



UNIVERSITY OF  
ARKANSAS

FAY JONES SCHOOL OF ARCHITECTURE



**SESAH 2014 FAYETTEVILLE**  
**Annual Conference**  
Southeast Chapter of the  
Society of Architectural Historians  
October 29 – November 1, 2014

When SESAH last met in Fayetteville, it was 1998, and we could not have predicted how different a place it would be as we prepare for this year's annual conference. The University of Arkansas has grown to serve a population of nearly 26,000 students, and the campus has blossomed in concert—with restoration of venerated landmarks and addition of new structures by Machado-Silvetti, Robert A.M. Stern, and our own Steven L. Anderson Design Center by Marlon Blackwell Architect. The regional identity of northwest Arkansas, once known as a corporate headquarters for big box retail, (Walmart!), equally big machines (J.B. Hunt Trucking), and animal protein (Tyson Foods), has been transformed with the opening, nearly three years ago, of the Crystal Bridges Museum of American Art, designed by Moshe Safdie. Although Fayetteville always will be known to architectural historians as the home of Fay Jones, and the larger area the site of his most renown works, including Thorncrowne Chapel, recent research and preservation efforts embrace a larger Ozark Modern tradition, that includes Jones's contemporary Warren Segraves, and extends to a cutting-edge generation of twenty-first-century architects who embrace that legacy in their own work.

The 2014 SESAH Conference schedule balances ample opportunities for showcasing our member's scholarship in paper sessions and sharing new highlights of our evolving cityscape, with focus on campus historic preservation endeavors. Dr. Gwendolyn Wright will present the annual keynote lecture, Thursday evening. An open house to the Arkansas Architectural Archive, which houses the papers of Fay Jones, and an optional tour to the Crystal Bridge Museum will be offered as well. Close to campus are our arts and entertainment district, Victorian and mid-century historic districts, and an historic town square, all of which contribute to a sense of place that has earned Fayetteville the rank of #4 on [liveability.com](http://liveability.com)'s 2014 list of "the best college towns.". Although no promises can be made, chances are good that Ozark fall colors will provide a spectacular backdrop for viewing it all. We hope that you will join us for what promises to be a thought-provoking conference in an atmosphere steeped in architectural, and natural treasures.

A summary conference schedule and details concerning registration, lodging and travel to Fayetteville follow below.

# SESAH • 2014 • FAYETTEVILLE

Oct 29 – November 1, 2014

## SUMMARY SCHEDULE

<b>Wednesday</b>	<b>29 October</b>
3:00p-6:00p	Registration
6:30p-8:30p	SESAH Board meeting
<b>Thursday</b>	<b>30 October</b>
8:00a-8:30a	Registration
8:30a-10:00a	Opening/Welcome Session, "Fayetteville, 1914 – 2014: How the Ozarks became Modern,"
10:15a-11:45a	Paper session 1A: On the Precipice Between Modernity and Tradition Paper session 1B, Reconciling the Universal and the Ineffable: Modern Sacred Space Paper session 1C: Tennessee Remembers the Great War
11:45a-12:45p	Box Lunch (included with registration fee)
12:45p-2:45p	"Historic Preservation and the Contemporary Campus," A walking tour highlighting University of Arkansas campus preservation initiatives.
3:00p-4:30p	Paper session 2A, House, Place, and Community in the South Paper session 2B, Digital Methods for Architectural History and Preservation Paper session 2C, Everything you wanted to know about Arkansas architecture, but were afraid to ask
4:30p-5:15p	Coffee Reception, Fred and Mary Smith Exhibition Gallery
5:30p	Keynote Lecture, Dr. Gwendolyn Wright
evening	Dinner on your own
<b>Friday</b>	<b>31 October</b>
8:15a-10:15a	Paper session 3A, Modern Problems Paper session 3B, Greek Revival(s) Considered and Reconsidered Paper session 3C, The Prospects of Preservation
10:30a-12:00a	Paper session 4A, Defining the Body Politic: The Rhetoric of National Belonging in Modern Architecture Paper session 4B, Landscapes of Memory Paper session 4C, Dangerous Liaisons: Architectural History and Technology
12:15p-2:15p	Annual Business Meeting (lunch provided for registered participants),
2:30p-4:30p	Paper session 5A, Art and Architecture, Theory and Ideology Paper session 5B, The Modern South Paper session 5C, Making Public Places
evening	Dinner on your own. Happy Hallowe'en!
<b>Saturday</b>	<b>01 November</b>
9:00a-10:00a	Open House, Arkansas Architecture Archive, Mullins Library, University of Arkansas
10:30a-5:30p	Guided Study Tour, Crystal Bridges Museum of American Art, Bentonville, AR. Shown in transit: " <i>Clean Lines, Open Spaces: Mid-Century Modernism in Arkansas</i> "

### Convention Site and Venues

All paper sessions, including and the keynote lecture will be hosted in the Fay Jones School of Architecture's historic Vol Walker Hall and its contemporary addition, the Steven L. Anderson Design Center. For the annual business meeting and luncheon, we will travel across campus to the Inn at Carnall Hall, once a women's dormitory, now a hotel/conference facility.

### registration

The full conference registration fee is \$150, which includes continental breakfasts on Thursday and Friday; box lunch and afternoon reception on Thursday; and the business lunch on Friday. As always, the registration fee should be made payable by check to SESA. At this time, we do not have capabilities for accepting electronic payment...but we are working on it. For details about partial registration, please see the registration form.

The Saturday Study Tour to the Crystal Bridges Museum of Art by Moise Safdie requires an additional fee of \$40, including lunch. We will have architectural tours, a visit with at least one of the curators (hopefully, someone who is working on the installation of Frank Lloyd Wright's Bachman Wilson House, which has come to the museum), and time for participants to walk the trail (including a James Terrell light space) to the Bentonville square to visit the 21C Hotel, by Deborah Berke, and its gallery, or to checkout the nearby Walmart Museum (yes, there is one!). A few surprise architectural stops along the way are also on the drawing boards.

### Travel to Fayetteville

The Northwest Arkansas Regional Airport (XNA) is the closest airport to Fayetteville, with service by American and United (through Dallas and Houston) and Delta (through Atlanta and Memphis). The airport is about 30 miles out of town, and we recommend that you come to Fayetteville with Jim's Express Shuttle Service, typically a \$45 fare. Participants who plan to rent a car might find more economical fares through Fort Smith, Arkansas (about one hour away) or Tulsa, Oklahoma (an hour and forty-five minute drive).

### Lodging

Two hotels are recommended:

Carnall Hall, an inn on campus, which is available for \$119 plus 9% tax. We were able to block only a limited number of rooms at the inn. If you wish to stay there, you are encouraged to make your reservation a.s.a.p. For the SESA block, contact:

Inn at Carnall Hall  
465 N. Arkansas Ave., Fayetteville, AR 72701  
(479) 582-0400 1  
800-295-9118

Staybridge Suites, about one mile from campus, offers a \$97.00 plus the 9% tax rate. This location will be served by a shuttle; it is on the campus bus route as well. For the SESA room block contact:

Staybridge Suites  
1577 W 15th St., Fayetteville, AR 72701,  
(479) 695-2400