Art History 285

Modern Architecture from Neo-Classicism to the Modern (1820-1935)

Professor Wharton
28 Sept. Quiz I and description. Due by noon, before the quiz: a 200-250 word critical description of the exterior of a familiar public building of the nineteenth or first two decades of the twentieth century located in your hometown or somewhere that you plan to visit during the semester. Your paper will be sent to me at wharton@duke.edu. Please format your paper as follows: Word document, single-spaced, with your name, the name of the building, its location and its date. The document should be titled with YourLastnameExterior (e.g. WhartonExterior) You will need a view of the structure, though this view may be a sketch of your own making. No more than 250 words will be read. Your description should include the context, scale, “style,” building materials, and principal features of the structure. Your one-page text may be illustrated with a map, photographs, drawings. Be sure to use the correct technical terminology in your analysis. I encourage you to discuss this project with your fellow students. Keep two things in mind: First, description is never value-free. Second, your description and illustrations should make an argument. For a handy glossary of architectural terms: http://www.heritage.nf.ca/society/rhs/terms.html

This exercise requires no research. It is an exercise in description. Do not include historical facts about your building. However, if you do look at sources, cite them.
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Name: _______________________________

Quiz 1

Part I. Three slides, 10 minutes (20 points) each. Use the correct technical terminology in your descriptions of the following works. Write neatly; illegible answers will not receive credit.

1. 10 minutes, 20 points.
   a. Describe the appearance of this work as fully as possible, using the correct terminology.

b. What work that we have studied in class does it most resemble? (Identify your choice as completely as possible, with the producer’s name, date of production, and location.)

c. Briefly indicate the historical (aesthetic, political, cultural) significance of this work. Be sure to refer to the relevant text(s) that you have read.
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Name

Part II. Text. 10 minutes (20 points). Provide the context of the quote below then discuss its historical setting and implications. Refer to specific monuments (name, location, producer, date) in making your argument.
For reference

Modernity
Late-Modern, Post-Modern, Post Human: 1960s-present

Modern:
1920s-1940s: Deco, Fascist, Modern
early 20th c.: Eclecticism
around 1900: Art Nouveau
1860s-1910s: Arts and Crafts
19th c.: Romanticism, Gothic Revival, Romanesque Revival
18th c.-early 19th c. (into the 20th): Neo-Classical, Classical Revival, Palladian, Georgian

Early Modernity
Baroque: 17th-18th c.
Renaissance: 15th-17th c.

Middle Ages
Medieval
Gothic: 12th-15th c.
Romanesque: 11th-12th c.
Early Christian: 2nd-4th c. C.E.

Classical
Roman: 1st c. B.C.E. - 5th c. C.E.)
Hellenistic: 3rd - 1st c. B.C.E.
Greek: 6th-3rd c. B.C.E.
vernacular, from Latin, *vernaculus*, “domestic, native, indigenous,” usually applied to language, but equally applicable to architecture, indicating local forms, embodied in unpretentious structures.
William Morris, *News from Nowhere* (1890)
William Morris, Socialist League Manifesto (1885); William Morris and H. M. Hyndman, Socialism (1884)
London, Royal Courts of Justice, George Edmund Street, 1874–1882
Pay ratio between William Morris and his workers – 1 : 3.5

Pay ratios between CEOs and their workers in the United States in 2013:

### Top CEO Pay Ratios

<table>
<thead>
<tr>
<th>RANK</th>
<th>COMPANY, CEO &amp; INDUSTRY</th>
<th>PAY RATIO</th>
<th>CEO PAY &amp; BENEFITS</th>
<th>AVG. WORKER PAY &amp; BENEFITS</th>
<th>COMPANY RESPONSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>JC Penney Co. Ronald Johnson* General Merchandise Stores</td>
<td>1,795</td>
<td>$53.3 M FY ended 2012</td>
<td>$29,688 2012</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Simon Property Group Inc. David Simon Funds, Trusts, and Other Financial Vehicles</td>
<td>1,594</td>
<td>$137.2 M FY ended 2011</td>
<td>$86,033 2011</td>
<td>READ COMPANY COMMENT</td>
</tr>
<tr>
<td>4</td>
<td>Oracle Corp. Lawrence Ellison Publishing Industries, Except Internet</td>
<td>1,287</td>
<td>$96.2 M FY ended 2012</td>
<td>$74,693 2012</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Starbucks Corp. Howard Schultz Food Services and Drinking Places</td>
<td>1,135</td>
<td>$28.9 M FY ended 2012</td>
<td>$25,463 2012</td>
<td>READ COMPANY COMMENT</td>
</tr>
<tr>
<td>6</td>
<td>CBS Corp. Leslie Moonves Broadcasting, Except Internet</td>
<td>1,111</td>
<td>$69.9 M FY ended 2011</td>
<td>$62,930 2011</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Ralph Lauren Corp. Ralph Lauren Apparel</td>
<td>1,083</td>
<td>$36.3 M FY ended 2012</td>
<td>$33,550 2012</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>NIKE Inc. Mark Parker Apparel</td>
<td>1,050</td>
<td>$35.2 M FY ended 2012</td>
<td>$33,550 2012</td>
<td>READ COMPANY COMMENT</td>
</tr>
</tbody>
</table>
Oriel: A large polygonal recess with a window, projecting from a building, usually at an upper storey, and supported from the ground or on corbels.
Scale. (from the *Oxford English Dictionary*)

The proportion which the representation of an object bears to the object itself; a system of representing or reproducing objects in a smaller or larger size proportionately in every part. *To scale:* with exactly proportional representation of each part of the model.

Relative or proportionate size or extent; degree, proportion.

A standard of measurement, calculation, or estimation.