

Architecture After Las Vegas (New Haven, 21-22 Jan 10)

Martino Stierli

Yale School of Architecture
Paul Rudolph Hall
Hastings Hall (basement floor)
180 York Street
New Haven, CT

ARCHITECTURE AFTER LAS VEGAS
A Symposium

Thursday-Saturday, January 21-23, 2010

This symposium, coinciding with an exhibition in the School's Architecture Gallery "What We Learned: The Yale Las Vegas Studio and the Work of Venturi, Scott Brown & Associates," explores the impact that Las Vegas; the work of Venturi, Scott Brown & Associates; and Learning from Las Vegas have had upon architecture and urbanism.

Thursday, January 21

Evening Session, 6:30 PM

Stanislaus von Moos, Yale University

"The City as Spectacle: A View from the Gondola"

Friday, January 22

Afternoon Session, 2:00 PM

PROCESSION, SHOPPING, AND THE INVISIBLE ORDER

In a situation where urbanism is no longer about visions of order but about understanding and irrigating existing forces, i.e. the capacity of interpreting them in terms of design, Las Vegas continues to be a prime laboratory of urban dynamics.

Mary McLeod, Columbia University

"Ordinary and Extraordinary: Sheds, Sign, and Spectacle"

Martino Stierli, University of Basel

"Las Vegas and the Mobilized Gaze"

David Schwarz, Architect

"Building Las Vegas Today"

Response

Emmanuel Petit, Yale University

POP AND "THE NATURAL FLOW OF EXISTENCE"

The "myth" of Las Vegas has its origins in the movies and in a sensibility in the arts labeled as "Pop." Learning from Las Vegas played a major role in bringing this sensibility to architecture and to urban theory. The speakers in this session explore this shift of paradigms.

Ralph Stern, University of Washington

"Las Vegas and Cinema"

Katherine Smith, Agnes Scott College

"Contemporary Art and the American Landscape"

Libby Lumpkin, Art Historian and Curator

"Las Vegas High Architecture and the Market for Popular Design"

Response

Elihu Rubin, Yale University

Evening Session, 6:30 PM

KEYNOTE ADDRESS

Paul Rudolph Lecture

Robert Venturi and Denise Scott Brown, Architects

"What Did You Learn?"

RECEPTION

Architecture Gallery, second floor

Saturday, January 23

Morning Session, 9:30 AM

MODERN? POSTMODERN?

VENTURI, SCOTT BROWN & ASSOCIATES AT WORK

Architectural modernism has practiced an ambivalent attitude to mass culture. While on the one hand actively engaging in mass production and spectacle, it defined its pursuits as an alternative to the "common sense" of the marketplace. The work of Venturi, Scott Brown & Associates offers a different approach.

Aron Vinegar, Ohio State University

"Scenes of Instruction: On Learning from Las Vegas"

Beatriz Colomina, Princeton University

"Beyond Las Vegas: Levittown"

Karin Theunissen, Delft University of Technology

"Directional Spaces and Billboarding"

Response

Alan Plattus, Yale University

SHEDS AND DUCKS ACROSS SPACE AND TIME

Perhaps more than indicating a strategic shift in design, Learning from Las Vegas reflects a change in interest in the history and theory of art and architecture. The interaction of word and image as an architectural trope, the paradigm of "architecture parlante" and the vernacular have become key issues in architectural and art discourse since.

Neil Levine, Harvard University

"The Word and the Building (Labrouste)"

Maristella Casciato, University of Bologna

"Italy: 'Common Man' and History"

Valéry Didelon, Architect

"European Architects and the Spell of the 'Decorated Shed'"

Response

Kurt W. Forster, Yale University

Afternoon Session, 2:00 PM

ARTISTS' STATEMENTS

The mix of Pop aesthetic, historic reference and no-nonsense functionalism proposed by the built work of Venturi, Scott Brown & Associates has been a potent adaptation of the lessons from the strip as it existed around 1970. What are the strip's challenges in art and architecture today?

Elizabeth Diller

Peter Fischli

Dan Graham

Moderator

Stanislaus von Moos, Yale University

ARCHITECTS' PANEL DISCUSSION

Stan Allen

Peter Eisenman

Rafael Moneo

Moderator

Robert A.M. Stern, Yale University

CLOSING REMARKS

Stanislaus von Moos, Yale University

RECEPTION

Architecture Gallery, second floor

This symposium is free, but reservations are required prior to January 15, 2010. You may register online at www.architecture.yale.edu/symposia or by phone at 203.432.8621.

The Yale School of Architecture is a Registered Provider with The American Institute of Architects Continuing Education System. Credit earned by attending this symposium will be reported to CES Records for AIA members. Certificates of Completion for non-AIA members are available upon request.

This symposium is supported in part by the Paul Rudolph Lectureship Fund and by the generosity of the Edward and Dorothy Clarke Kempf Fund.

Reference:

CONF: Architecture After Las Vegas (New Haven, 21-22 Jan 10). In: ArtHist.net, Dec 4, 2009 (accessed Apr 5, 2026), <<https://arthist.net/archive/32151>>.