



ARCHITECTURE

after las vegas

A SYMPOSIUM

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School of
ARCHITECTURE

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

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.

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.

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 modern-
ism 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 functional-
ism proposed by
the built work of
Venturi, Scott Brown
& Associates has
been a potent adap-
tation 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