



# ARCHITECTURE

*after las vegas*

A SYMPOSIUM

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School of  
ARCHITECTURE

**Yale School of Architecture**  
Paul Rudolph Hall  
Hastings Hall  
(basement floor)  
180 York Street  
New Haven, CT

**Thursday–Saturday  
January 21–23, 2010**

This symposium, coinciding with an exhibition in the School's Architecture Gallery, "What We Learned: The Yale Las Vegas Studio and the Work of Venturi, Scott Brown & Associates," explores the impact that Las Vegas; the work of Venturi, Scott Brown & Associates; and *Learning from Las Vegas* have had upon architecture and urbanism.

This symposium is free, but reservations are required prior to January 15, 2010. You may register online at [www.architecture.yale.edu/symposia](http://www.architecture.yale.edu/symposia) or by phone at 203.432.8621.

The Yale School of Architecture is a Registered Provider with The American Institute of Architects Continuing Education System. Credit earned by attending this symposium will be reported to CES Records for AIA members. Certificates of Completion for non-AIA members are available upon request.

This symposium is supported in part by the Paul Rudolph Lectureship Fund and by the generosity of the Edward and Dorothy Clarke Kempf Fund.

**Thursday, January 21**  
Evening Session  
6:30 PM

**Stanislaus von Moos**  
Yale University  
"The City as Spectacle:  
A View from the  
Gondola"

**Friday, January 22**  
Afternoon Session  
2:00 PM

**PROCESSION,  
SHOPPING, AND THE  
INVISIBLE ORDER**  
In a situation where urbanism is no longer about visions of order but about understanding and irrigating existing forces, i.e. the capacity of interpreting them in terms of design, Las Vegas continues to be a prime laboratory of urban dynamics.

**Mary McLeod**  
Columbia University  
"Ordinary and Extraordinary: Sheds, Sign, and Spectacle"  
**Martino Stierli**  
University of Basel  
"Las Vegas and the Mobilized Gaze"  
**David Schwarz**  
Architect  
"Building Las Vegas Today"

Response  
**Emmanuel Petit**  
Yale University

**POP AND "THE  
NATURAL FLOW OF  
EXISTENCE"**  
The "myth" of Las Vegas has its origins in the movies and in a sensibility in the arts labeled as

"Pop." *Learning from Las Vegas* played a major role in bringing this sensibility to architecture and to urban theory. The speakers in this session explore this shift of paradigms.

**Ralph Stern**  
University of Washington  
"Las Vegas and Cinema"  
**Katherine Smith**  
Agnes Scott College  
"Contemporary Art and the American Landscape"  
**Libby Lumpkin**  
Art Historian and Curator  
"Las Vegas High Architecture and the Market for Popular Design"

Response  
**Elihu Rubin**  
Yale University

Evening Session  
6:30 PM

**KEYNOTE ADDRESS  
Paul Rudolph Lecture**  
**Robert Venturi** and  
**Denise Scott Brown**  
Architects  
"What Did You Learn?"

**RECEPTION**  
Architecture Gallery  
second floor

**Saturday, January 23**  
Morning Session  
9:30 AM

**MODERN?  
POSTMODERN?  
VENTURI, SCOTT  
BROWN &  
ASSOCIATES AT  
WORK**  
Architectural modernism has practiced an ambivalent attitude to mass culture. While on the one hand actively engaging in mass production and spectacle, it defined its pursuits as

an alternative to the "common sense" of the marketplace. The work of Venturi, Scott Brown & Associates offers a different approach.

**Aron Vinegar**  
Ohio State University  
"Scenes of Instruction:  
On *Learning from Las Vegas*"  
**Beatriz Colomina**  
Princeton University  
"Beyond Las Vegas: Levittown"  
**Karin Theunissen**  
Delft University of Technology  
"Directional Spaces and Billboarding"

Response  
**Alan Plattus**  
Yale University

**SHEDS AND DUCKS  
ACROSS SPACE  
AND TIME**  
Perhaps more than indicating a strategic shift in design, *Learning from Las Vegas* reflects a change in interest in the history and theory

of art and architecture. The interaction of word and image as an architectural trope, the paradigm of "architecture parlante" and the vernacular have become key issues in architectural and art discourse since.

**Neil Levine**  
Harvard University  
"The Word and the Building (Labrouste)"  
**Maristella Casciato**  
University of Bologna  
"Italy: 'Common Man' and History"  
**Valéry Didelon**  
Architect  
"European Architects and the Spell of the 'Decorated Shed'"

Response  
**Kurt W. Forster**  
Yale University

Afternoon Session  
2:00 PM

**ARTISTS' STATEMENTS**  
The mix of Pop aesthetic, historic reference and nonsense functionalism proposed by the built work of Venturi, Scott Brown & Associates has been a potent adaptation of the lessons from the strip as it existed around 1970. What are the strip's challenges in art and architecture today?

**Elizabeth Diller**  
**Peter Fischli**  
**Dan Graham**

Moderator  
**Stanislaus von Moos**  
Yale University

**ARCHITECTS' PANEL DISCUSSION**  
**Stan Allen**  
**Peter Eisenman**  
**Rafael Moneo**

Moderator  
**Robert A.M. Stern**  
Yale University

**CLOSING REMARKS**  
**Stanislaus von Moos**  
Yale University

**RECEPTION**  
Architecture Gallery  
second floor