



SESAH 2014

FAYETTEVILLE

OCT 29 – NOVEMBER 1

UNIVERSITY OF ARKANSAS / FAY JONES SCHOOL OF ARCHITECTURE VOL WALKER HALL / STEVEN L. ANDERSON DESIGN CENTER

The Fay Jones School of Architecture is housed in a richly historic building located in the heart of the University of Arkansas campus. Vol Walker Hall, originally the campus library, is home to the Departments of Architecture, Landscape Architecture, and Interior Design. Founded in 1946, the School moved back into the renovated building and its addition, the Steven L. Anderson Design Center, in 2013.

The School is located at the epicenter of campus, and is a five-minute walk from campus coffee shops and retail locations. The path between the School and the Downtown Square passes a number of restaurants, bars, and a few shops (make time for the Dickson Street Book Shop!); Block Street and the Square proper contain many more such options. A fantastic Farmer's Market opens very early on the Square on Saturday morning. For those who choose to use their cars, paid parking is available on campus and on city streets.

SESAH last met in Fayetteville in 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 more than 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 Architects. 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 renowned works, including Thorncrowne Chapel, recent research and preservation efforts embrace a larger Ozark Modern tradition, and extend 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. 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's 2014 list of "the best college towns".

All events and paper sessions will be held in the School facility unless otherwise noted. Coffee and tea will be available during paper sessions adjacent to the presentation rooms. Additional information is included elsewhere in your packet.



About Our Keynote Speaker

Gwendolyn Wright is Professor of Architecture in Columbia University's Graduate School of Architecture, Planning and Preservation. Professor Wright received tenure in 1986, becoming the first tenured woman in the School. From 1988 to 1992, she was the director of the Temple Hoyne Buell Center for the Study of American Architecture at Columbia University.

Wright has received fellowships from the Guggenheim Foundation, the Getty Center for the History of Art and the Humanities, the Beverly Willis Architecture Foundation, the University of Michigan Institute for the Humanities, the Stanford Humanities Center, the Ford Foundation and other institutions. In 1985 she was elected a Fellow of the Society of American Historians, which honors literary quality in American history writing. She has also been made a Fellow of the Society of Architectural Historians, the highest honor in that field, and named an Outstanding Alumnus from the University of California at Berkeley's College of Environmental Design, where she received her MArch and PhD.

Wright is the author or editor of six major books. Her most recent, *USA* (2008), is part of Reaktion Books' international series, *Modern Architectures in History*, that presents the distinctive narratives of 25 different nations. Wright is also the author of *The Politics of Design in French Colonial Urbanism* (1991), *Building the Dream: A Social History of Housing in America* (1981 --- now in its 17th

printing and being translated into Chinese), and *Moralism and the Model Home: Domestic Architecture and Cultural Conflict in Chicago, 1873-1913* (1980). Her many articles have appeared in scholarly books and journals as well as newspapers around the world. She focuses principally on the interconnections between architecture, urbanism and political culture from the late-19th century to the present. Her special interests are the history and future of American housing; contrasts between popular and professional “urban imaginaries”; and trans-national patterns of architecture and urbanism, especially colonial and post-colonial design. She is now writing an article on the history of American affordable housing for *Cityscape*, the HUD journal, and a book on the topic with the affordable housing developer Abby Hamlin.

Since 2001 Wright has also been one of five hosts for the PBS television series, “History Detectives.” Addressing a general audience but much admired by specialists, the program uses physical artifacts to explain the processes and pleasures of historical research, including the likelihood of ambiguous or conflicting evidence. By 2012, when the format was changed, it was the third most widely-viewed show on PBS.

We are indeed honored to welcome Professor Wright to our conference as our Keynote Speaker.

NOTE: VWH/ADC = Vol Walker Hall / Steven L. Anderson Design Center, our primary conference venue. Map located on back of program pamphlet and in your conference packet.

Wednesday, 29 October

3:00p-6:00p

Registration, C. Murray Smart Lobby, VWH/ADC

6:30p

SESAH Board meeting, Ella’s Restaurant, Carnall Inn, on Campus

Thursday, 30 October

8:00a-8:30a

Registration, C. Murray Smart Lobby, VWH

Continental Breakfast, Young Gallery (2nd flr), VWH/ADC

8:30a-10:00a

Opening / Welcome Session,

“Fayetteville, 1914 – 2014: How The Ozarks Became Modern,” Shollmier Auditorium, VWH/ADC. Enter 2nd flr. Presentations by:

- Prof. Peter MacKeith, Dean, Fay Jones School of Architecture;
- Prof. Ethel Goodstein-Murphree, Assoc. Dean, Fay Jones School of Architecture;
- Prof. Hoyt Purvis, Department of Journalism, Fulbright College of Arts and Sciences;
- Assoc. Prof. Laura Terry, Fay Jones School of Architecture

10:15a-11:45a

Session 1A: room 203

On the Precipice Between Modernity & Tradition

Moderator: Robin Williams, Savannah College of Art and Design

Robert M. Craig, Georgia Tech

- *At Home with the Grand Imperial Wizard of the KKK: An Art Deco Masterpiece in a Southern City*

Mark Reinberger, University of Georgia

- *Small Town Architect in Mass Society: The Career of Charles Frederick Bowers, of Frederick, Maryland*

Vandana Baweja, University of Florida

- *Otto Koenigsberger in Princely Mysore: Swadesih (indigenously manufactured) Modernism*

Session 1B: room 205

Reconciling the Universal & the Ineffable: Modern Sacred Space

Moderator: Gregor Kalas, University of Tennessee, Knoxville

Arthur Clement, Clement & Wynn, LLC & Roderick Fluker, Tuskegee University

- *The Chapel at Tuskegee Institute: An Unusual Collaboration*

Anat Geva, Texas A & M University

- *Pushing the Envelope: Mid Century Synagogues of Mendelsohn, Wright, and Yamasaki*

Kim Furlong, Fay Jones School of Architecture

- *A Question of Value(s): The Case of Mid-Century Campus Churches*

Session 1C: room 210

Tennessee Remembers the Great War

Moderator: Gavin Townsend, University of Tennessee, Chattanooga

Tara Mitchell Mielnik, Metropolitan Nashville Historical Commission

- *Building Powder City: Old Hickory Village, Davidson County, TN*

Michael Birdwell, Tennessee Technological University

- *"The Worst Fight of His Life:" Sgt. Alvin C. York and the Struggle to Create York Institute*

Claudette Stager, Tennessee Historical Commission

- *In Memory of the Sons of Tennessee: Nashville's War Memorial Building*

11:45a-12:45p

Box Lunch, VWH/ADC Sky Terrace (weather permitting)

12:45p-2:45p

Self-Guided Walking Tour of U of A: "Historic Preservation and the Contemporary Campus." Meet on VWH/ADC Sky Terrace for overview.

3:00p-4:30p

Session 2A: room 203

House, Place, Community in the South

Moderator: Noah Billig, University of Arkansas

Michael Kleeman, Art Institute of Atlanta

- *Whittier Mills Company of Chattahoochee Georgia*

Meg Nagle, Savannah College of Art and Design

- *Yamacraw Village: Razing Image Issues of the Southern City*

Marietta Monaghan, Georgia Tech

- *A Modern City in the Wilderness: How the Alabama Power Company Devised a Plan for Worker Villages – Hospitals*

Session 2B: room 205

Digital Methods for Architectural History and Preservation

Moderator: Christine Hilker, University of Arkansas

Jennifer Baughn, Mississippi Department of Archives and History

- *Mississippi's Historic Resources Database*

Catherine Bishir, Architectural Records Special Collections at North Carolina State University Libraries

- *Reborn Digital: Creating and Using New Research Sources for North Carolina Architects and Builders*

Lydia Mattice Brandt, University of South Carolina

- *Let's Get Digital: Teaching Architectural History with Digital Humanities*

Session 2C: room 210

Everything you wanted to know about Arkansas Architecture, but were afraid to ask

Moderator: Carl Matthews, University of Arkansas

Annie Dowling, Independent Scholar

- *Building a Vernacular Neighborhood: Noah Drake's Legacy in Wilson Park & Fayetteville*

Callie Williams, Arkansas Historic Preservation Program and Sandra Taylor Smith

- *Frank Carmean: Architect or Not?*

Brian Poepsel, Office of Study Abroad, University of Arkansas

- *Detailing the Continuous Present: A Reconsideration of Influence in the Organic Architecture of Fay Jones*

4:30p-5:15p

Coffee Reception, Fred and Mary Smith Exhibition Gallery, VWH/ADC

5:30p

Keynote Lecture, Dr. Gwendolyn Wright, Shollmier Auditorium, VWH/ADC

evening

Dinner on your own

Friday, 31 October

8:00a

Continental Breakfast, Young Gallery (2nd flr), VWH/ADC

8:15a-10:15a

Session 3A: room 203

Modern Problems

Moderator: Gregory Herman, University of Arkansas

Laura Hollengreen, Georgia Tech

- *Learning to See Again: World War I and Post-War Avant-Garde Architecture*

Gretta Tritch-Roman, Penn State University

- *Between Grange & Exchanges: Grain Elevators & Modernism in the Middle*

Lisa Schrenk, University of Arizona

- *Homes of Today & Tomorrow: The Mid-Century Modern Model Houses of Chicago's 1933-34 Century of Progress International Expo*

Session 3 B: room 205

Greek Revival(s) Considered and Reconsidered

Moderator: Daves Rossell, Savannah College of Art and Design

Phillip Herrington, James Madison University

- *The Greek Revival Plantation House in Georgia Revisited*

Cart Blackwell, Mobile Historic Development Commission

- *Appearance and Experience: Side Hall and Wing Houses of Mobile, Alabama*

Ted Sawruk, University of Hartford

- *Better than Ordinary: Realizing the Greek Revival in Rural Connecticut*

Session 3C: room 210

The Prospects of Preservation

Moderator: Jed Porter, Independent Scholar

Robbie Jones, New South Associates

- *Alabama's Living Museum of Architecture: Preserving Huntsville's Twickenham Neighborhood*

Jessica Lankston, John G. Waite Associates, Architects

- *Creative Preservation, Case Studies in Nuremberg's City Center during the Early Nazi Regime*

Mikesch Muecke, Iowa State University

- *Satire & Satyr: Considering the Dialectics of Copies of the Parthenon & Nashville*

Travis Ratermann, Arkansas Historic Preservation Program and Benjamin Harvey, GAI Consultants, Inc.

- *Mid-Century Modern Schools and Their Preservation*

10:30a-11:50a

Session 4A: room 203

Defining the Body Politic: The Rhetoric of National Belonging in Modern Architecture

Moderator: Jeff Shannon, University of Arkansas

Eldra D. Walker, Harvard University Graduate School of Design

- *Reconsidering the "Tall Office Building": Louis Sullivan and America's "Primitive"*

Charles Davis, University of North Carolina at Charlotte

- *A New Vision of Democracy: William Lescaze, Social Housing, and the Americanization of the International Style*

Joseph M. Watson, University of Pennsylvania

- *Outside Looking In: Atlanta's Peachtree Center and the Politics of Space*

Session 4B: room 205

Landscapes of Memory

Moderator: Carl Smith, University of Arkansas

Nicholas Serrano, North Carolina State University

- *The Green Fingers Plan: Ecology, Aesthetics, and the Groundwork of Urban Evolution in Raleigh, North Carolina.*

Kimball Erdman, Fay Jones School of Architecture

- *Reconstructing the Rowher Relocation Center Landscape*

Frank Jacobus & Phoebe Lickwar, Fay Jones School of Architecture

- *Falling Barns*

Session 4C: room 210

Dangerous Liaisons: History and Technology

Moderator: David Sachs, Kansas State University

Betsy Frederick-Rothwell, University of Texas, Austin

- *Architects and Climate in the New South, 1890-1920*

Marie Gentry, Fay Jones School of Architecture

- *Lighting in Houses Designed by Bruce Goff*

Karen Cordes Spence, Drury University

- *Historical Technology or Technological History?*

12:15p-2:15p

Annual Business Meeting (lunch provided for registered participants), Ella's at Carnall Inn, on campus

2:30p-4:30p

Session 5A: room 203

Art and Architecture, Theory and Ideology (The General Session)

Moderator: David Buege, University of Arkansas

Jackie Tyson, New South Associates

- *Race, Memory and the Natchez World War I Memorial Project*

James Baxter, North Carolina State University

- *Architectural Education at North Carolina State College's School of Design: The Early Years, 1948-1952*

Jeremy Kargon, Morgan State University

- *Art in Architecture and Regional Modernism: Installations by Amalie Rothschild*

Andrew R. Tripp, Mississippi State University

- *The debate and critique of proportional composition in Postwar British Architectural Theory, a crisis of judgment*

Session 5B: room 205***The Modern South***

Moderator: *Ethel Goodstein-Murphree, University of Arkansas*

Gavin Townsend, University of Tennessee, Chattanooga

- *Richard Neutra Builds in the South: The Phillip Livingston House in Chattanooga*

Bob Kelly, University of Kentucky

- *Form Follows Function at the Wenner-Gren Aeronautical Research Laboratory*

Mason Toms, Arkansas Historic Preservation Program

- *The Work of Dietrich Neyland*

Heather Fearnbach, Fearnbach History Services and Salem College

- *Winston-Salem North Carolina' Mid-Century Architects*

Session 5C: room 210***Making Public Places***

Moderator: *Kim Sexton, University of Arkansas*

Shelly Roff, University of Texas, San Antonio

- *Barcelona's first Town Hall: Crisis and the Evolution of a Mediterranean Civic Type*

Glen Umberger, Savannah College of Art and Design

- *Curing Architectural Amnesia: A New Look at a Forgotten Famous Civic Masterpiece*

Robin Prater, Georgia Tech

- *The Intersection of Architecture and Politics: Sir Edwin Lutyens and The British Embassy in Washington, DC*

evening

Dinner on your own. Happy Hallowe'en!

Saturday, 01 November

10:00a-10:45a

Open House, Arkansas Architecture Archive, Mullins Library, University of Arkansas campus, highlighting the complete housed works of Fay Jones, Edward Durrell Stone, and other Arkansas architects. Catherine Wallack, Architectural Records Archivist

11:00a-5:30p

Study Tour, Crystal Bridges Museum of American Art, Bentonville, AR, (25 miles north). Buses depart from U of A campus. Lunch included at Table Mesa Bistro on the Bentonville square.

Shown in transit:

"Clean Lines, Open Spaces: Mid-Century Modernism in Arkansas"