

1. Record Nr.	UNINA9910459481903321
Autore	Shanken Andrew Michael <1968->
Titolo	194X [[electronic resource] ] : architecture, planning, and consumer culture on the American home front / / Andrew M. Shanken
Pubbl/distr/stampa	Minneapolis, : University of Minnesota Press, c2009
ISBN	0-8166-6807-8
Descrizione fisica	1 online resource (279 p.)
Collana	Architecture, landscape, and American culture series
Disciplina	307.1/216097309045
Soggetti	Architecture and society - United States - History - 20th century Architecture - United States - Planning Architecture - United States - History - 20th century City planning - United States - History - 20th century Electronic books. United States Social conditions 1945-
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 233-244) and index.
Nota di contenuto	Introduction: planning the postwar architect -- The culture of planning: the rhetoric and imagery of home front anticipation -- Old cities, new frontiers: mature economy theory and the language of renewal -- Advertising nothing, anticipating nowhere: architects and consumer culture -- The end of planning: the building boom and the invention of normalcy -- Afterword -- Appendix: wartime advertising campaigns.
Sommario/riassunto	During the Second World War, American architecture was in a state of crisis. The rationing of building materials and restrictions on nonmilitary construction continued the privations that the profession had endured during the Great Depression. At the same time, the dramatic events of the 1930's and 1940's led many architects to believe that their profession-and society itself-would undergo a profound shift once the war ended, with private commissions giving way to centrally planned projects. The magazine Architectural Forum coined the term "194X" to encapsulate this wartime vision of postwar