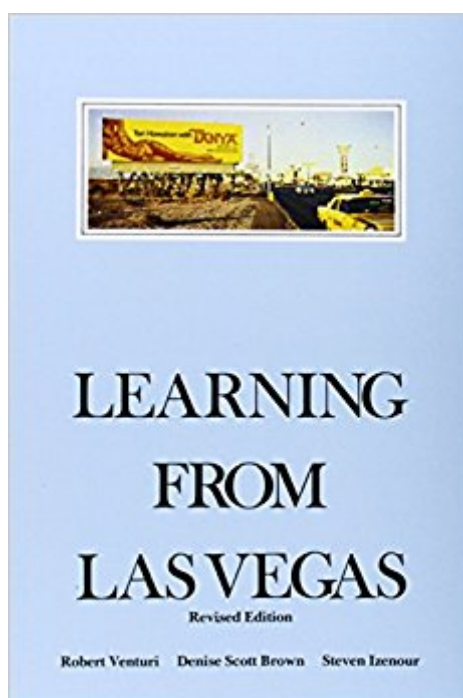


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# Learning From Las Vegas - Revised Edition: The Forgotten Symbolism Of Architectural Form



## Synopsis

Learning from Las Vegas created a healthy controversy on its appearance in 1972, calling for architects to be more receptive to the tastes and values of "common" people and less immodest in their erections of "heroic," self-aggrandizing monuments. This revision includes the full texts of Part I of the original, on the Las Vegas strip, and Part II, "Ugly and Ordinary Architecture, or the Decorated Shed," a generalization from the findings of the first part on symbolism in architecture and the iconography of urban sprawl. (The final part of the first edition, on the architectural work of the firm Venturi and Rauch, is not included in the revision.) The new paperback edition has a smaller format, fewer pictures, and a considerably lower price than the original. There are an added preface by Scott Brown and a bibliography of writings by the members of Venturi and Rauch and about the firm's work.

## Book Information

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## Customer Reviews

...a brilliant document of the times...a work which uses history knowledgeably, skillfully, and creatively: a rarity. (Journal of the Society of Architectural Historians)...professionally informed, competitively astute, and perversely brilliant... (The Yale Review)...these studies are brilliant...the kind of art history and theory that is rarely produced. (Ada Louis Huxtable The New York Times)

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their erections of 'heroic, ' self-aggrandizing monuments. This revision includes the full texts of Part I of the original, on the Las Vegas Strip, and Part II, ' Ugly and Ordinary Architecture, or the Decorated Shed, ' a generalization from the finding of the first part on symbolism in architecture and the iconography of urban sprawl.

The production quality is low. I think someone else mentioned that it seems to be a bound mimeograph of an older version of the book. And, as the introduction of the book warns, this is an abridged version of the original report. I glanced at the original in the library and was delighted to have the shorter copy. I think that all the parts that a general architectural tourist might want are here.

This book inspired me to write my final essay for my BA and now to start an Mphil. I love Venturi's realism and I am looking forward to read all of his work

Read it on the plane to Vegas, good read.

Short, readable and about the classic move to post modernism in Architecture

good good

Great read. Very informative.

Robert Venturi's study of the Las Vegas signage phenomena and its impact on "architecture" is brilliant in its scope. While written almost twenty five years ago, this book gains more and more pertinence as we as a society progress further into a "reality" of symbols, reproductions and representations. These words and thoughts are basically essential to the understanding of any city anymore, not just Las Vegas. Where this book misses the mark though is in the execution, as shown in Venturi's work, of these ideas. The projects put forth seem to pale in comparison to the implications the text actually has. These notions of architecture are by far some of the most relevant and important in modern theory today, it is unfortunate that their full potential could not be realized in these projects.... but maybe that is for you and I to do.

Great book on the analysis, of the architecture of Las Vegas. This was a ground breaking analysis

on the nature and an artistic analysis of what is going on in this city.

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