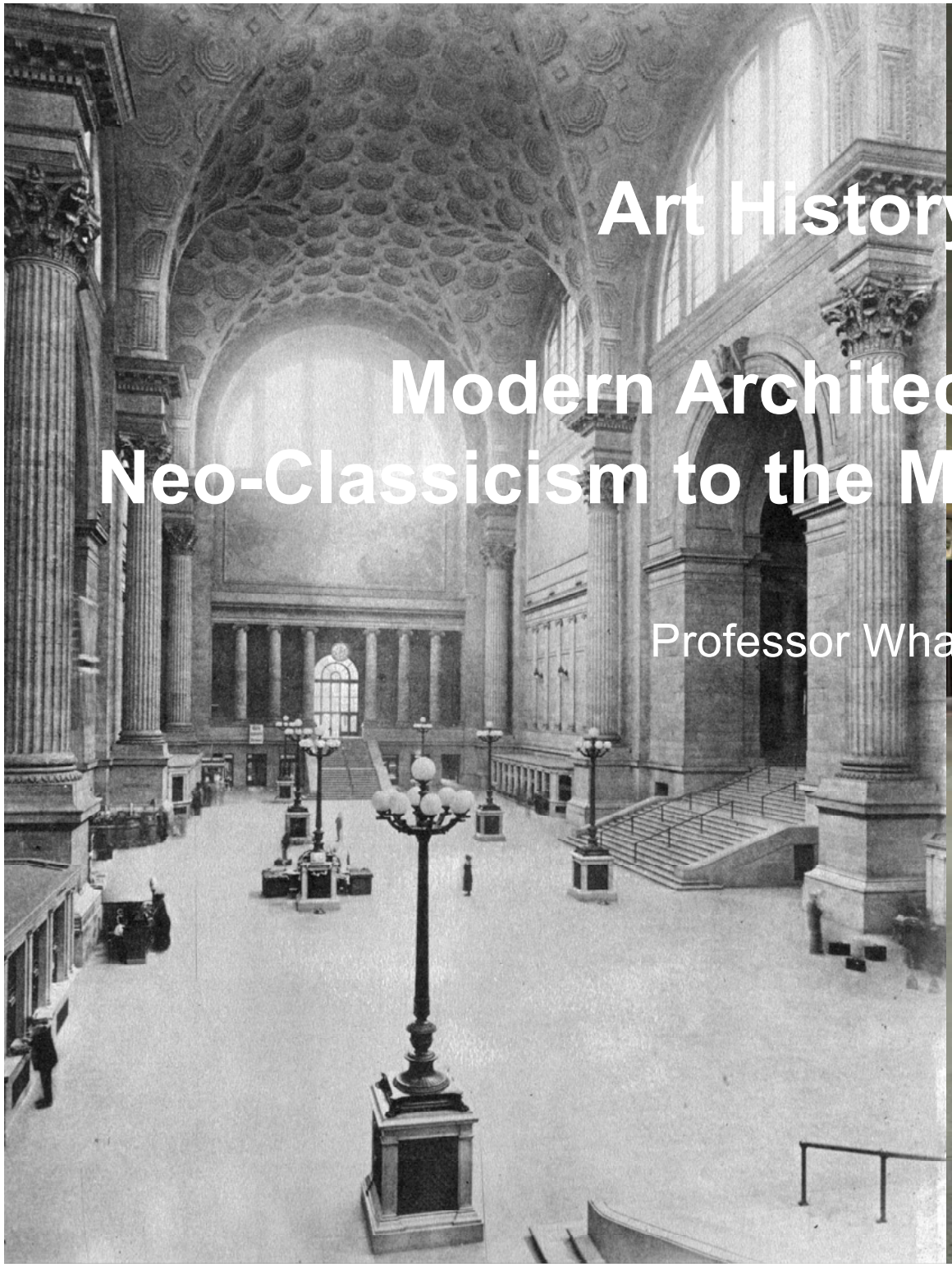
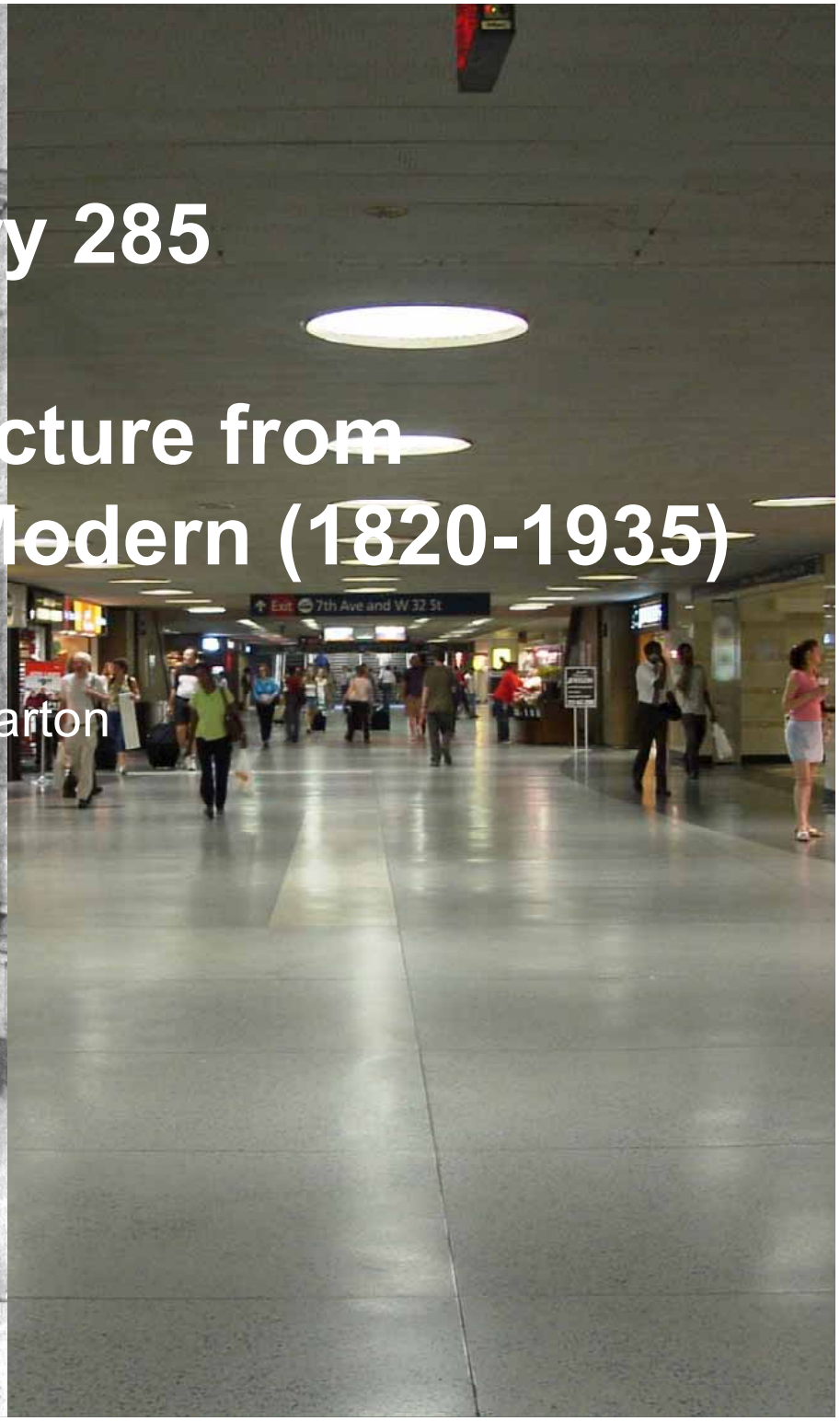
Art History 285

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.

Art History 285. Modern Architecture, 1

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.

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

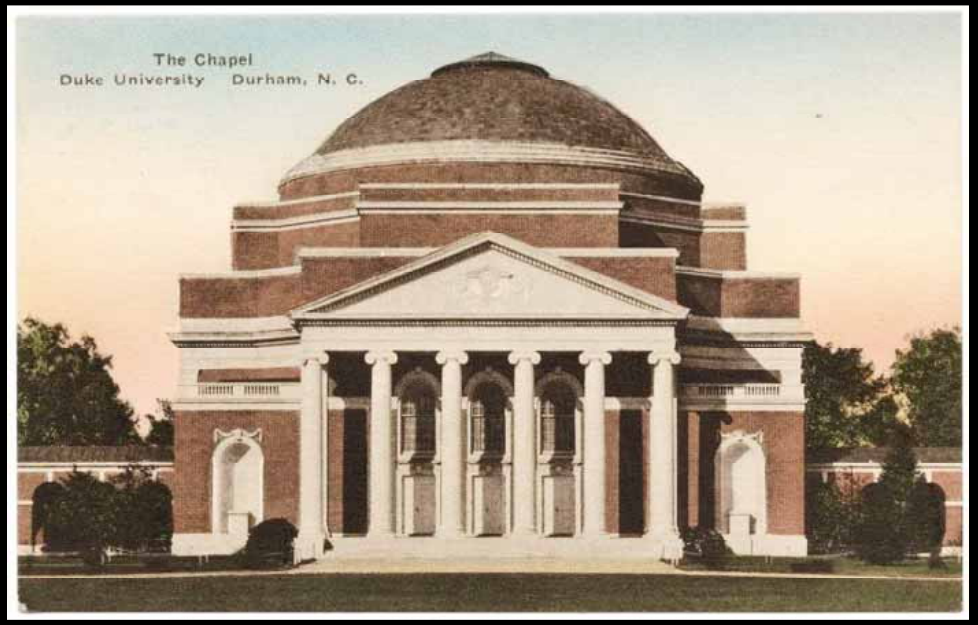
- Baroque: 17th-18th c.
- Renaissance: 15th-17th c.

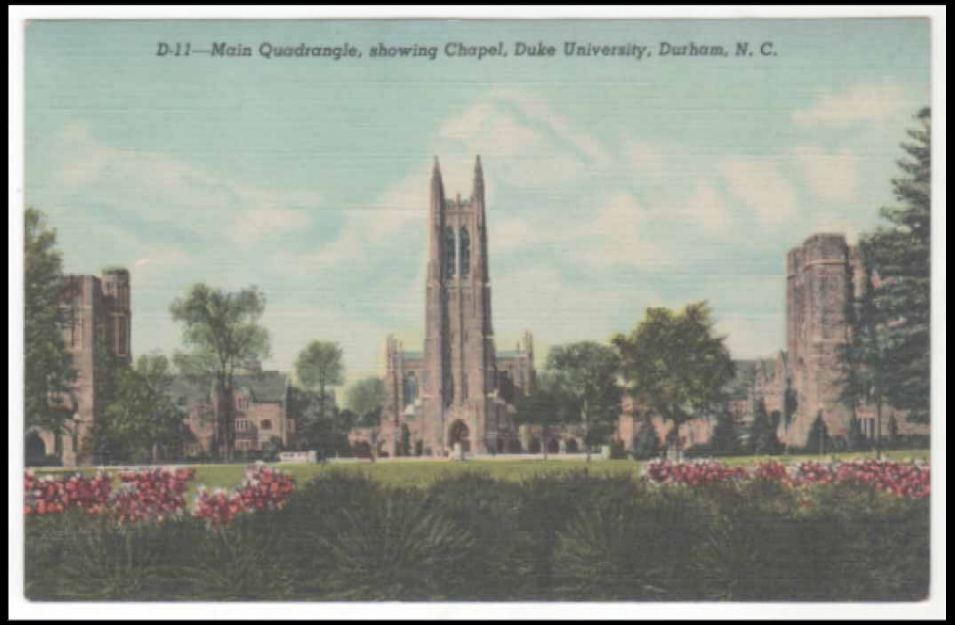
Middle Ages

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

Classical

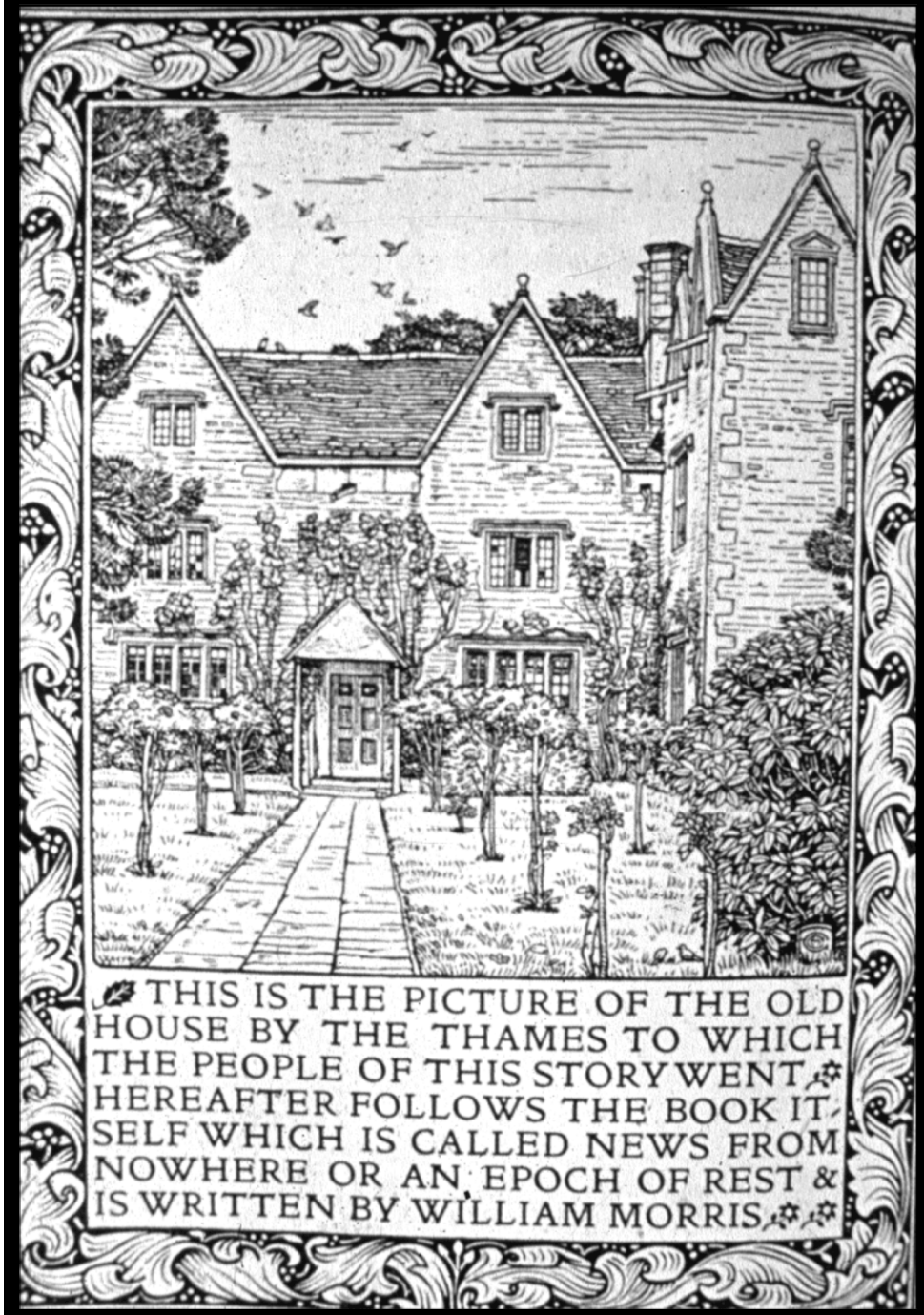
- Roman: 1st c. B.C.E. - 5th c. C.E.)
- Hellenistic: 3rd -1st c. B.C.E.
- Greek: 6th-3rd c. B.C.E.


The Chapel
Duke University Durham, N. C.


D-11—Main Quadrangle, showing Chapel, Duke University, Durham, N. C.

10099. - SALISBURY CATHEDRAL.

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)

Cottages in the Cotswolds

THE MANIFESTO

OF

SIGNED BY THE PROVISIONAL COUNCIL AT THE FOUNDATION OF THE LEAGUE ON 30th DEC. 1884, AND ADOPTED AT

THE GENERAL CONFERENCE

Held at FARRINGDON HALL, LONDON, on JULY 5th, 1885.

A New Edition, Annotated by

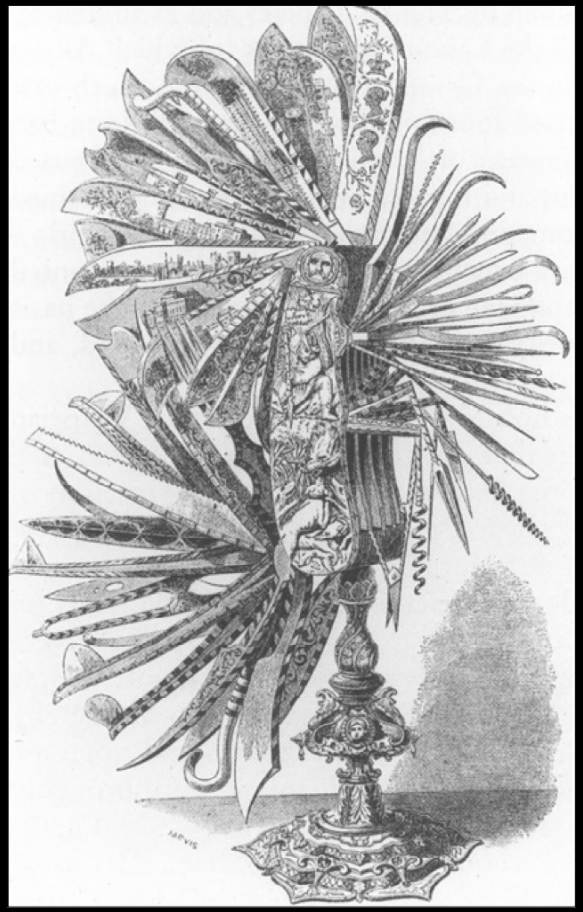
WILLIAM MORRIS AND E. BELFORT BAX.

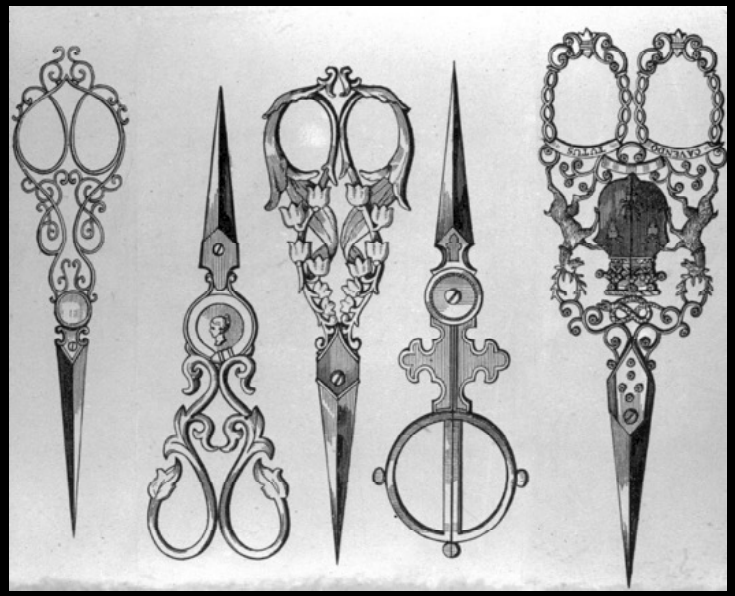
LONDON:
Socialist League Office,
13 FARRINGDON ROAD, HOLBORN VIADUCT, E.C
1885.
PRICE ONE PENNY.

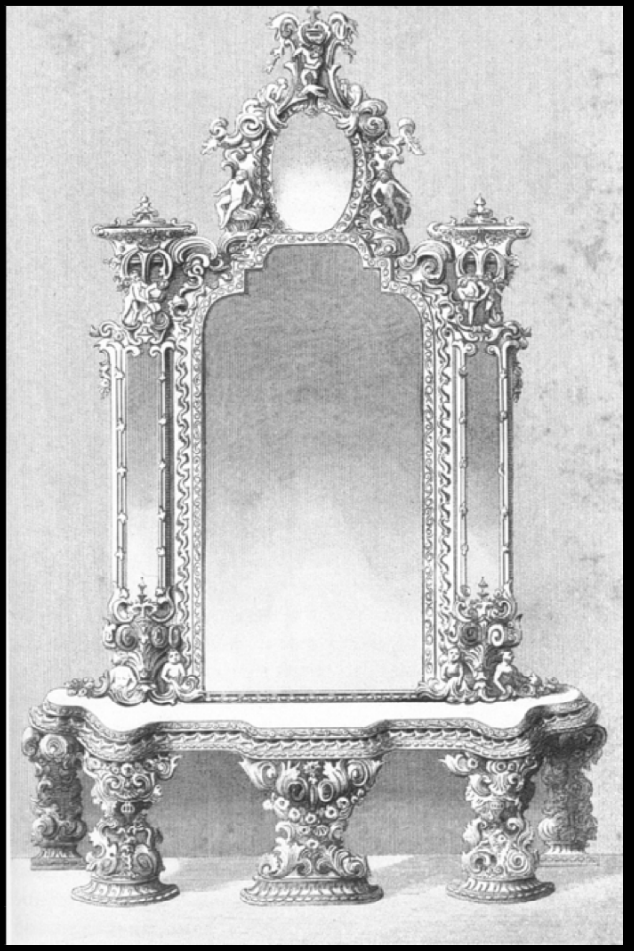
A
SUMMARY
OF
THE PRINCIPLES
OF
SOCIALISM

WRITTEN FOR
THE DEMOCRATIC FEDERATION
BY
H.M.HYNDMAN
AND
WILLIAM MORRIS

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:

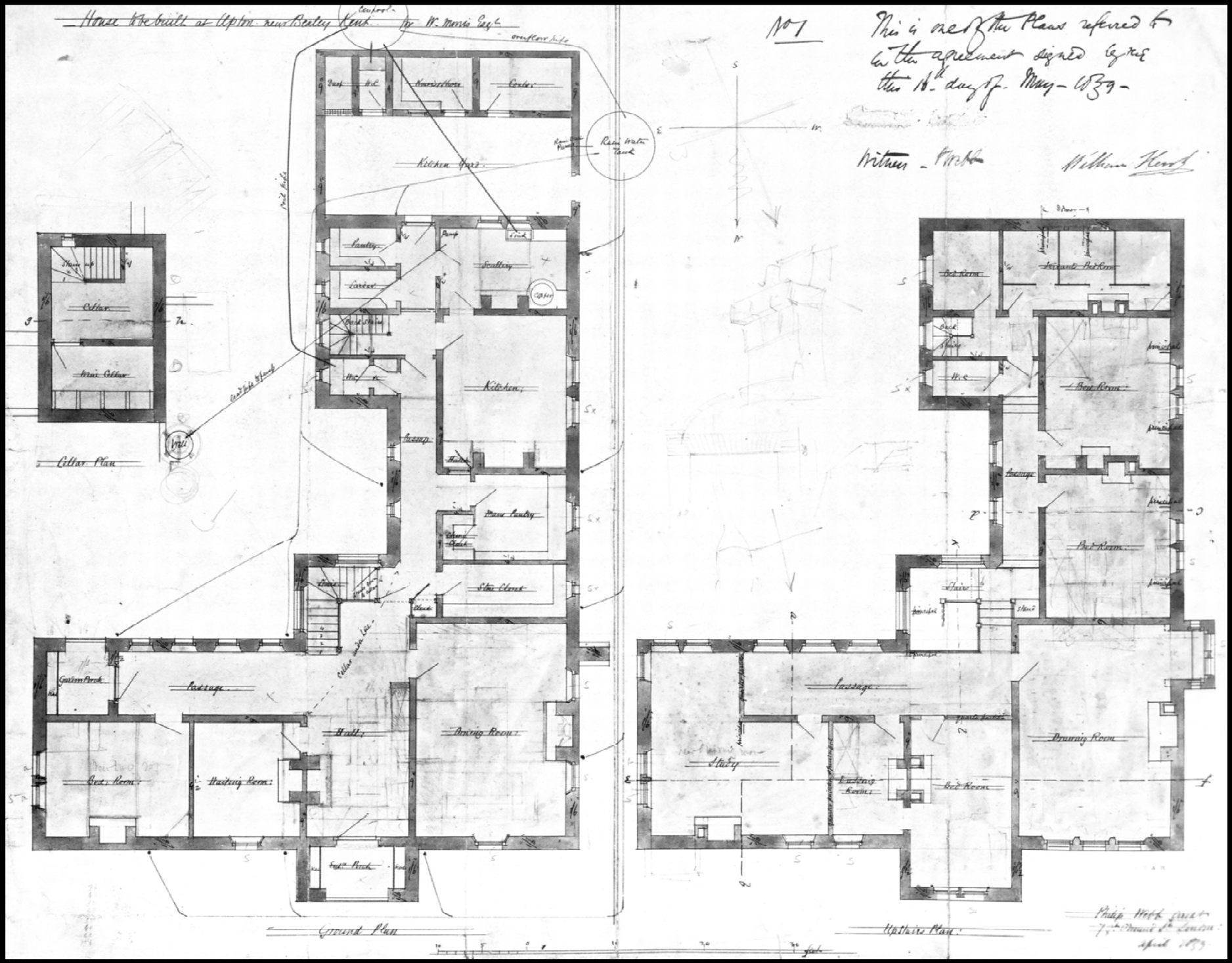
FOLLOW BLOOMBERG NEWS

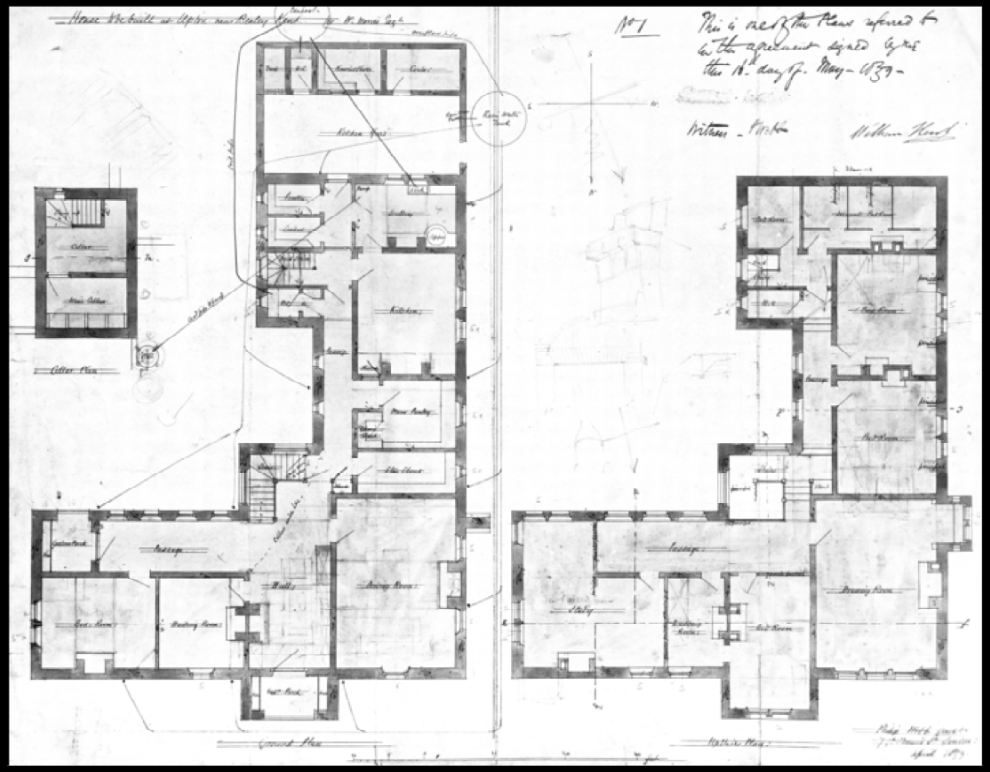
Top CEO Pay Ratios

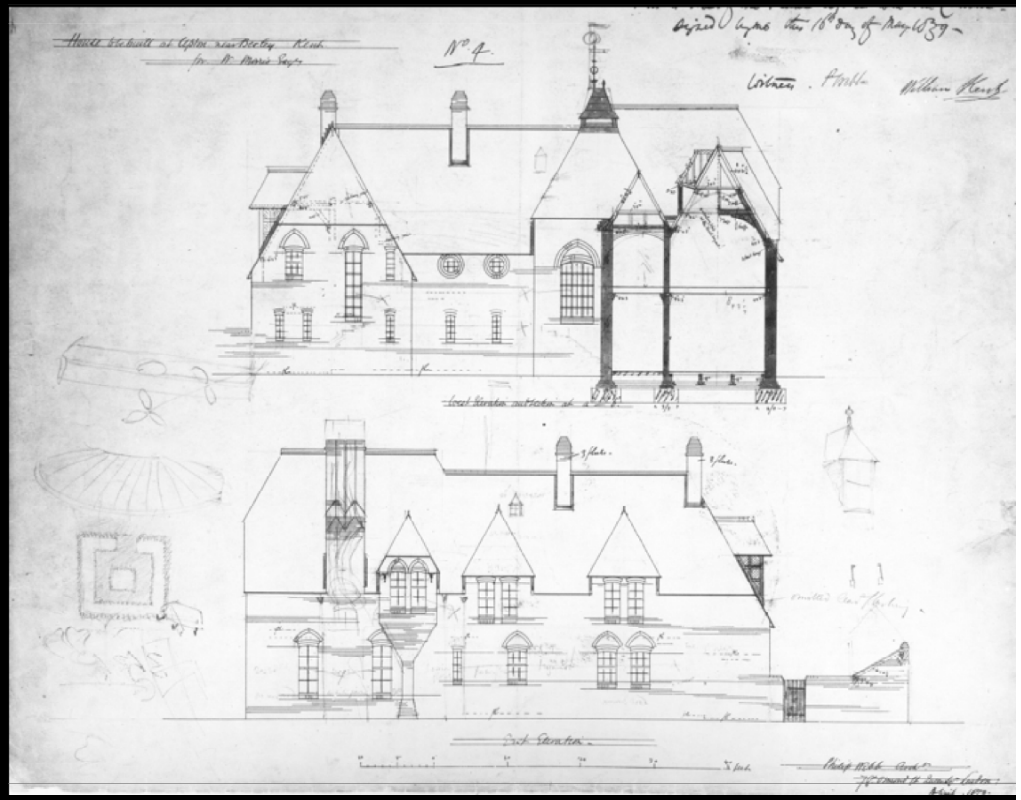
RANK	COMPANY, CEO & INDUSTRY	PAY RATIO	CEO PAY & BENEFITS	AVG. WORKER PAY & BENEFITS	COMPANY RESPONSE
1	**JC Penney Co.** **Ronald Johnson*** General Merchandise Stores	1,795	$53.3 M FY ended 2012	$29,688 2012	
2	**Abercrombie & Fitch Co.** **Michael Jeffries** Clothing and Clothing Accessories Stores	1,640	$48.1 M FY ended 2012	$29,310 2012	
3	**Simon Property Group Inc.** **David Simon** Funds, Trusts, and Other Financial Vehicles	1,594	$137.2 M FY ended 2011	$86,033 2011	READ COMPANY COMMENT
4	**Oracle Corp.** **Lawrence Ellison** Publishing Industries, Except Internet	1,287	$96.2 M FY ended 2012	$74,693 2012	
5	**Starbucks Corp.** **Howard Schultz** Food Services and Drinking Places	1,135	$28.9 M FY ended 2012	$25,463 2012	READ COMPANY COMMENT
6	**CBS Corp.** **Leslie Moonves** Broadcasting, Except Internet	1,111	$69.9 M FY ended 2011	$62,930 2011	
7	**Ralph Lauren Corp.** **Ralph Lauren** Apparel	1,083	$36.3 M FY ended 2012	$33,550 2012	
8	**NIKE Inc.** **Mark Parker** Apparel	1,050	$35.2 M FY ended 2012	$33,550 2012	READ COMPANY COMMENT

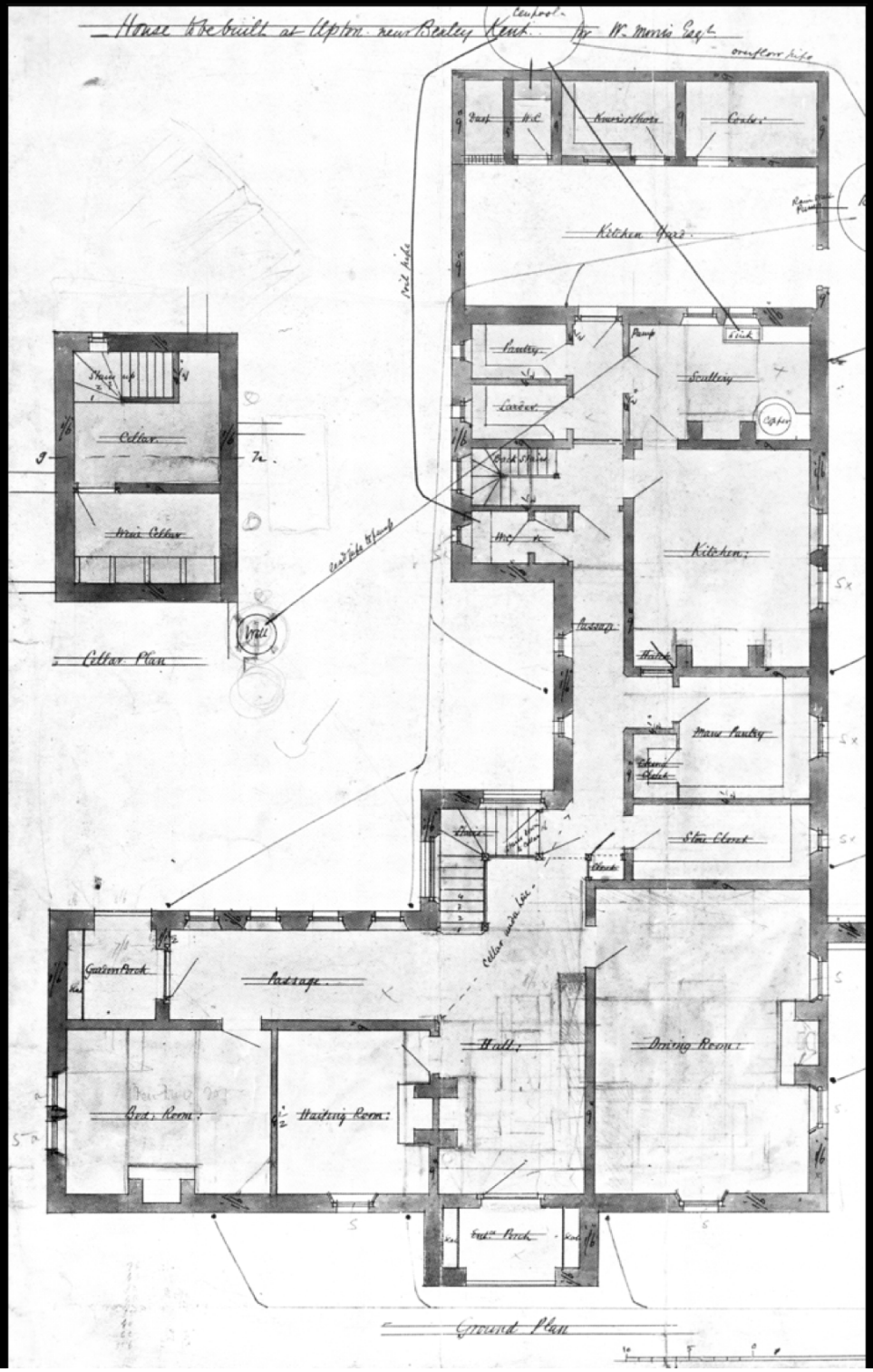
*Bexley Heath, Red House, William Morris and Phillip Webb, 1860.

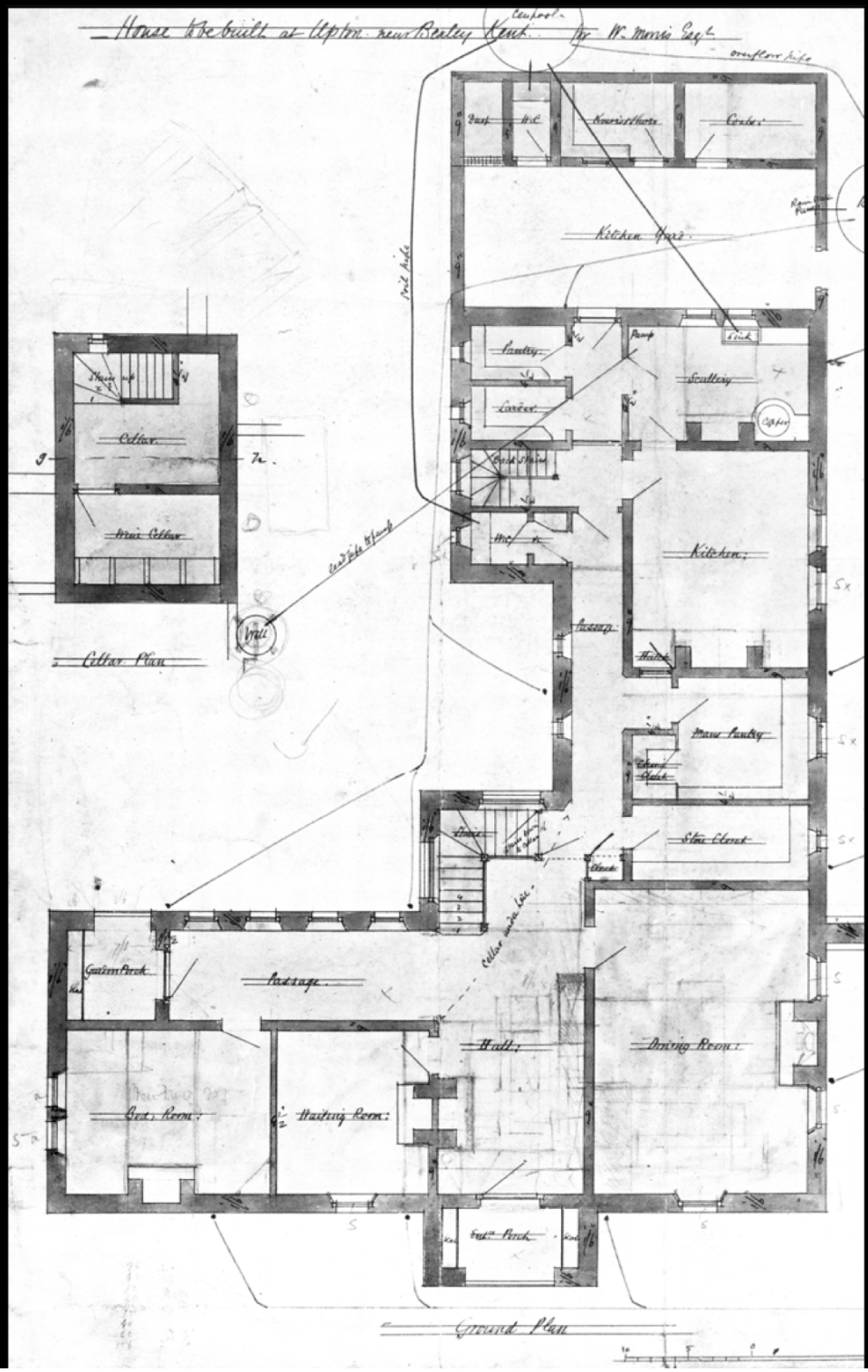
Oriel: A large polygonal recess with a window,
projecting from a building, usually at an upper storey,
and supported from the ground or on corbels.


House to be built at Upton near Bentley Kent for W. Morris Esqr.
No 1
This is one of the Plans referred to in the agreement signed by me this 16th day of May 1839
Witness - P. Webb
William Hewitt
Kitchen Yard
Rain Water Tank
Pantry
Scullery
Kitchen
Cellar
Wine Cellar
Cellar Plan
Passage
Hall
Drawing Room
Bed Room
Waiting Room
Ground Plan
Bed Room
Dressing Bed Room
Bed Room
Passage
Drawing Room
Study
Bed Room
Upstairs Plan
Philip Webb Architect
7 Mount St. London
April 1839






House to be built at Upton near Bealey Kent for W. Morris Esqr.
Kitchen Yard
Pantry
Scullery
Larder
Kitchen
Passage
Cellar
Wine Cellar
Cellar Plan
Stair Closet
Garden Porch
Passage
Hall
Dining Room
Bed Room
Waiting Room
Ground Plan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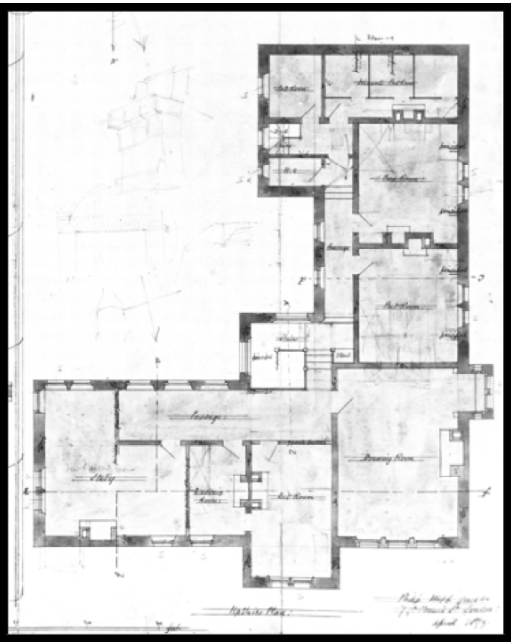

Scale. (from the *Oxford English Dictionary*)

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.