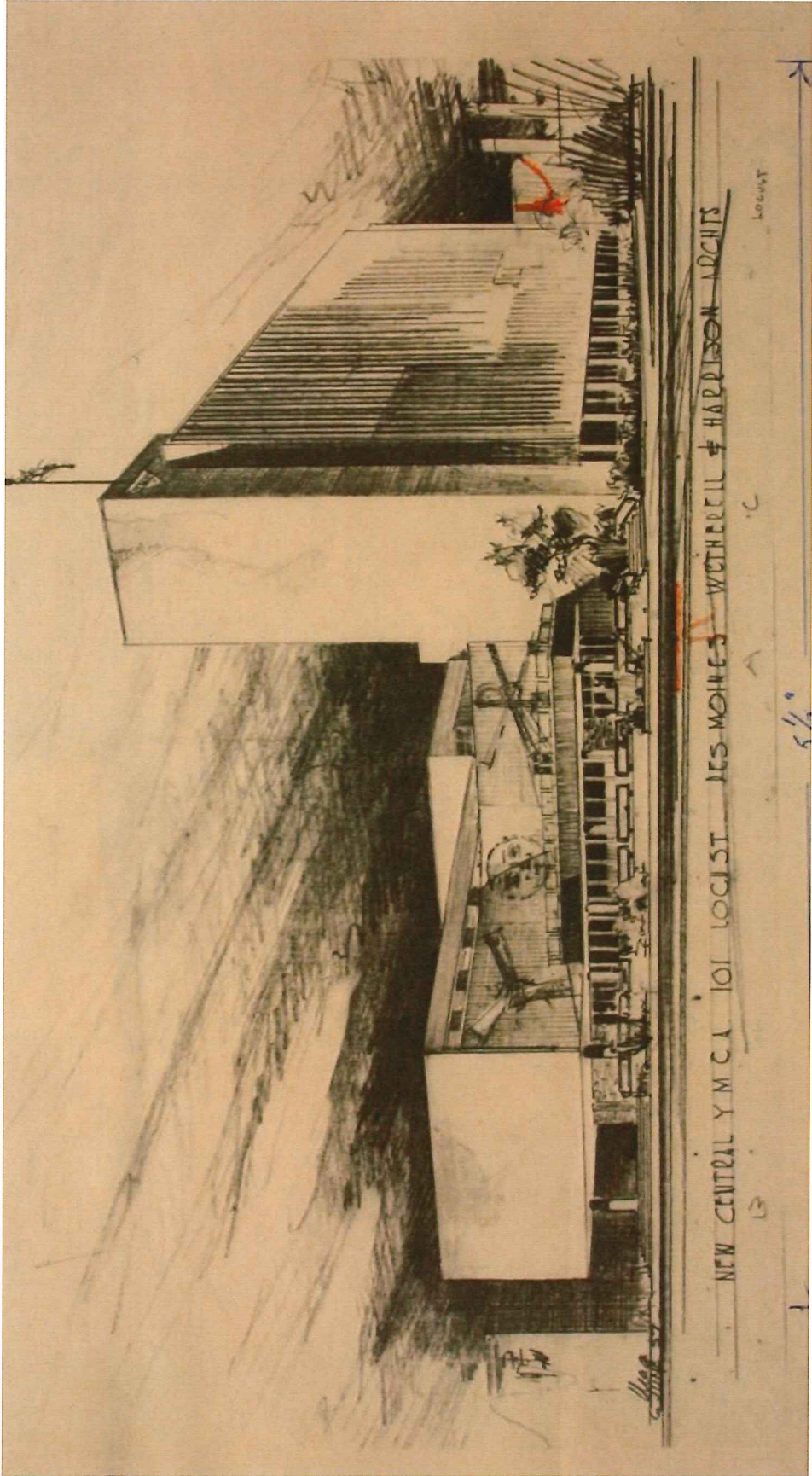












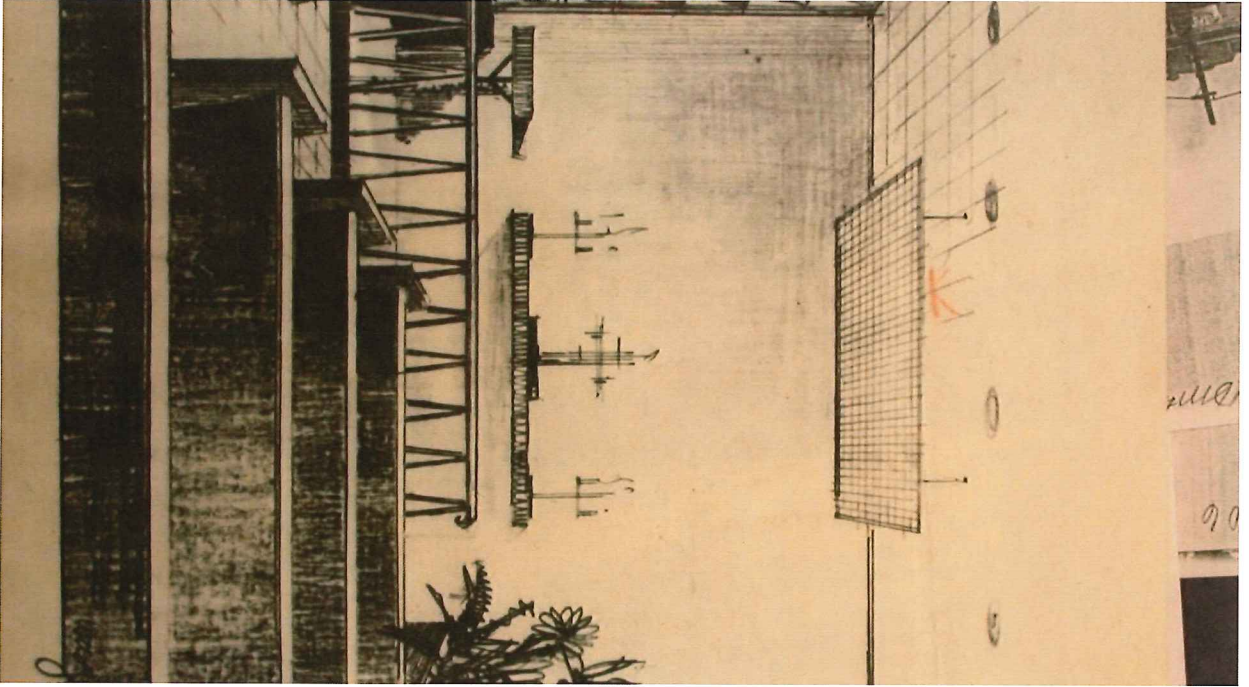
NEW CENTRAL Y M C A 101 LOCALIST LES MOINES WETHERILL & HARRISON ARCHTS

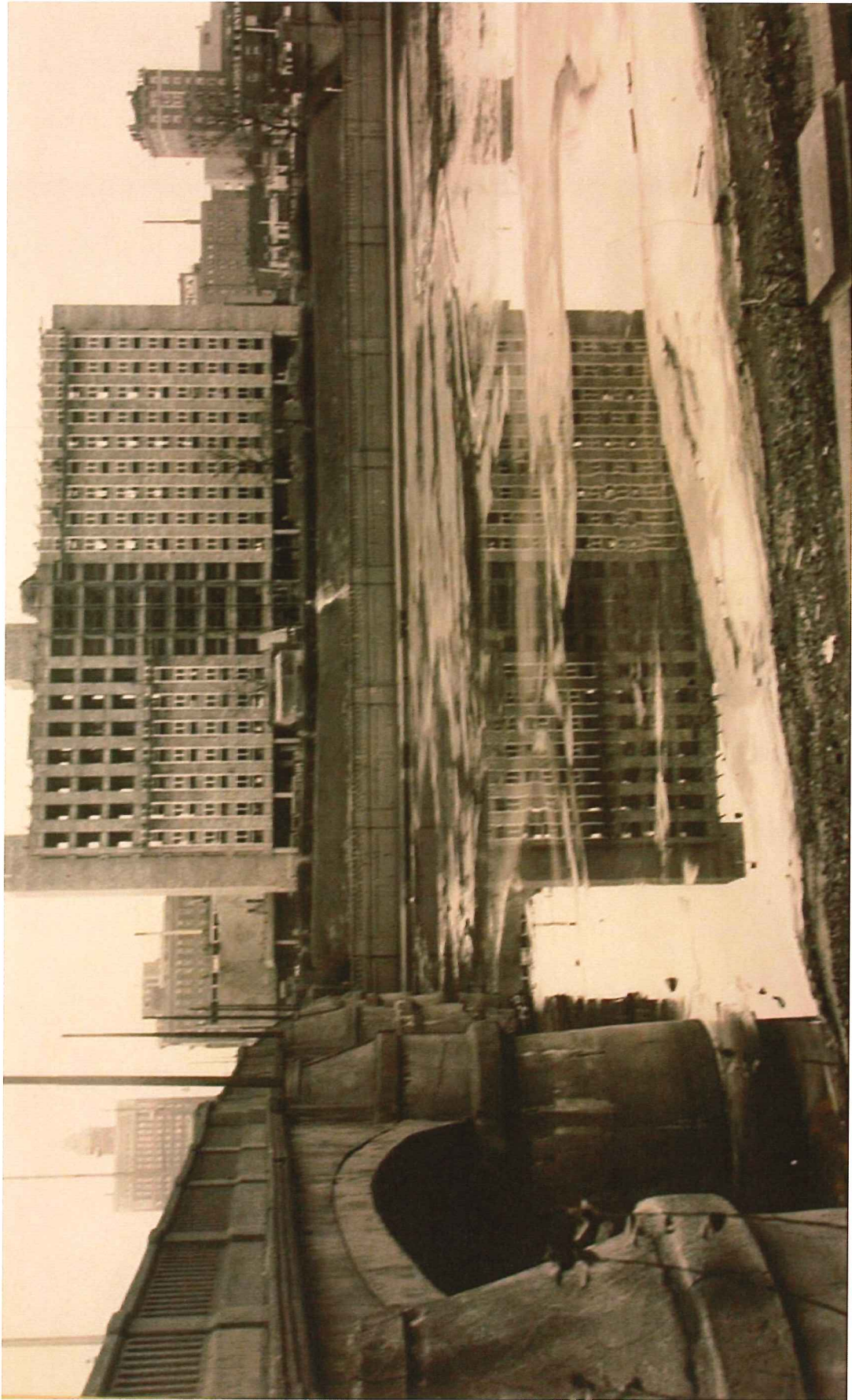
LOCUST

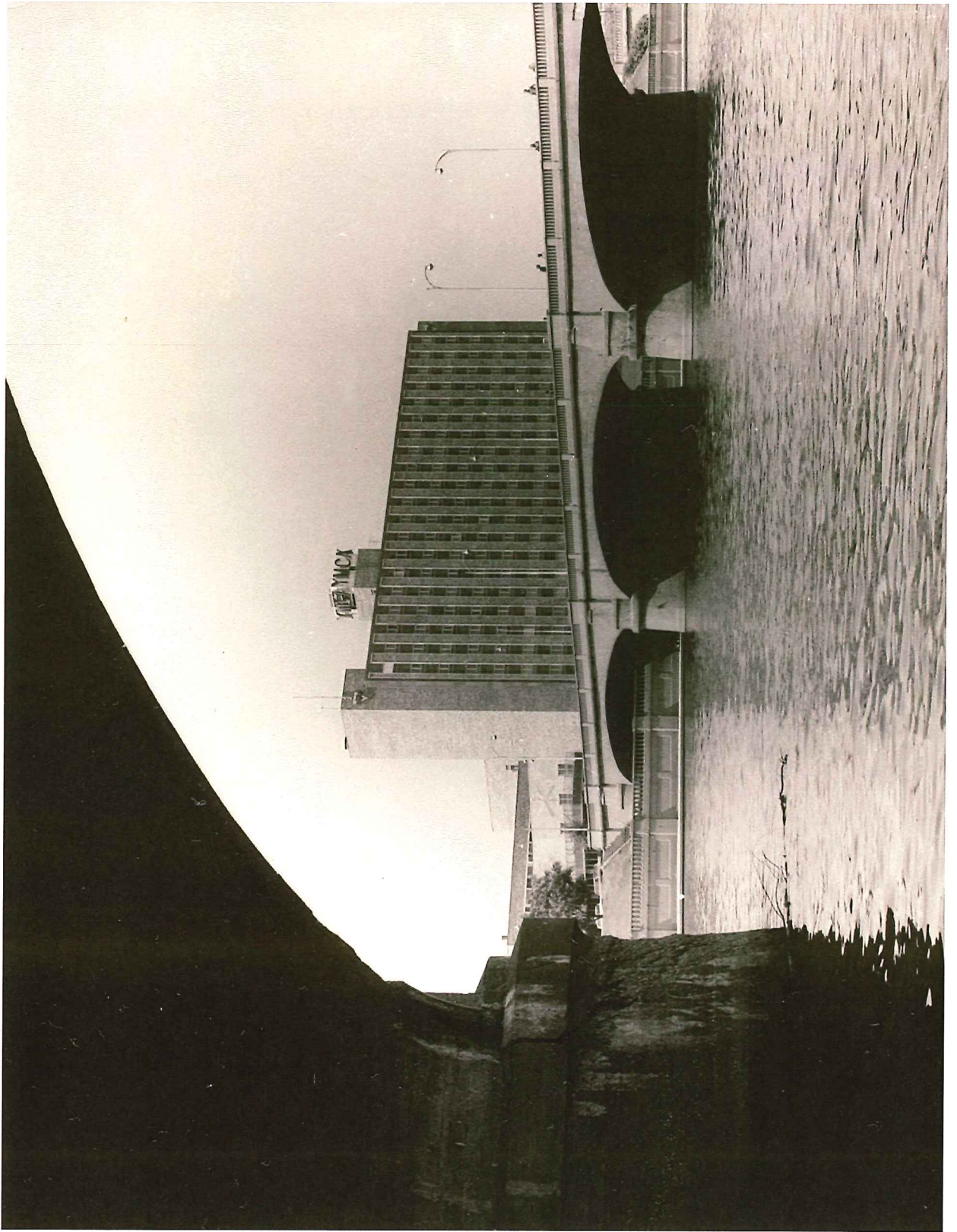
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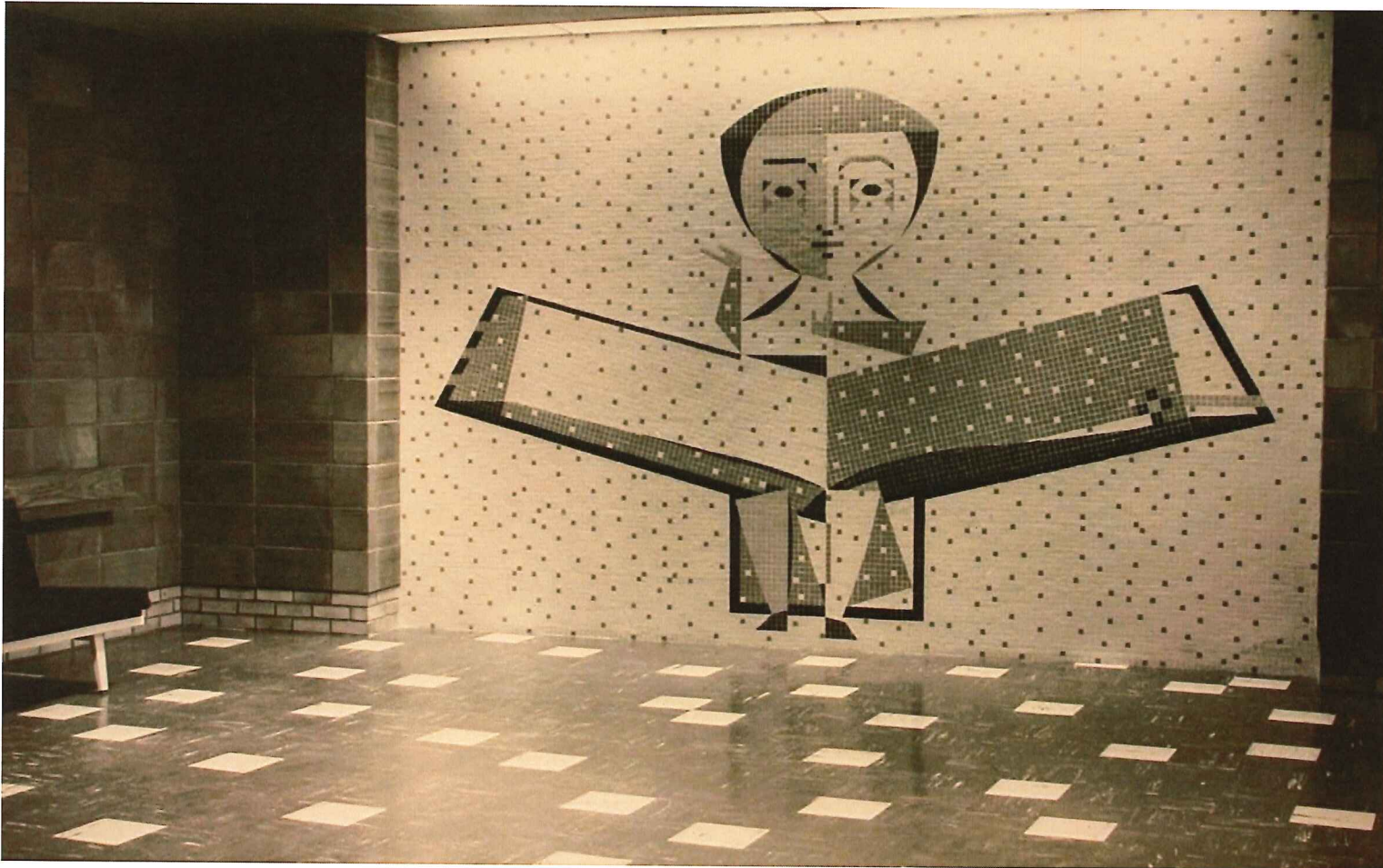


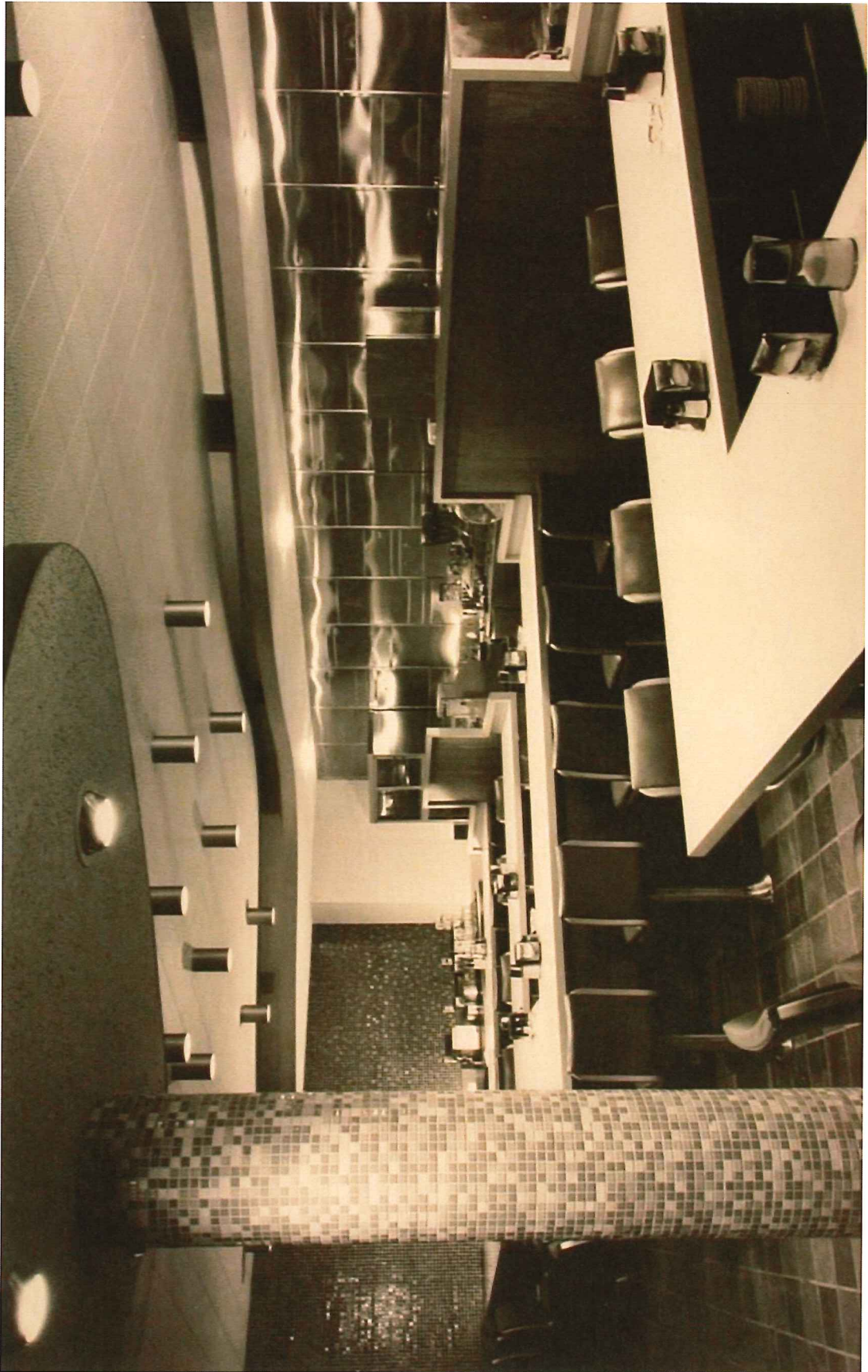




Book of Life

1959, Stan Hess, tile





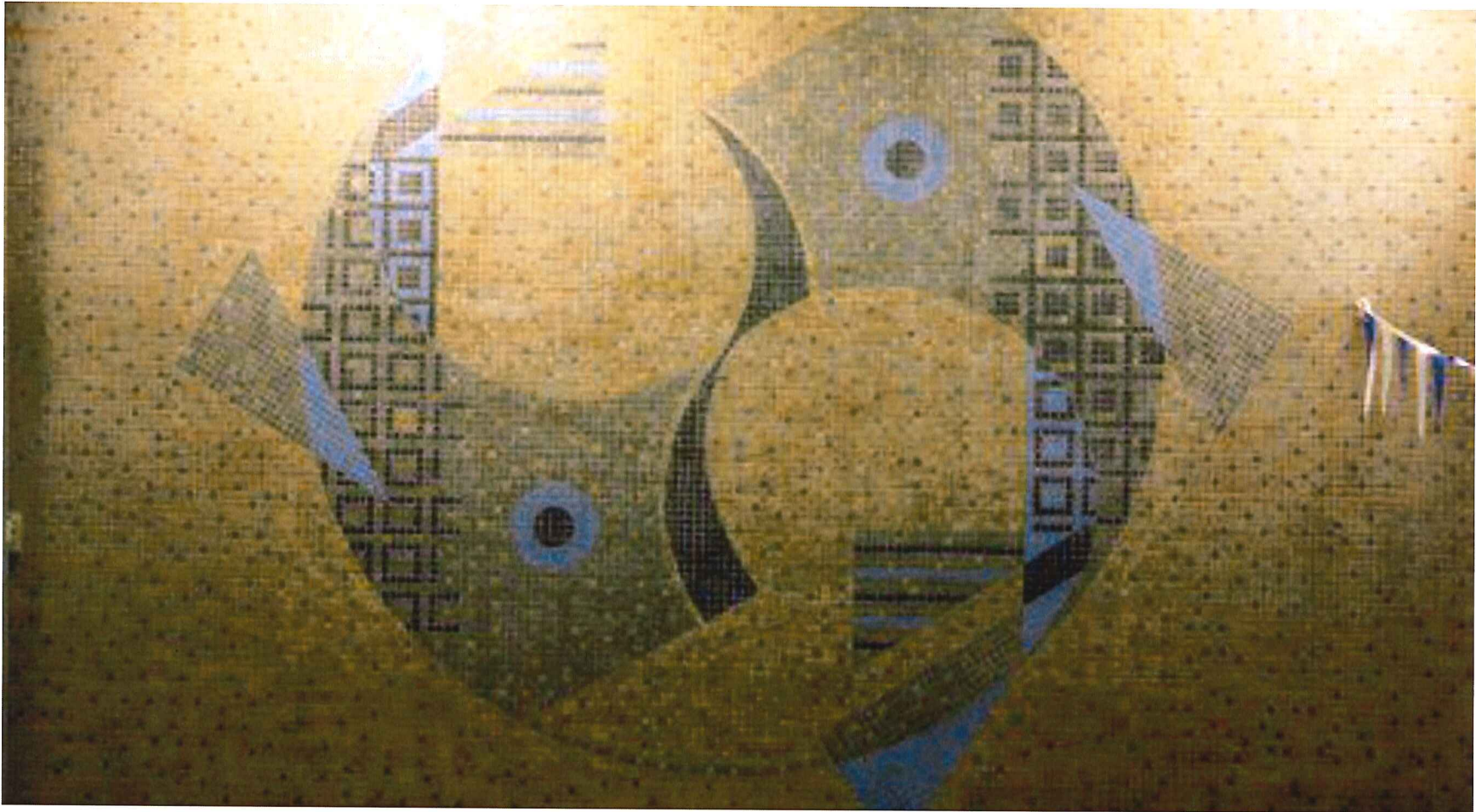
World Meeting Room

1959, Stan Hess, tempura mural



Interlocking Fish

1959, Stan Hess, Ceramic Tile



Landmark !!!!!!!



Art and Cultural Treasure !!!!!

Trinity within Man – Spirit, Mind & Body
1957, Stan Hess ceramic brick



William J. Wagner, FAIA

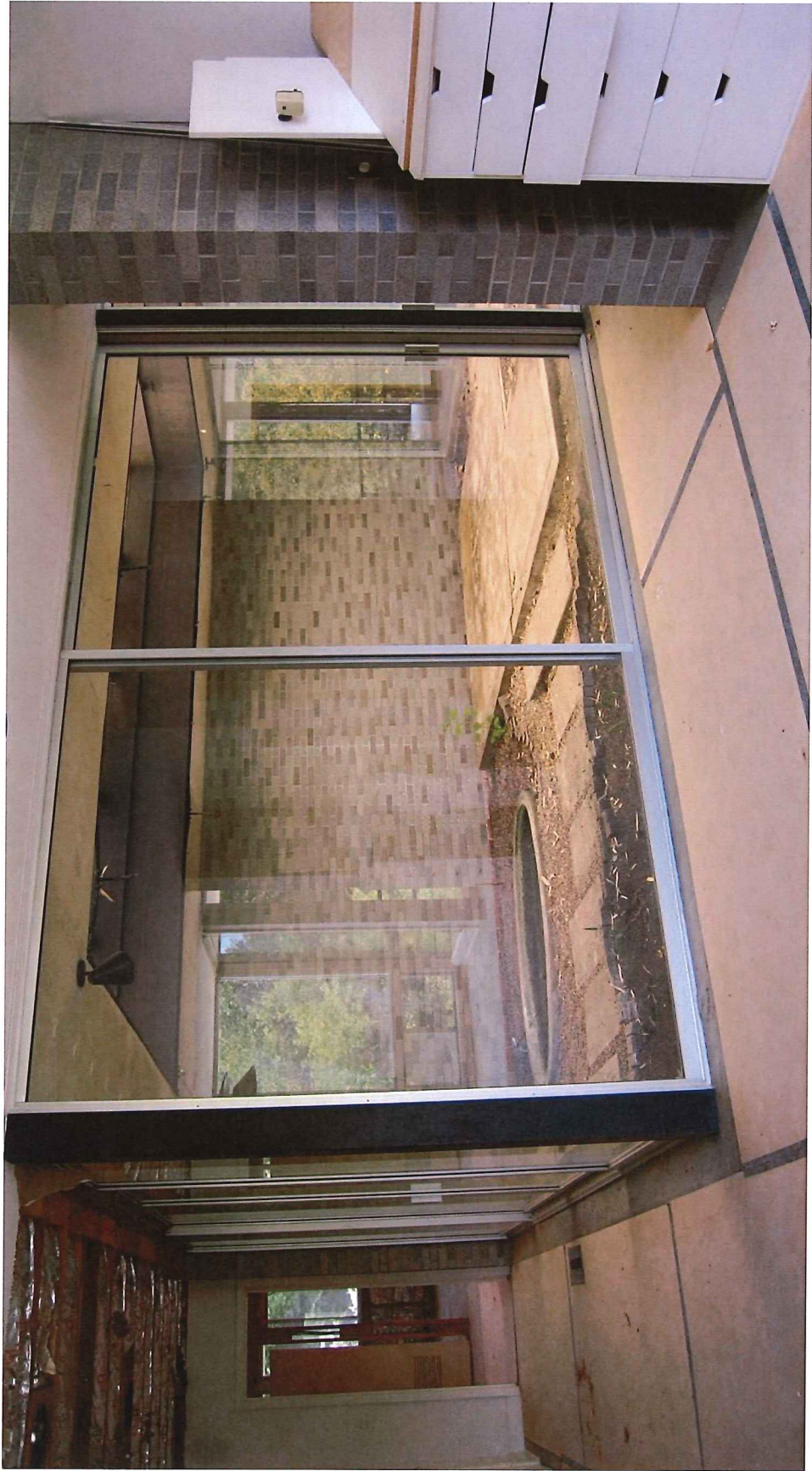
1915 - 2001

“Buildings have a Soul”

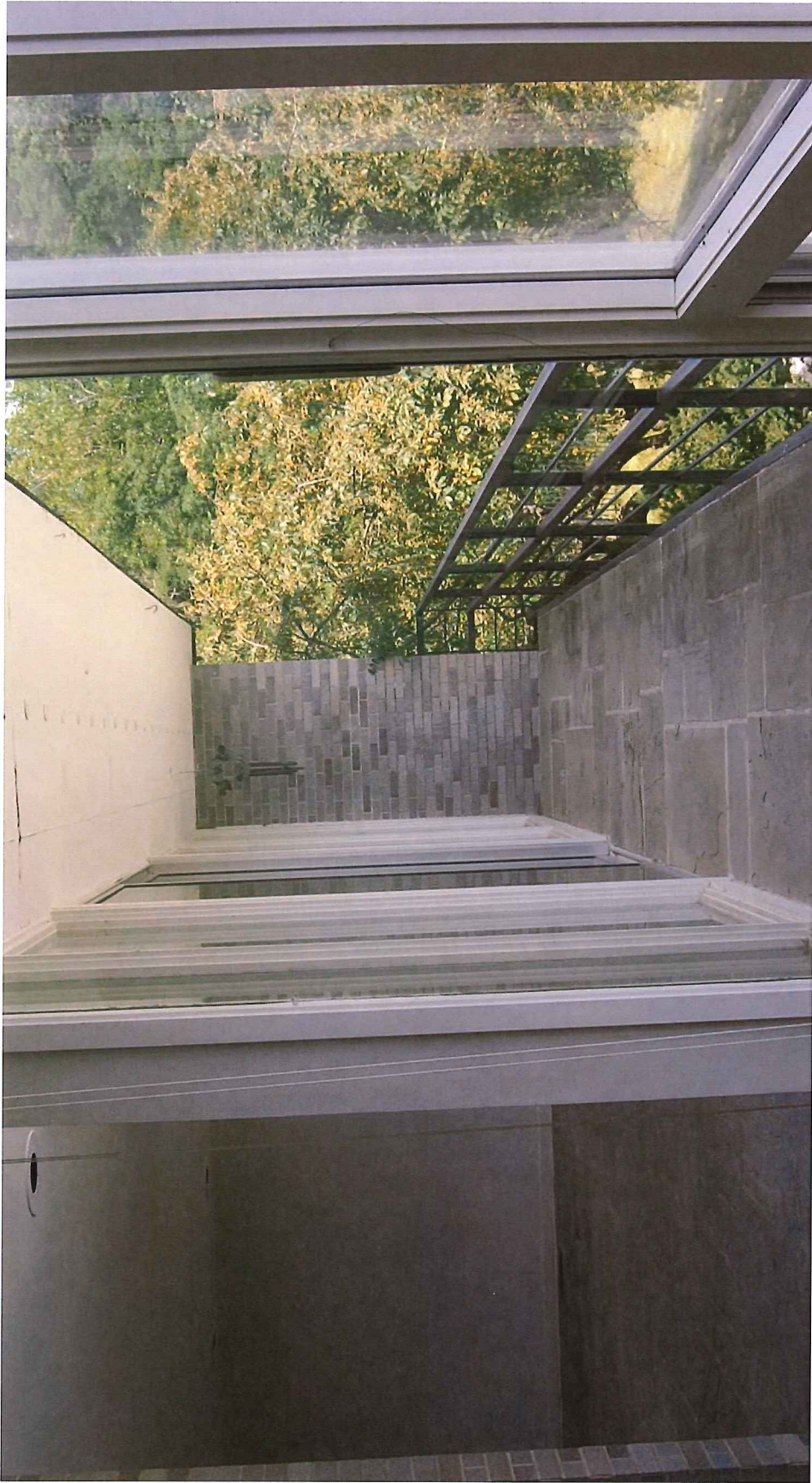










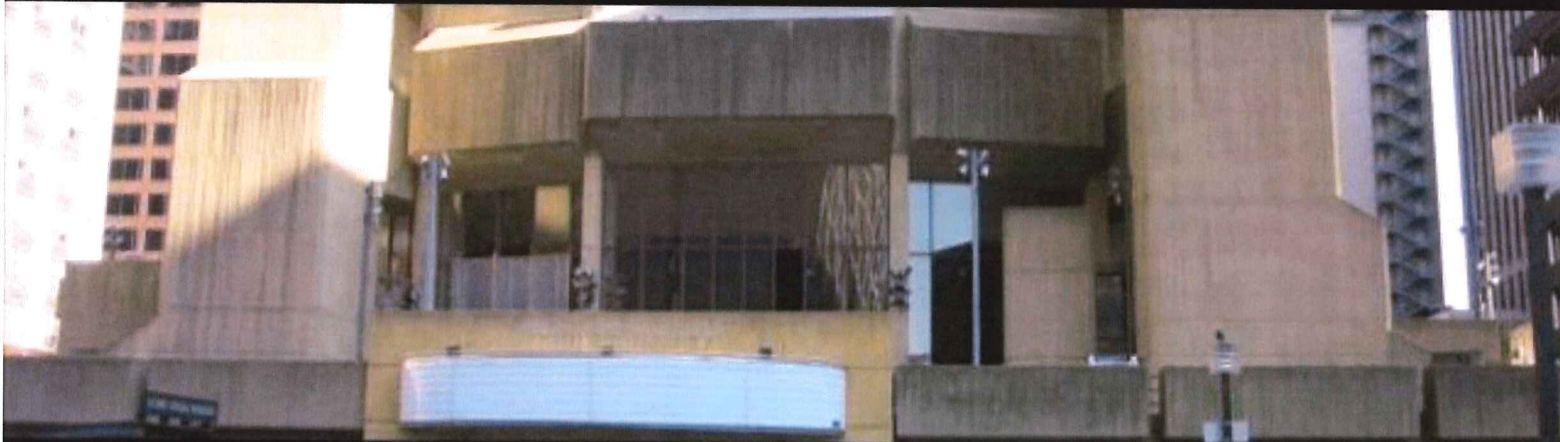


What Did We Miss Here?



National Trust *for*
Historic Preservation

preservation
TIPS&TOOLS



**HOW TO SAVE
UGLY BUILDINGS**

MCM=???



Kuba

FERNSEH-STEREO-KONZERTTRUHE Komet

mit **IMPERIAL-Fernsehchassis 1021 SL**
33-cm-Bildschirm mit 15° Ablenkung.

Vollstereo, 8 Lautsprecher

Vollautomatisch funktionieren, regulieren und kontrollieren elektronische Steuerorgane in diesem neuen KUBA-Fernsehgerät alle für Empfang und Wiedergabe wichtigen Vorgänge ohne Ihr Zutun.

Elektronische 15fache Automatik
Senkt und schaltet für Sie.

22 Röhren - 4 Diode - getrocknete Schaltung - Servos-Schwenkchassis - Klangregler mit Brillenlaste - Tastenwähler für Sprache und Musik - eingebaute Antenne - Anschluss für Zusatzlautsprecher und Fernbedienung.

Zukunftssicher durch UHF-Kanalstele und Einbau eines magischen Bandensystems für UHF-Abstimmung. Auf Wunsch auch mit UHF-Tuner lieferbar.

mit **IMPERIAL-Vollstereo-Super 600.**

6 Röhren - 6 AM - 10 FM-Kreise - 1 Treckengleichrichter - 12 Druckrelais - stetig regelbare Bass- und Höhenregler mit optischer Anzeige - 2 Endstufen, frequenzunabhängig gegenkoppliert - 5 Leistungsausgänge - für beide Stereosysteme gemeinsame Tiefbauausgangsgruppe - Nennleistung 10 Watt - 2x Einzel-Stereo-Schaltung.

Phonoeinl. - abstrakter Stereo-10-Plattenwechsler. Im linken, unteren Fach ein auslieferbarer Schülter für Einbau eines Tonbandgerätes.

Gehäuseausführung: Ringelrohr mit Wenge abgesetzt - linien- und außenflächen mit Pulverbeschichtung. Das Ober- teil ist mit dem Bildschirm schwenkbar.
Breite: 216 cm - Höhe: 171 cm - Tiefe: 75 cm

- Mid Century Modern: an architectural, interior, product and graphic design that generally describes mid-20th century developments in modern design, architecture and urban development from roughly 1933 to 1965
- Baby Boom 1946-1964
- Post WWII 1945+
- Many think 1970.
- No REAL answer trends persistent in many places until much later.
- **History is a Continuum of experience and your residents won't be breaking it up like this.**

The Mid-Century Era is:

Important

Relevant

Not just for

snobs

Complex

and FUN

Revolutionary

Hip

and

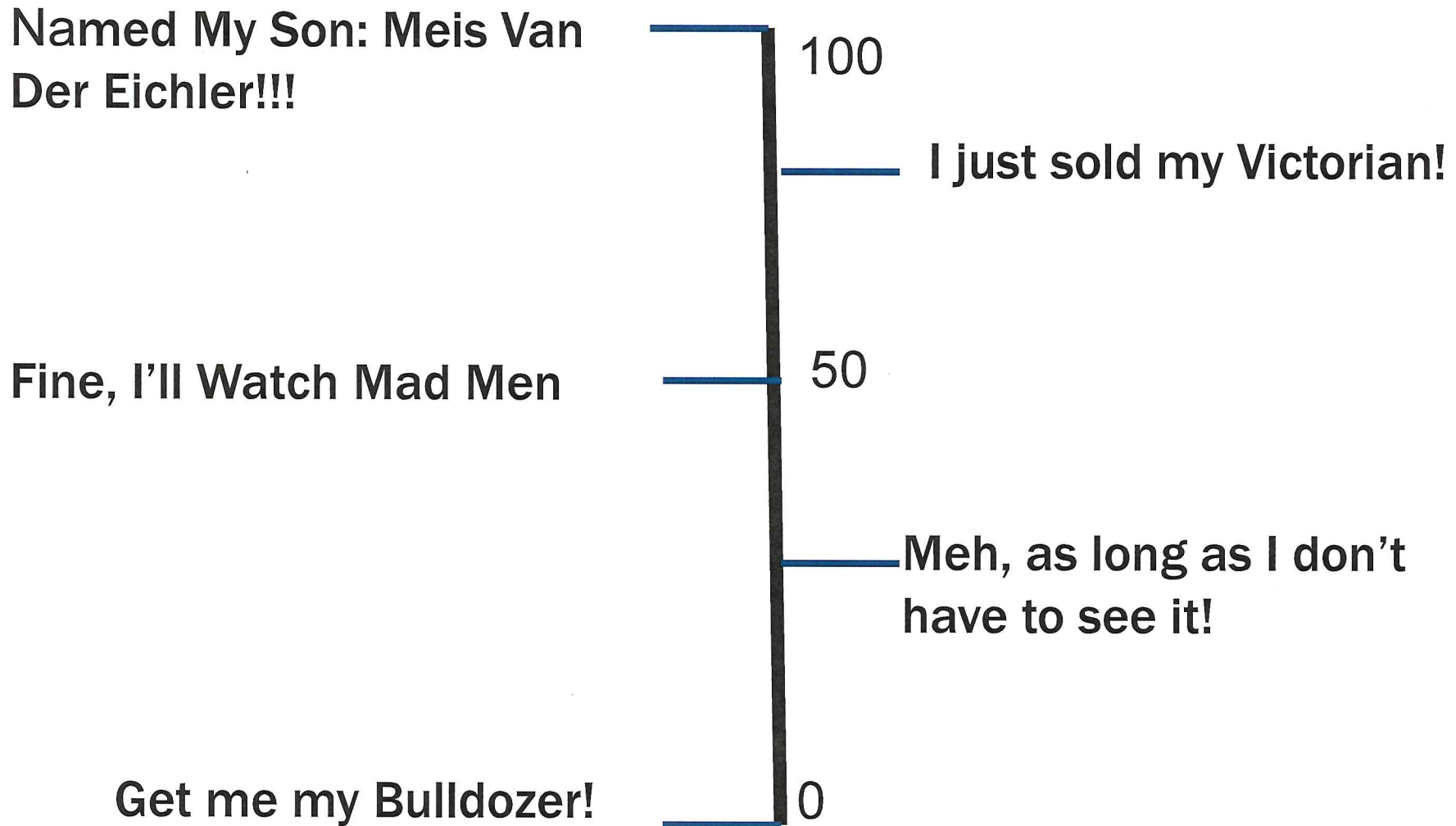
Disappearing

Quickly

People Are (almost) Ready!

Recent Past Appreciation Meter

CCs of MCM



Mid Century Of Necessity



As James Howard Kunstler noted in 1993: “Eighty percent of everything ever built in America has been built in the last fifty years...(10). That means the artifacts or buildings around us were constructed in the lifetimes of many of the people in this room.

and most of it is depressing, brutal, ugly, unhealthy, and spiritually degrading—the jive-plastic commuter tract home wasteland, the Potemkin village shopping plazas with their vast parking lagoons, the Lego-block hotel complex, the “gourmet mansardic” junk-food joints, the Orwellian office “parks” featuring building....”—blah, blah, blah.



This probably isn't going to be your screensaver

We Don't Have a Mid Century Culture Problem....Music & Pop Culture



We Don't Have a Mid Century Culture Problem....Cars



We Don't Have a Mid Century Culture Problem....Politics



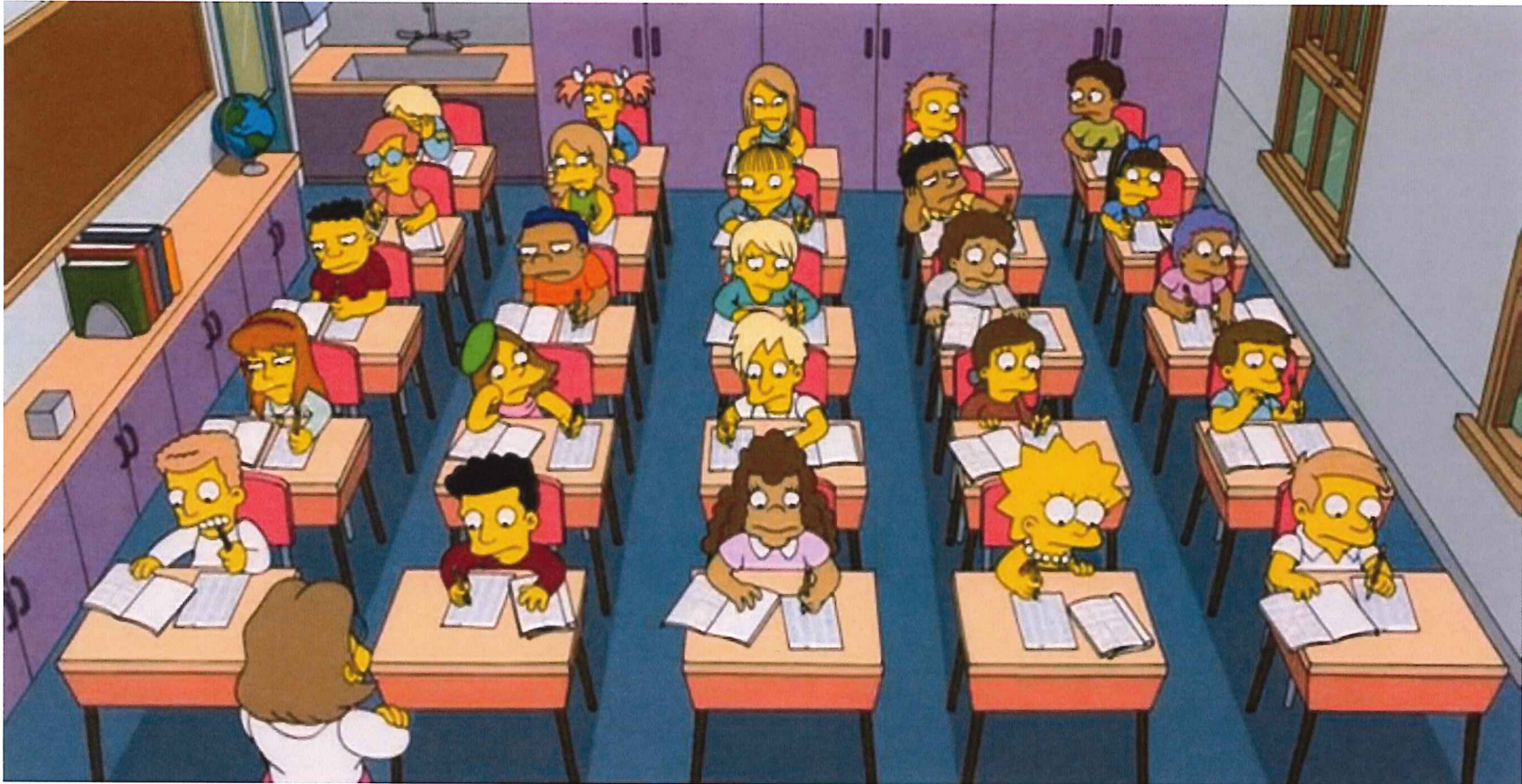
We Don't Even Have a Mid Mod Building (High Style) Problem



IT'S EVERYWHERE



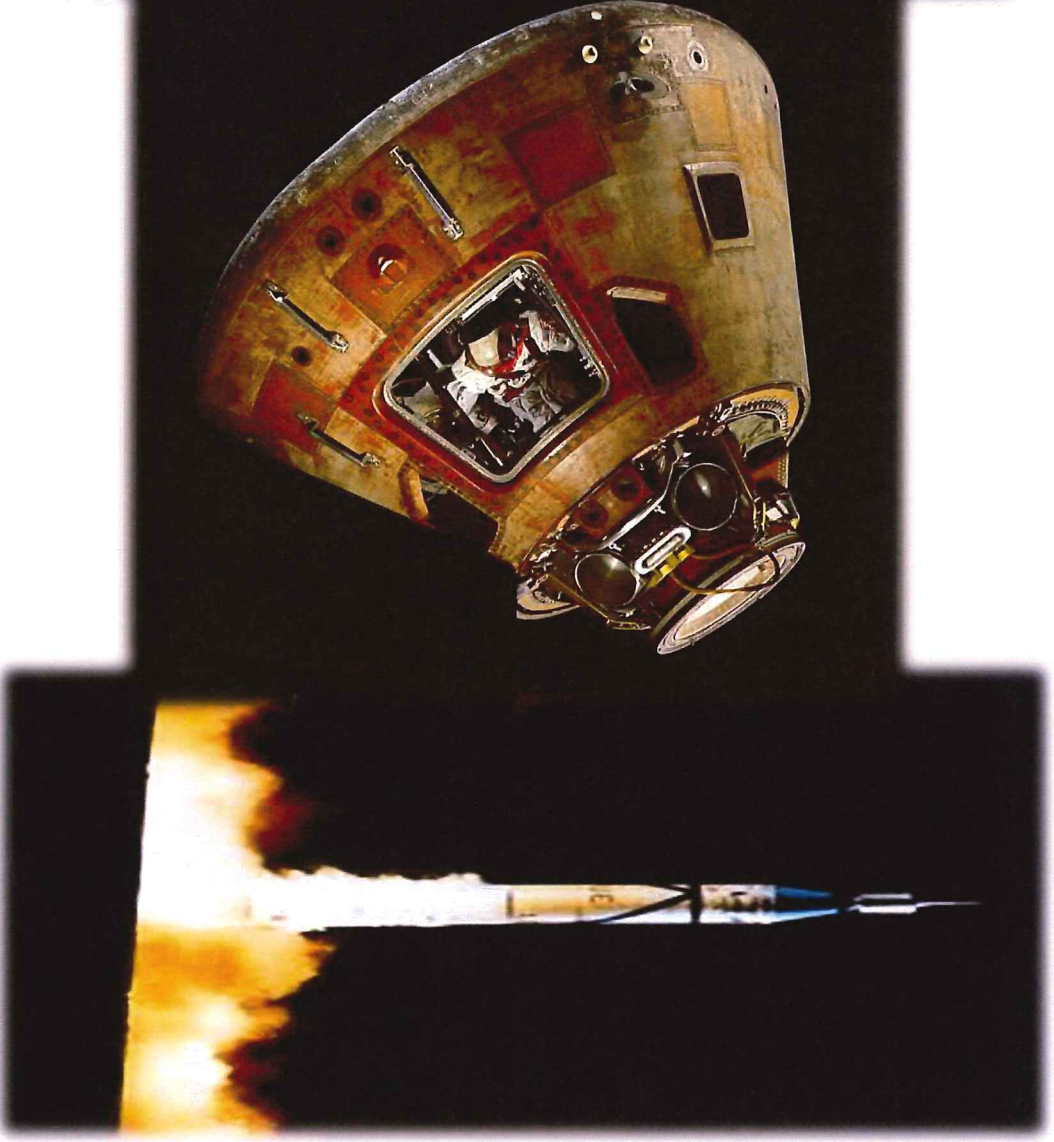
The Expanding Recent Past



When I think about American 20th Century History, I always think back on a scene in the Simpsons. It's the last day of school, and Bart and Lisa's teacher is desperately cramming the last bits of US history into the final minutes of the school year. The school bell rings and the kids pour out into the street. The teacher frantically calls out after them from the window of the class room. "Wait, wait!" he yells. "You don't even know who won World War II yet!" He pauses slightly, and says "We win!" Then the kids go marching home chanting USA! USA! USA!

I think most of us have experienced something similar. American history keeps expanding, but the time to teach it is static. So ironically, the recent past is the period of American history that receives short shrift, even though the civic lessons contained within it may be the most relevant to the operations of our democracy. Jason Mathews 2013

Atomic-Space Age:



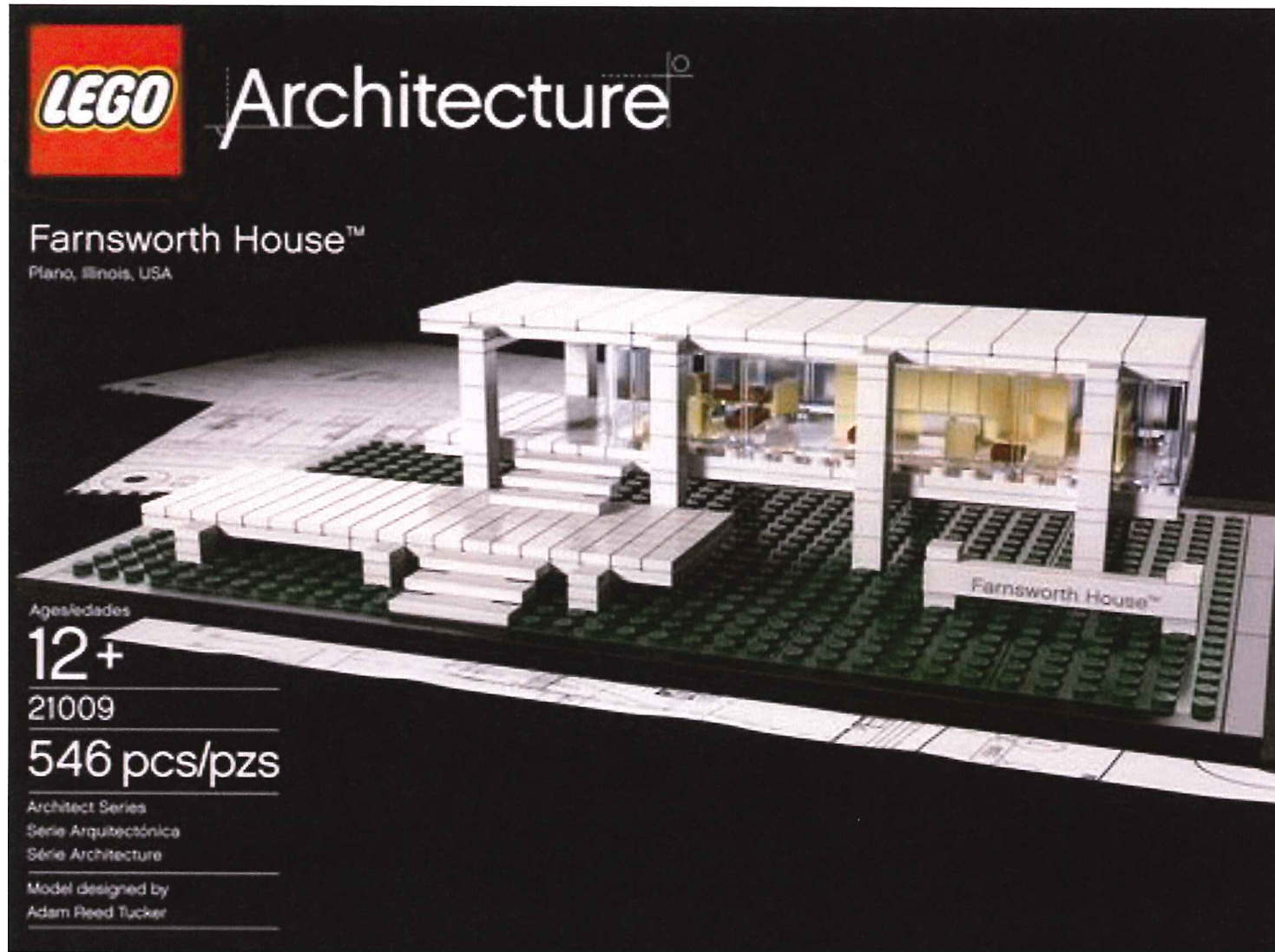
We Get to Unpack a New Era of History



Fancy Architects Designed Stuff like this...



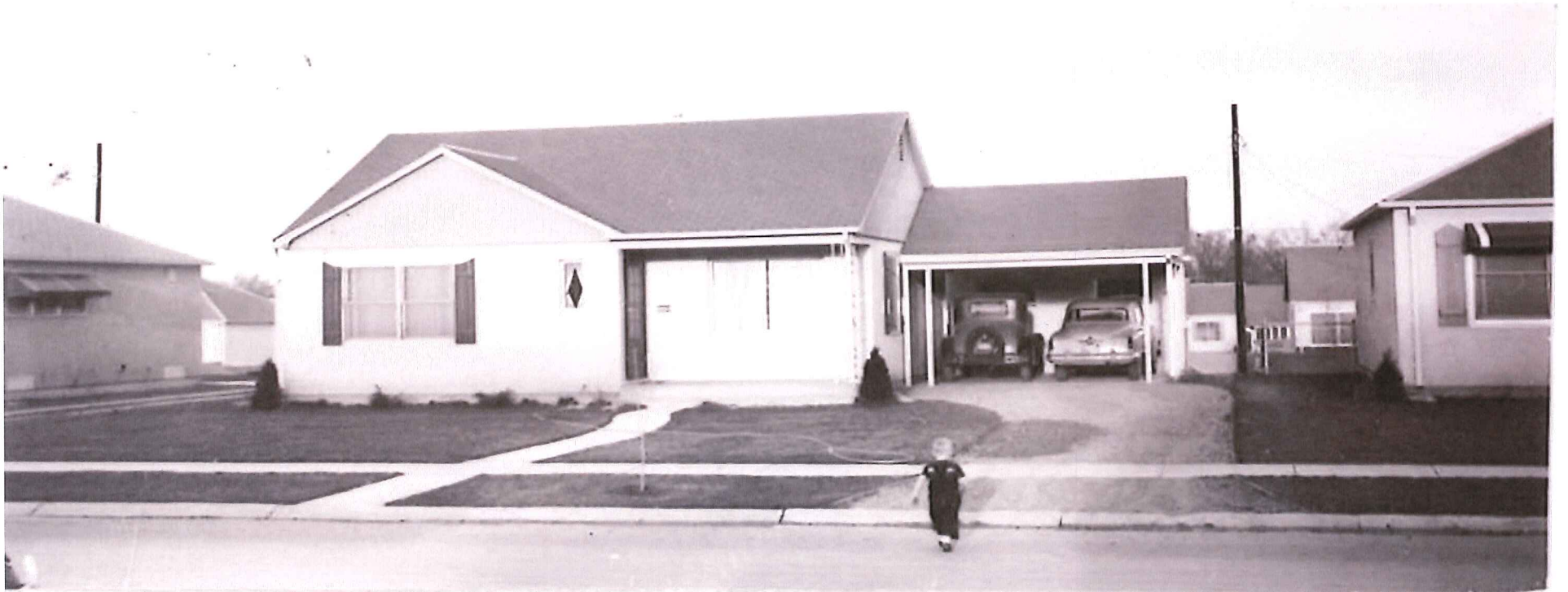
Fancy Architects Designed Stuff like this...for fun



Traditional Historic Buildings Can Speak for Themselves



Modern Building Need Interpreters



Can You Hug This Guy?

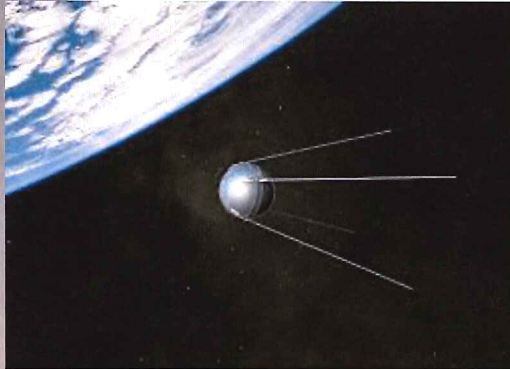





**Works Like This -
Down The Street
Modernism**

Building Type?

You Can Teach:

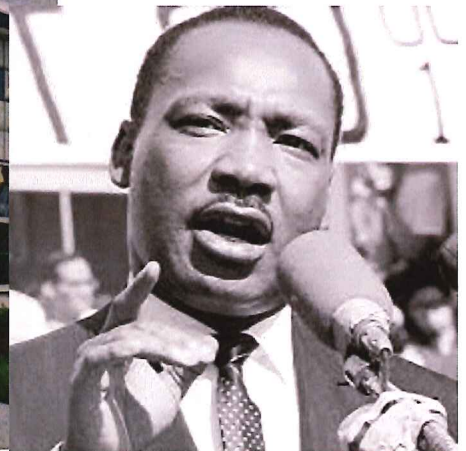
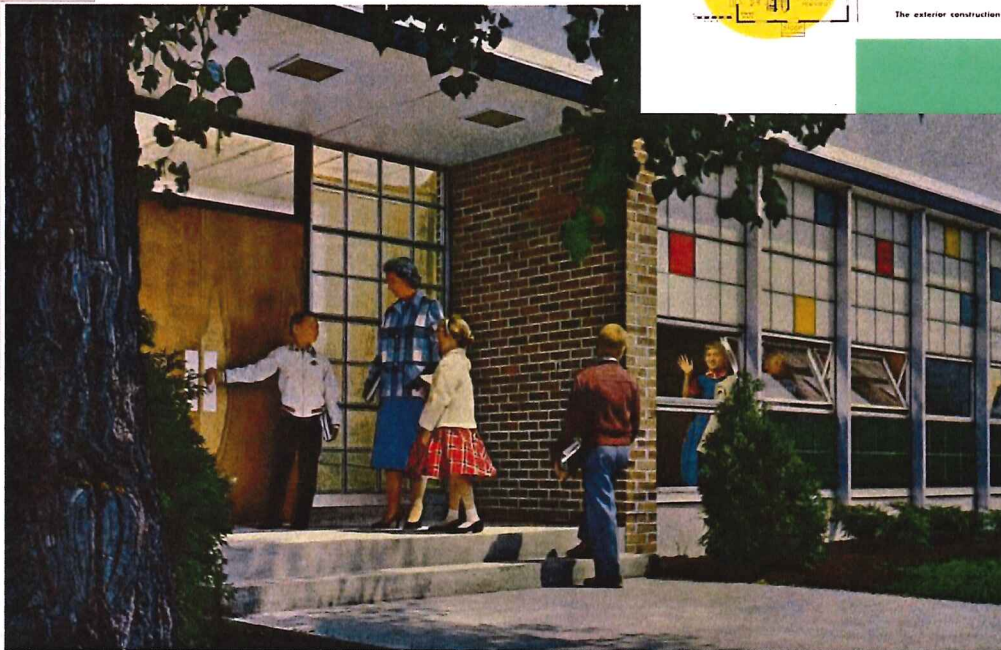
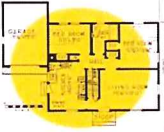


Full Pleasure

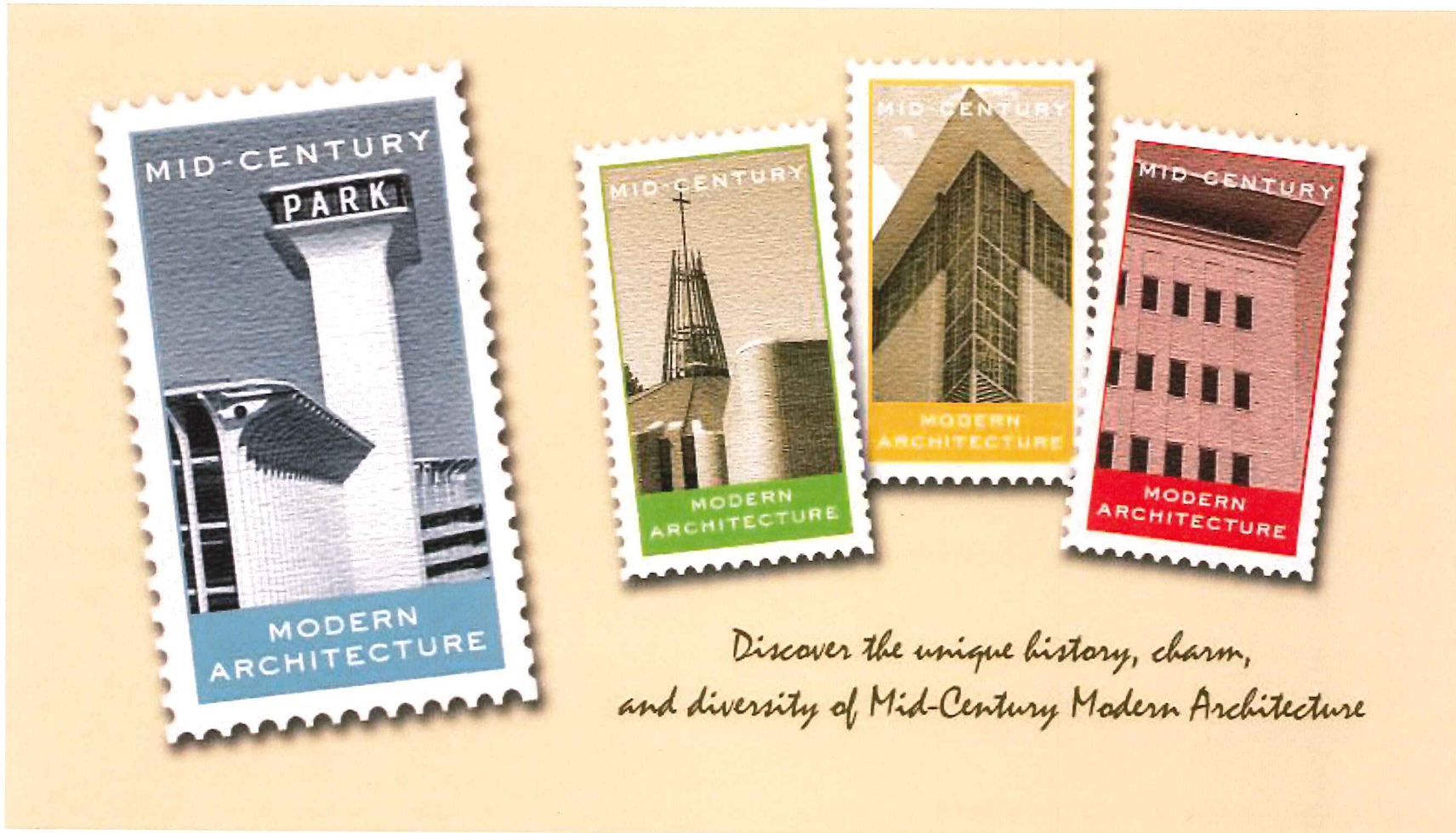


DATA: Living Area, 810 Sq. Ft.; Garage Area, 240 Sq. Ft.; Ceiling - House, 17,820 Cu. Ft.; Garage, 2,260 Cu. Ft.; Ceiling Height, 8 Ft.; Basement Height, 7 Ft.

This is a typical Early American type home, having many Cape Cod characteristics. Two front dormers will provide light for at least two large bedrooms in the attic if added later. The first floor has a large kitchen with dining space, a large living room and two bedrooms. The exterior construction is of shingles or shakes.



#1 Treat Them Differently



*Discover the unique history, charm,
and diversity of Mid-Century Modern Architecture*

#2 Do a Speakers Series- Boulder

SLEEPER

Screening of Woody Allen's 1972 Film, *Sleeper*, which highlights Boulder's unique modernist architecture. Introduction by Colorado Public Radio film critic Howie Movshovitz. After the screening, Howie Movshovitz, Joel Haertling, and Carl Worthington will discuss the film.

May 21st at 6:30 p.m.
Boulder Public Library Auditorium

LANDMARKS OF THE FUTURE

Panel discussion of how Boulder's contemporary architecture might be perceived in the future and which buildings may be landmarks in the coming decades and why.

April 16th at 6:30 p.m.
Boulder Public Library Auditorium

ARCHITECTURE MATTERS

All lectures will be held begin at 6:30 pm
at the Boulder Public Library Auditorium.

BOULDER MODERN February 19th

Presentation by local architect and Landmarks Board chair Mark Gerwing on the historic context of the 1950s and 1960s in Boulder that sparked a unique regional expression of Modernism in the city.

THE GREENEST BUILDING March 19th

Discussion and screening of *The Greenest Building*, an hour-long documentary that considers the question "Is demolition in the name of sustainability really the best use of natural, social, and economic resources?"

LANDMARKS OF THE FUTURE April 16th

Panel discussion of how Boulder's contemporary architecture might be perceived in the future and which buildings may become local landmarks in the coming decades and why.

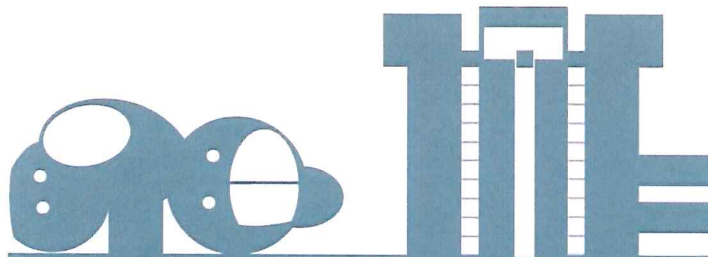
WOODY ALLEN'S SLEEPER May 21st

Screening of Woody Allen's 1972 film, *Sleeper*, which highlights Boulder's unique modernist architecture. Movie will be introduced by Joel Haertling, Carl Worthington and Colorado Public Radio film critic Howie Movshovitz.

PANEL DISCUSSION ON DENSITY June 18th

Panel discussion on the potential effects of increased density to Boulder's historic character.

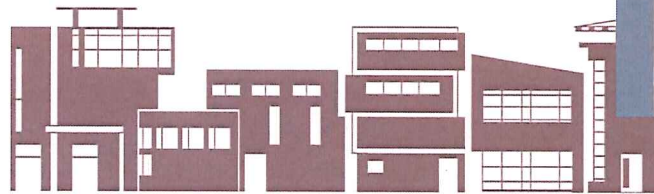
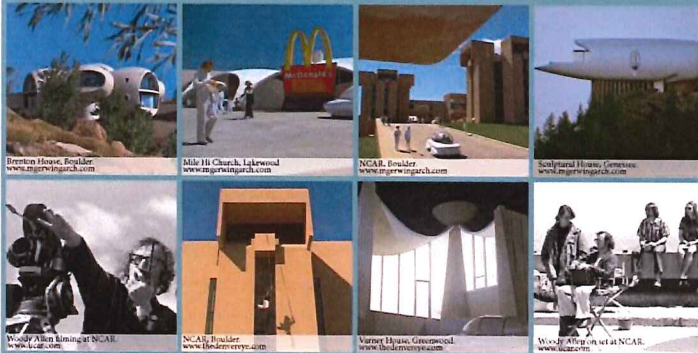
Sponsored by the City of Boulder's Landmarks Board, the Boulder History Museum, Boulder Public Library, the Carnegie Library for Local History, and Historic Boulder Inc.



ARCHITECTURE MATTERS

Architecture Matters is a lecture series presented by the City of Boulder Landmarks Board that highlights different topics related to architecture and historic preservation in the Boulder region.

Sponsored by the City of Boulder's Landmarks Board, Historic Boulder Inc., the Boulder Public Library, the Carnegie Library for Local History, and the Boulder History Museum.



ARCHITECTURE MATTERS

Architecture Matters is a spring lecture series that will highlight different topics related to architecture and historic preservation in the Boulder region.

Sponsored by the City of Boulder's Landmarks Board, Historic Boulder Inc., the Boulder Public Library, the Carnegie Library for Local History, and the Boulder History Museum.

#3 Beat the Bulldozer

Identify our most precious resources and build support well ahead of a crisis.

If we mobilize with the bulldozer - it's probably too late.



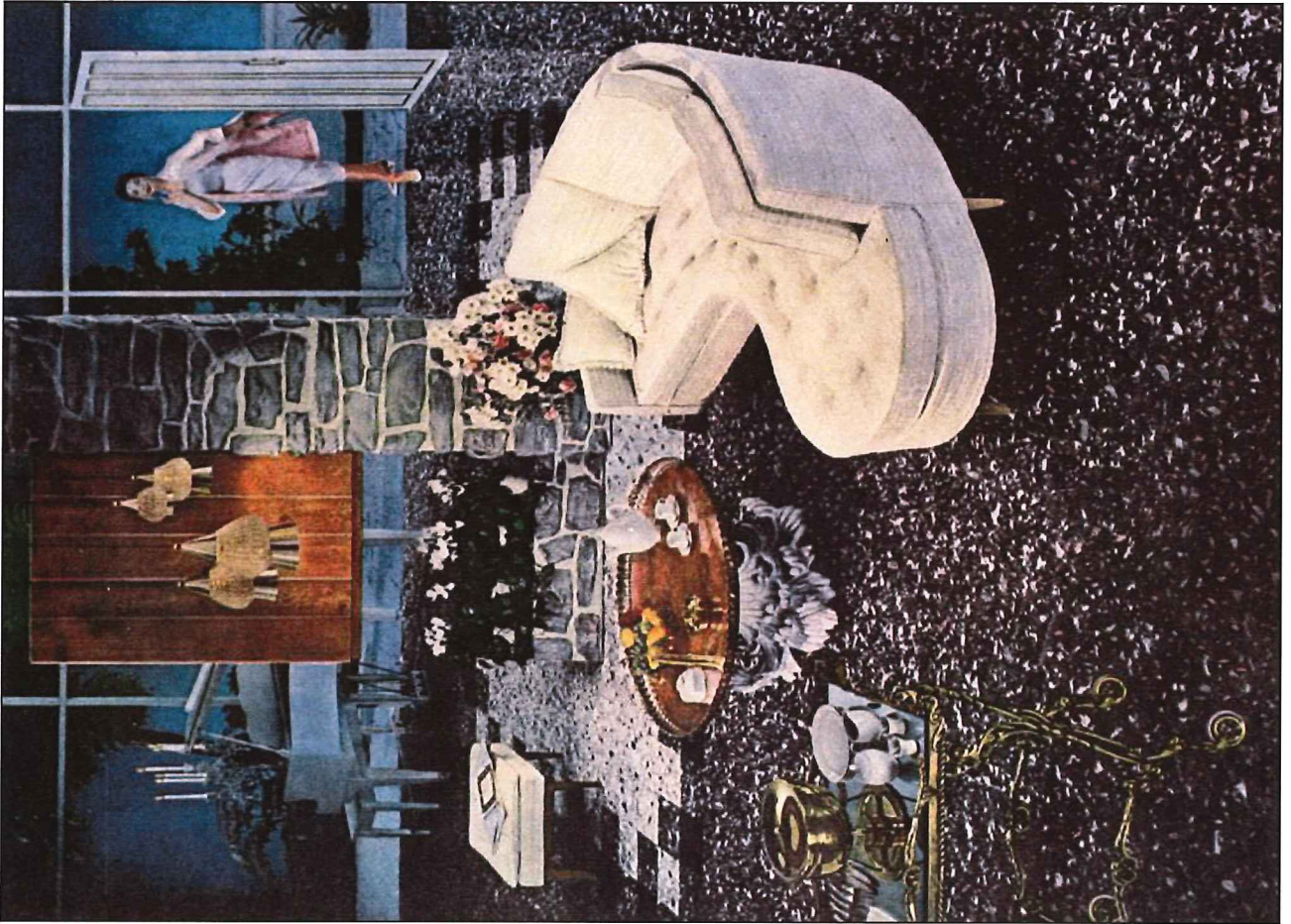
#4 Get MCM Into A Plan

Work them into your plan or create a plan just for MCM and use as an excuse for out reach and education



#5 Tax Credits!





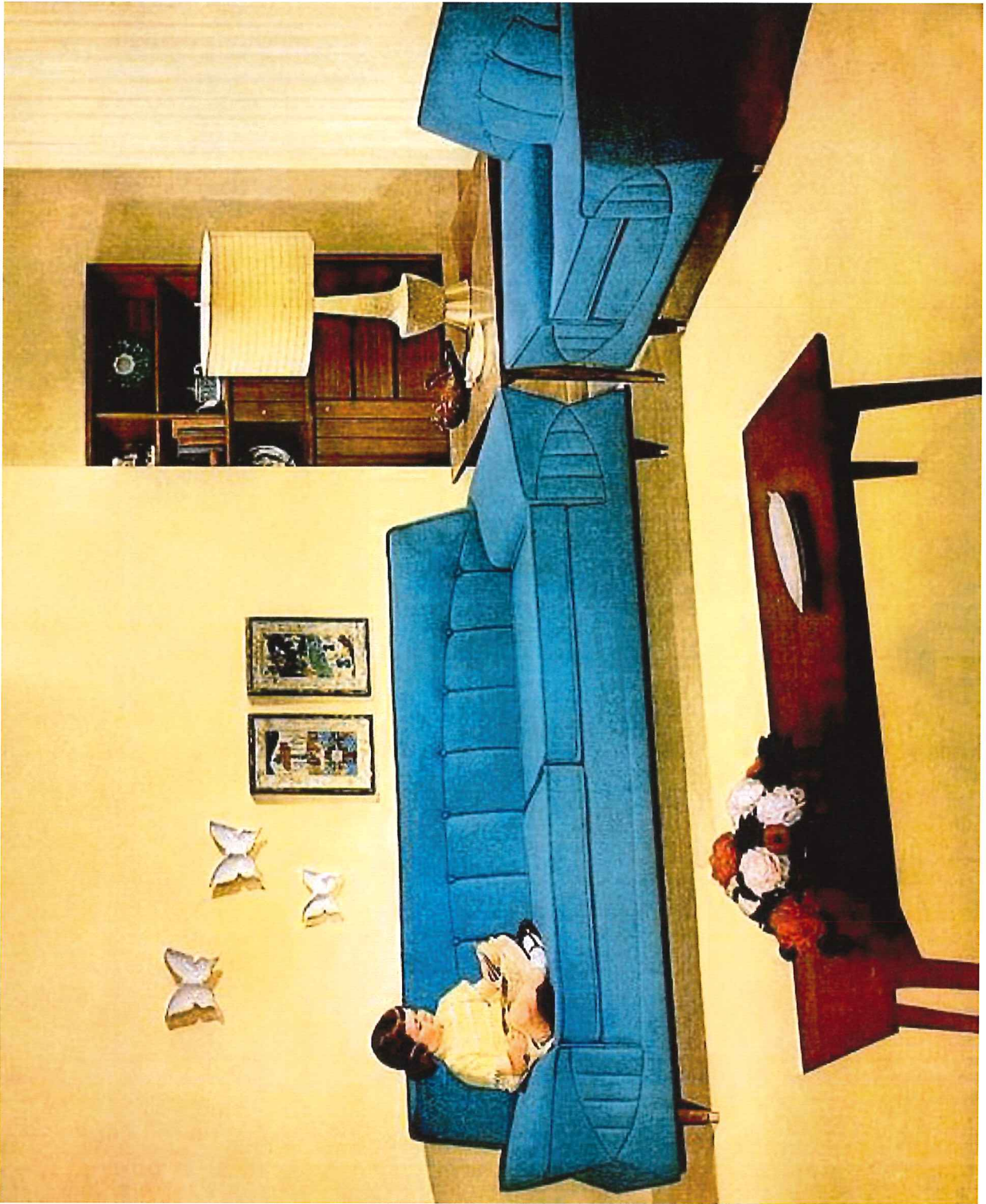
My Home

8-PAGE ETIQUETTE Supplement INSIDE

AN ENGAGEMENT A 20th BIRTHDAY WEDDINGS

APRIL 1950

WITTING INTERMEDIATE DESIGN





Exciting New Colors

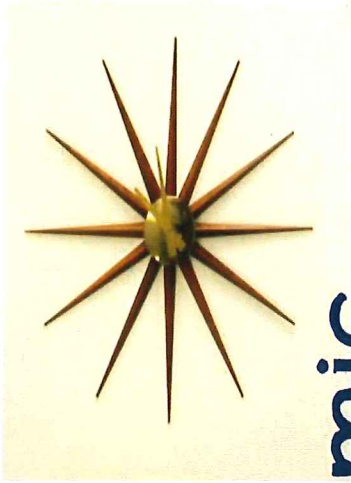
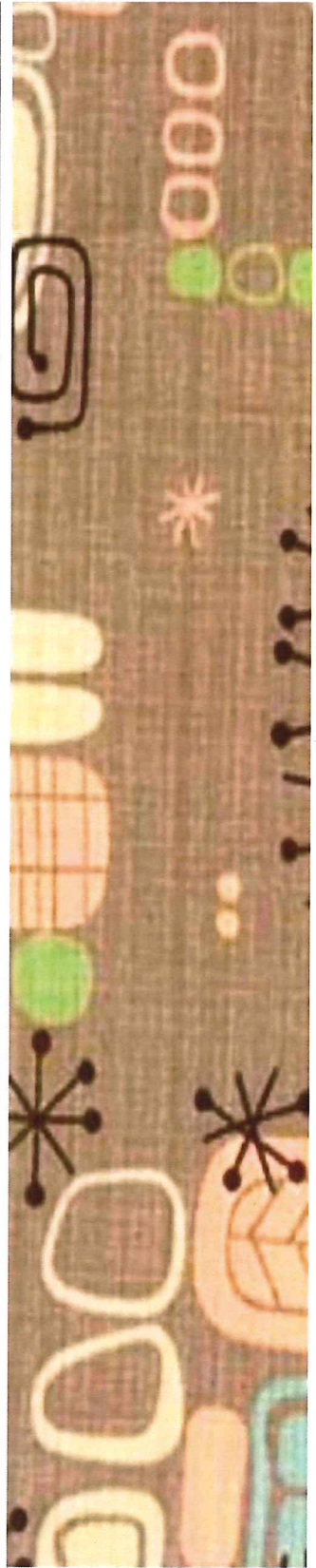
glorious Flamingo — lovely Ramona Green

Super Kem-Tone

THE DELUXE WASHABLE WALL PAINT

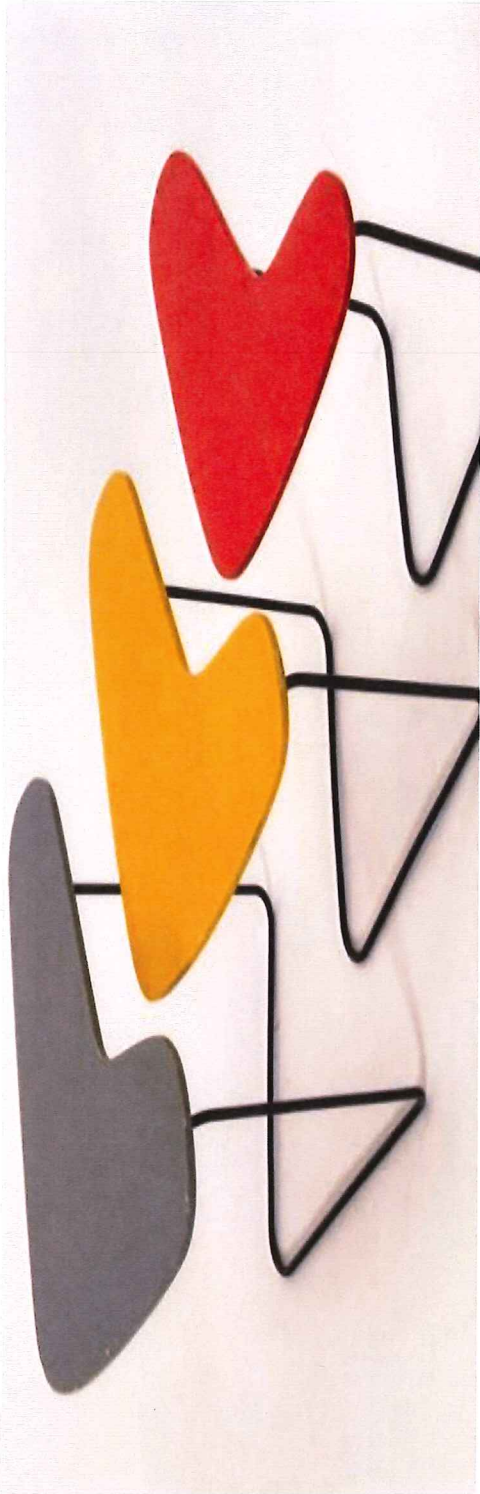
<http://www.thetotalkitchen.com>

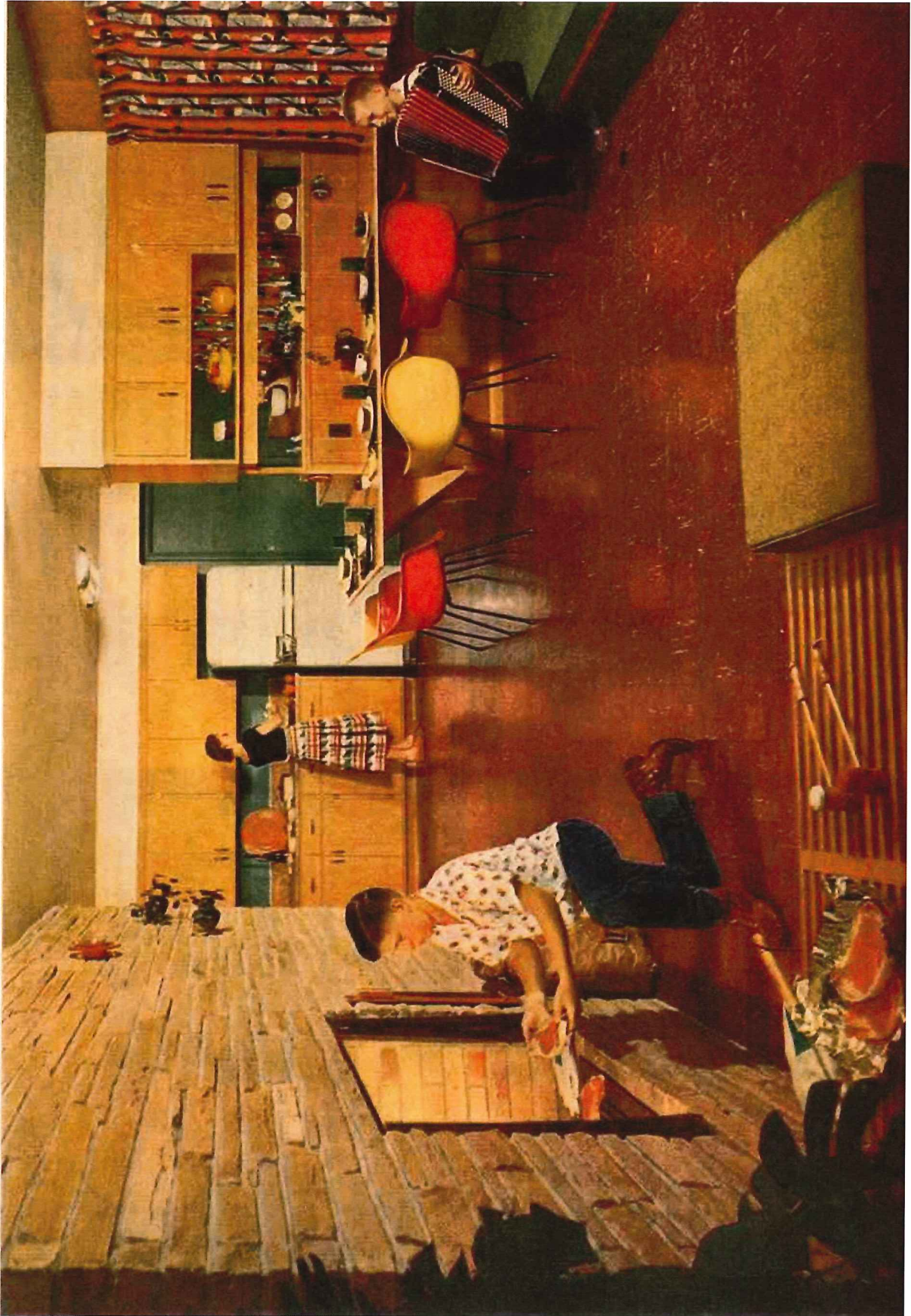




Atomic









"No later than you think!"

Give her a
HOOVER
 and you give her
 the best!

There's nothing so good for something. What you need is a gift that makes life easier — a gift that lasts — a gift that is better than anything else. Make it a Hoover and make it a real Merry Christmas. There are six wonderful ways to give her a Hoover. Personalize them, too. Use our special message tags. The price and color are 1/2 price. Choose the one that fits your budget and her needs. Make her Christmas with a Hoover!

THE HOVERING COMPANY
 10000 Hoover Road, St. Louis, Mo. 63143

Give her Christmas gifts here!



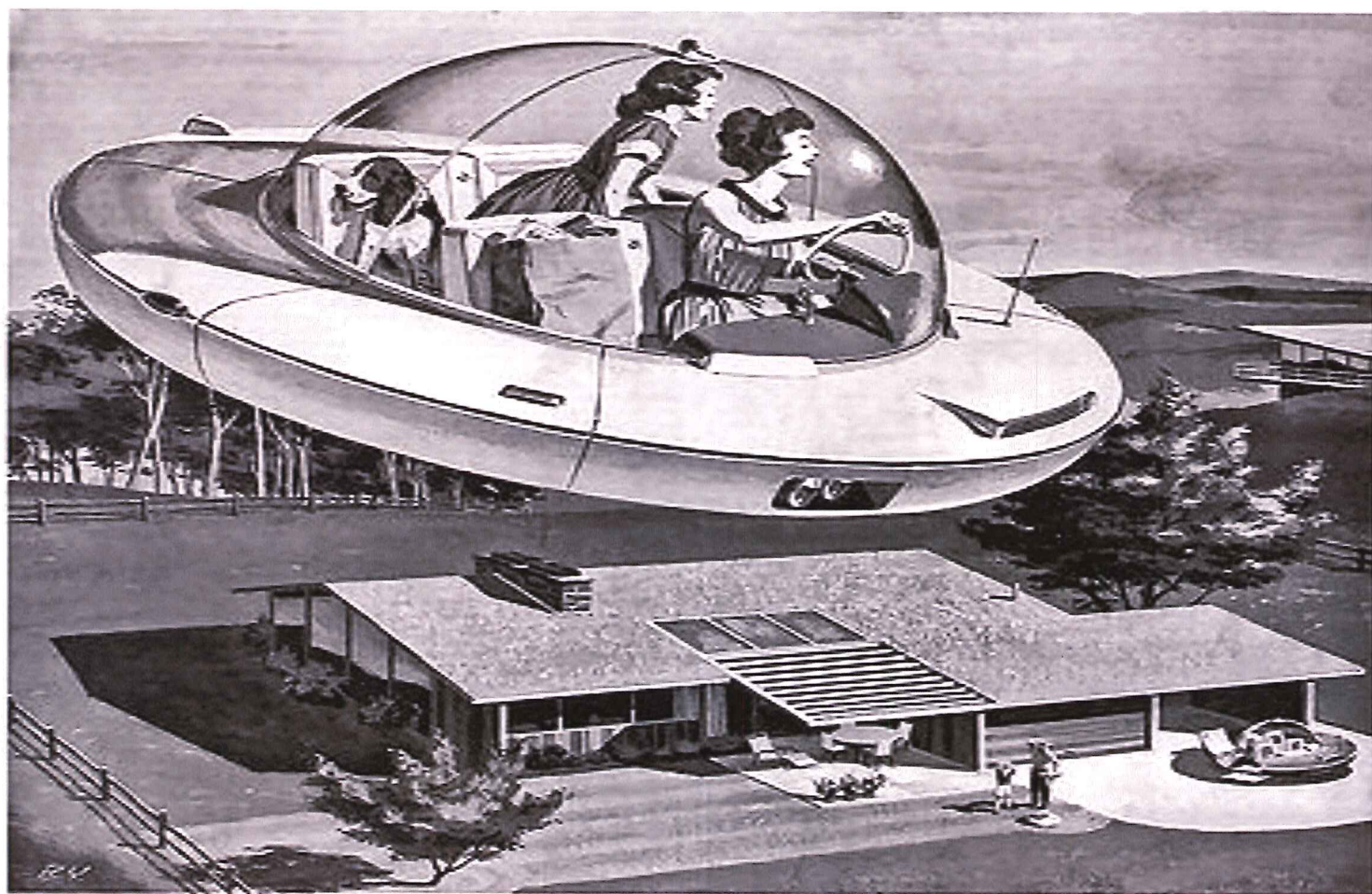


... to appreciation
and...



We Can't Stay Outside





YOUR PERSONAL "FLYING CARPET" Step into it, press a button, and off you go to market, to a friend's home, or to your job. Take off and land anywhere; no parking problems. Fly in to any electric outlet for recharging. They're working on it!

MORE POWER TO YOU!

America's independent light and power companies build for your new electric living

Tomorrow's higher standard of living will put electricity to work for you in ways still ahead of!

The time isn't too far off, the experts say, when you'll wash your dishes without soap or water—ultrasonic waves will do the job. Your beds will be made at the touch of a button. The kids' homework

will be made interesting and even exciting when they are able to dial a library book, a lecture or a classroom demonstration right into your home—with sound. (Some of this is happening already.)

To enjoy all this, you'll want a lot more electric power, and the independent electric companies of America are already building

new plants and facilities to provide it. Right now these companies are building at the rate of \$5,000,000,000 a year, and planning to double the nation's supply of electricity in less than 10 years.

America has always had the best electric power service in the world. The electric companies are resolved to keep it that way.

AMERICA'S INDEPENDENT ELECTRIC LIGHT AND POWER COMPANIES

Company names as listed through this magazine