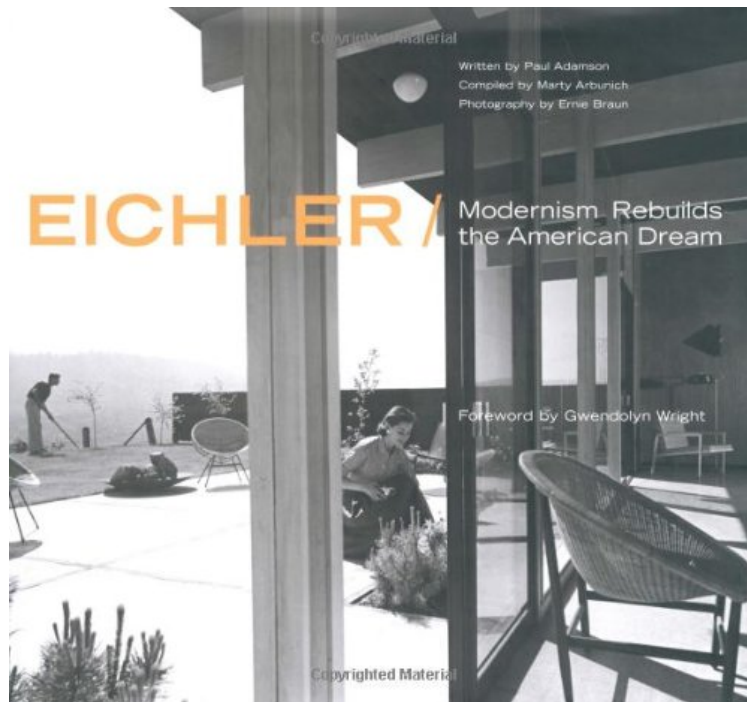


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Eichler: Modernism Rebuilds the American Dream

Paul Adamson, Marty Arbunich
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Paul Adamson, Marty Arbunich : Eichler: Modernism Rebuilds the American Dream before purchasing it in order to gage whether or not it would be worth my time, and all praised Eichler: Modernism Rebuilds the American Dream:

9 of 10 people found the following review helpful. Poor portfolio, but good photo-essay By DVCDon't buy expecting a great photographic Eichler archive or robust plans/schematics. This book reads more like an academic photo-essay on his working timeline and thesis on mass-produced housing. It starts in early life, tracks education, work history, makes informed analyses on his ideologies, and connects the salient dots to his working peers. Book is 85% text, 15% photos. Most of the text would be unnecessary if there was more photographic support. As they say, a picture is worth a thousand words. That said, as a working architect, I found enough valuable tidbits to keep the book. But I wouldn't recommend it for an architectural library, outside of its purely academic appeal. 11 of 12 people found the following review helpful. Style and substance do co-exist By I. Innes This is a beautifully produced book that would appeal to architects or architectural historians but also to any person interested in design in the 1950s and 1960s. Of great interest are the many plans that show the evolution of Eichler's house models, and supported by superb photography of the houses at the time of their completion. What makes this book exceptional is the text which not only describes the houses and Eichler's business, but also analyses our understanding and feelings towards suburbia, the role of the architect in society, land economics and the financial pressures affecting subdivision and building costs which were a constant challenge to Eichler. In these days of bloated giants, Eichler's houses also demonstrate the attractiveness of small, compact designs. 2 of 2 people found the following review helpful. This is a fantastic book if you are interested in the subject By Marilyn Incredible historical information and many delightful pictures. I lived in Sunnyvale, CA

growing up and many of my friends lived in Eichlers. If I were to build a house again, I would incorporate many of the elements of the Eichlers. This is a fantastic book if you are interested in the subject. It is large, heavy, and of high quality materials.

Joseph Eichler was a pioneering developer who defied conventional wisdom by hiring progressive architects to design Modernist homes for the growing middle class of the 1950s. He was known for his innovations, including "built-ins" for streamlined kitchen work, for introducing a multipurpose room adjacent to the kitchen, and for the classic atrium that melded the indoors with the outdoors. For nearly twenty years, Eichler Homes built thousands of dwellings in California, acquiring national and international acclaim. *Eichler: Modernism Rebuilds the American Dream* examines Eichler's legacy as seen in his original homes and in the revival of the Modernist movement, which continues to grow today. The homes that Eichler built were modern in concept and expression, and yet comfortable for living. Eichler's work left a legacy of design integrity and set standards for housing developers that remain unparalleled in the history of American building. This book captures and illustrates that legacy with impressive detail, engaging history, firsthand recollections about Eichler and his vision, and 250 photographs of Eichler homes in their prime. Paul Adamson, AIA, holds a Master of Architecture degree from Columbia University and has practiced in New York and San Francisco. He is currently a designer at the San Francisco firm of Hornberger + Worstell, Inc. He lives in Kensington, California. Marty Arbunich is director-publisher of the Eichler Network, a Bay Area-based company devoted exclusively to supporting and preserving the architecture and lifestyle surrounding California's 11,000 Eichler homes. He lives in San Francisco.

"...Combining architectural history, Ernest Braun's impossibly idyllic marketing photographs, and character study of a hard-nosed businessman and dreamer..." -- Allen Clapp, *Palo Alto Weekly*"Broad in format and with much white space, this book continues to sell Eichler's vision..." -- Neil Jackson, *Journal of Architecture*"Paul Adamson and Marty Arbunich have created a satisfying tome for both architectural buffs and retrophiles worldwide..." -- Frank Nolan, Eichler Network"The book is important for serious students of California modernism and domestic architecture, and, of course, for mid-century groupies." -- Kenneth Caldwell, *Line Magazine* (of American Institute of Architects, San Francisco)Top of my list is 'Eichler'...it's a book that captures the spirit of its subject." -- Patricia Poore, *Old-House Interiors*From the Inside FlapJoseph Eichler was a pioneering developer of residential suburbs whose socially conscious ethic progressive planning, and elegant modern design for moderately priced housing in California still serves as a standard for housing developments today. Defying conventional building industry wisdom by hiring a group of progressive architects to plan subdivisions and design reasonably priced homes, Eichler provided more than 11,000 residences that helped meet the dramatic need for post-World War II housing with extraordinary commodity and style. Through the 1950s and sixties, Eichler Homes gained national and international acclaim for its innovative yet affordable features. Eichler and his architects improved family living when they initiated flexible open planning and built-in furnishings that reformed traditional rooms. The kitchen opened onto a "multipurpose room" (the forerunner of today's great room); the living and dining rooms were combined, and often used to separate the children's rooms from the parents' room; and a central atrium brought the ambient joys of the Californian climate inside while expanding interior vistas. Eichler's social conscience inspired him to confront prevailing business and political trends that promoted racism and discouraged creative land use. His subdivisions, recalling the planning ideas of Clarence Stein, were based on village concepts, and he publicly declared a policy of nondiscrimination. Fifties-era photographs capture the now-classic style that introduced middle-class families to a modern way of life. Popular today, as they were then, the Eichler homes represent a legacy of design integrity and demonstrate a level of quality for residential development that remains unparalleled in the history of American building.From the Back CoverAtriums, household conveniences, and sleek styling made Eichler Homes a standard-bearer for bringing modern home design to middle-class America.