



LA CASA

ESPACIOS DOMÉSTICOS
MODOS DE HABITAR

ABADA EDITORES

LA CASA

ESPACIOS DOMÉSTICOS MODOS DE HABITAR

II CONGRESO INTERNACIONAL CULTURA Y CIUDAD
GRANADA, 23-25 ENERO 2019



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La Casa. Espacios domésticos, modos de habitar
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Habitar un espacio, contemplar un paisaje: mujer, jardín y arquitectura doméstica en China (desde el siglo X hasta el XVIII)	1972
Antonio Mezcu López	
Registro de una mirada, Cape Cod House	1981
Jorge Gabriel Molinero Sánchez, María del Carmen Vílchez Lara	
La casa como metáfora del viaje. Fotógrafos y arquitectos en Mallorca	1993
María Josep Mulet Gutiérrez, Joan Carles Oliver Torelló, María Sebastián Sebastián	
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Esta casa no es un hogar *This House Is Not a Home*

Ugo Rossi

PhD Architect, Università Iuav di Venezia, urossi@iuav.it

Resumen

Esta intervención ahonda en la pérdida de la tradición de habitabilidad sustituida por la modernización en relación con la obra de Bernard Rudofsky y Peter Harnden, que enfrentaban a la casa concebida como un "machine à habiter", una casa mediterránea y mítica, una evocación de Paraíso. Un lugar protegido por los Dioses, Vestales y Faunos. Una idea que la razón creía haber suprimido para siempre.

Palabras clave: Bernard Rudofsky, Peter Harnden, exhibiciones móviles, Plan Marshall, exhibición de arquitectura moderna

Bloque temático: El proyecto doméstico como núcleo de la modernidad: casa singular y vivienda colectiva, del Movimiento Moderno al siglo XXI

Abstract

The aim of this intervention is to investigate the loss of the housing tradition pursued by modernization in relation to Bernard Rudofsky and Peter Harnden's architectural work. Rather than a home as a "machine à habiter" they proposed a mythical one, an evocation of Mediterranean and of the Paradise, a place protected and inhabited by Gods, elves, fauns and vestals, that progress and science thought to have swept away forever.

Keywords: Bernard Rudofsky, Peter Harnden, mobile exhibitions, Marshall Plan, Modern Architecture exhibition

Topic: *The domestic project as the heart of modernity: the single, one-off house and collective housing, from the Modern Movement to the 21st century*

This House is not a Home

The history of the house as a home, now over ten thousand years long, constitutes the archive of the many options chosen by humanity in terms of living. From houses dug in stone to stilts, from settled houses to nomadic ones, from houses made of stone to the ones made of wood and paper. It is possible, from an anthropological point of view, to use the house to go back to the private life of people and to the many answers developed by each civilization with regard to their ways of living.¹ How and what they cook, eat, how they wash, sleep, what they believe in. In short how a population lives in a given time and place and, since the so called age of the machine, this long history has been progressively simplified, and because of the affirmation of the scientific thought, the house too changes into a machine. It is of course the history of a recent progress and it does coincide with the researches and projects aimed to solve “the problems” in the early years of the machine age.² The very same history of the “modern” house, which endured the same path drawn by the technical progress in the last hundred and fifty years.

In 1936, Nikolaus Pevsner publishes his hypothetical genealogy of modern architecture pointing to its route: from William Morris to Walter Gropius;³ from the first shy steps to improve industrial products to the full achievement of unity between art and industry reached by the Bauhaus. In Pevsner opinion the common denominator of the Modern Movement is the ongoing synergical development between art and industry, he states that «the true pioneers of Modern Movement are [only] those who from the outset stood for machine art».⁴

Before Pevsner’s historical “reconstruction”, one of the most important occasions of affirmation of the “Modern Style” is supported by the New York Museum of Modern Art, MoMA. Established in 1929, entirely devoted and committed to the promotion of modern art, in 1932 MoMA organizes the exhibition *Modern Architecture*,⁵ curated by Alfred Barr Jr., Philip Johnson, Henry-Russel Hitchcock and Lewis Mumford. To the organizers this show is the occasion to indicate two types of architecture and two figures as reference points for a new kind of architecture: «The work of Le Corbusier, Oud, Gropius, Mies van der Rohe and, by contrast, that of Wright occupied the principal place in the exhibition»⁶ and to celebrate the first decade of Modern architecture in the world.⁷ This whole critical and historical apparatus will only be a preparatory one in terms of what modern society was expecting from architecture and architects, it will be with the *Congrès Internationaux d’Architecture Moderne* (CIAM) that the most significant results to “represent” the architecture of Modernity will be achieved.

Besides the first Congress (1923), whose official Declaration of *La Sarraz*,⁸ contains a synthesis of the objects of modern architecture, it is during the second CIAM, held in Frankfurt in 1929,

¹ Philippe Ariès, Georges Duby, *Histoire de la Vie privée* (Paris: Seuil, 1985).

² Reyner Banham, *Theory and Design in the First Machine Age* (New York: Praeger, 1960).

³ Nikolaus Pevsner, *Pioneers of the Modern Movement, from William Morris to Walter Gropius* (London: Faber and Faber, 1936).

⁴ Nikolaus Pevsner, *Pioneers of the Modern Movement*, 26.

⁵ *Modern Architecture, International Exhibition*, MoMA Exh. #15, February 9-March 23, 1932, MoMA, New York.

⁶ Henry Russel-Hitchcock, “Foreword to the 1958 Edition”. Henry-Russel Hitchcock, Philip Johnson, *The International Style* (New York: Norton & company, 1966), vii.

⁷ Henry-Russel Hitchcock, Philip Johnson, *The International Style: Architecture since 1922*, (New York: Norton & company, 1932).

⁸ “La Sarraz Declaration”, 1928.

that the modern dwelling is fully discussed – *Die Wohnung für das Existenzminimum* – defined in relation to a “minimum” standard of living, and it is also there that the *Frankfurter Küche* is produced, a prototype kitchen subjected to the strict parameters of statistics, economics, ergonomics, standardization and functionality. In 1930, at the third CIAM in Brussels instead, are discussed the evaluation and selection criteria for the residential building types, houses can be “tall, average or low” in relation to the their reciprocal setting and social significance. At the forth 1933 CIAM in Athens, the theme addressed is *Die funktionelle Stadt*, the actual distribution of the city in functional areas, the *Zoning*. The fifth CIAM in Paris in 1936, is devoted to *Logis et loisirs*, two of the four categories (Housing-Leisure-Work-Roads) in which the city was divided into during the Athens’ CIAM.

Still today those experiences represent, together with the MoMA's exhibition and Pevsner's book, the first tangible results of the transformation of the idea of the “home”, of “living” and of “architecture” in the early years of the age of the machine. A fundamental part of that history as the most important works of modern architecture belong to that period. Many of those suggestions and proposals still survive today – *Zoning* and *Existenzminimum* – and from them derive a number of building regulations and the so called Urban Standards which contribute to shape our urban environment and our homes. In anthropological terms though, the really tangible change in our way of living will come forward in the post-modern era,⁹ à condition determined by the running out of the myths and the promises of progress wrecked during and after WWII.

It will only be during the post-war reconstruction period that Western society will kill off the horrors of the recent past with new myths: consumer's products and goods as suppliers of wealth and comfort.

On 6 August, 1945 was unhooked “Little Boy” on Hiroshima and three days after “Fat Man” on Nagasaki, those days sealed the end of WWII, but also the starting point for the future scenario. The awareness that the clash between the former allies – USA-URSS – can not be fought with conventional weapons, leads the opposing sides to what George Orwell called the “cold war”.¹⁰

Soon after WWII the US find themselves in the predicament of having to face the spreading of Communism amongst the debris of Europe. That is why they decide to set up their propaganda activity to contrast the Soviet “soft power”.¹¹ The US decision will imply a cultural commitment, knowing that economical and political victories were of course important goals, but that a cultural win would have been most definitely a major victory.

With a Presidential Decree dated 22 October 1953, the *United States Information Agency* (USIA) – together with a huge apparatus with the same purposes – is put in charge of persuading, throughout the use of cinema, publications and radio broadcastings, that US objectives and policies favour aspirations of freedom, progress and peace and to turned them into a reference points for rebirth it is necessary a widespread promotion of culture.

In 1948 the Marshall Plan Office in Paris was the organizing centre of exhibitions across the Europe. The architect Peter Harnden (since 1950 associated with Lanfranco Bombelli) was the

⁹ Jean-Francois Lyotard, *La condition postmoderne* (Paris: Les Editions de Minuit, 1979).

¹⁰ George Orwell, “You and the Atomic Bomb”, *Tribune*, October 19 (1945): 48.

¹¹ Greg Castillo, *Cold War on the home front: The soft power of mid Century design* (Minneapolis: University of Minnesota Press, 2010).

Head the department and he was responsible for the design of the exhibits that toured through Europe. Mostly housed in different conveyances such as canal barges in Holland, the Europa Zug train in Germany, or on caravan and trucks, all aimed to show NATO's (North Atlantic Treaty Organization) and America's support around Europe.¹²

Those travelling exhibitions had the goal to promote culture, architecture, the *American Way of Living*, the outcomes in terms of welfare produced by the Marshall Plan, the benefits assured to the NATO countries and finally divulging the huge opportunity for a peaceful deployment of the atomic power. Soon after, those shows will demonstrate to be very efficient to promote and divulge in the many European nations the results of the cultural and economic policies from 1949 to 1959.

Following on the cultural and economical development and the exchange politics, in occupied Germany are built the *Amerika Häuser*, used to house exhibitions, conventions and all sorts of initiatives aimed to improve the knowledge of American culture. An example is the exhibition *Wir bauen ein besseres Leben (We're Building a Better Life)*.

This exhibition was a typical Marshall House event.¹³ Opened in Autumn 1952, the exhibition, designed by the Peter Harnden and Associates, showed a roofless home of a middle class family living in the Atlantic Community. Visitors could see the interior of a rectangular balcony running all around and above the house. The house included also the latest in Western consumer technologies. Everything was intended to demonstrate that the greater standards of living could be obtained by the people of the Atlantic Community throughout increased productivity and integration. Simultaneously were on show 6,000 products, all manufactured in Marshall Plan's member-nations.

American Way of Living involves every aspects of life; besides the home, great importance is given to the industrial products of moder living. The fridge and the kitchen for most Americans are representative of the essence of the People's Capitalism, for their possibility of choices and abundance. The American Kitchen, full of appliances and equipments, is a product aimed to convince Europeans to adopt what West Germans call, the American "Fat Kitchen".¹⁴

In that sense a very important travelling exhibition will be also *The Modern Food Service*, designed by the Peter Harnden Associates as a portable supermarket model, that opened in Paris in May 1953. The show's set up is the usual one, using caravan-trailers. Outside the trailers are positioned some boards in seven different languages explaining the theoretical and practical aspects of selling and distribution in a supermarket. The display system inside the trailers is the reconstruction of a real supermarket, with products and fridge units from which to select goods in a way unknown until then in Europe: the "self-service". The display allows to actually "practice" the entire shopping ritual in the supermarket, autonomously selecting the goods, with a real shopping trolley, that will then be taken to the cash point to be paid for.

In occasion of the 1958 Bruxelles World Fair, the architect Bernard Rudofsky and the Harnden Associates Firm attempt to put forward themed shows intended to promote an image of the USA as a country of freedom and endless possibilities. The proposal will not be accepted by the

¹² "Four Mobile Exhibitions: Caravan, Train, Barge", *The Architectural Review*, n.° 4 (1953): 216-225.

¹³ The Marshall House is the Berlin's American House.

¹⁴ Greg Castillo, *Cold War on the home front*.

dominant institutions. They will favour instead the image of a consumer society and of immediate promise of happiness and goods.

In Bruxelles, the rivalry between the two economic and political systems to control the world prevailed on all sorts of propositions for cooperation and brotherhood. The optimistic intentions to contain the cold war were crippled by the political contraposition expressed within the US and the URSS pavillons, where in the second one is displayed the first satellite to orbit around Planet Earth – the *Sputnik* – launched on 4 October 1957.

The most important and influential US exhibition in the 1950s was the *American National Exhibition in Moscow* in 1959 (ANEM), not so much because it was housed in the Soviet Union but because of the significance that it carried. During the ANEM Richard Nixon, with the *Kitchen Debates* deliberately shifted attention away from the space race to consumer culture.¹⁵

Apart from the matter regarding the atomic power dispute and the space race, what was left of the idea of Modernity in the post-modern and post-atomic era was based on what Nixon stated in Moscow: the importance of the link between consumer goods and political freedom, redefining the concept of freedom through the one of freedom of consumption, freedom of choice, and the free-market system.

It is not by chance that because of the diminishing of the ideological conflicts, the knocking down of walls and the globalization taking place nowadays, the current market and political strategies are the consequences of that process, in other words the natural development of the post WWII years policies.

The promise for a better world that flourished through the free choice of products, the free circulation of people and ideas, imposed its supremacy above any other alternative.

Development is now the prerogative of anybody who has the will and strength to perpetuate that kind of social project which coincides with the one of a consumer society and of individual freedom. In such a condition of total eclipse of reason¹⁶ the architect has given up influencing society, relinquishing, above all, his or hers social function and passively enduring the dictatorship of consensus.¹⁷

Despite the congruous number of architects that tried to contrast that evolutionary¹⁸ process, in reality their commitment appears not so incisive and meaningful. On the other hand, like Tom Wolfe¹⁹ reminds us, architects' propositions have never really influenced the house that we inhabit. The house in which we live in today, once the expression of different ways of living and of the different cultures of the world – first because of standardization and the myth of the machine and after because of the goods aspirational dream and the ethnocentric cultural model – is interpreted and conceived as a product for a one dimensional humanity,²⁰ in which the only devices intended for the creation of a comfortable and humane environment are gadgets of sorts

¹⁵ Kitchen Debate, July 24, 1959.

¹⁶ Max Horkheimer, *Eclipse of Reason* (Oxford: Oxford University Press, 1947).

¹⁷ Max Horkheimer, *Eclipse*, 20.

¹⁸ It will suffice mentioning the Mediterranean, ancient and popular genealogies of modern architecture put forward by Italian and Spanish architects in the 1930s, or the subversive suggestions offered, after 1959 at the Otterio's CIAM, by the Team X group.

¹⁹ Tom Wolfe, *From Bauhaus To Our House* (New York: Pocket Books, 1981).

²⁰ Herbert Marcuse, *One Dimensional Man* (London: Routledge, 1964).

and domestic appliances. The need to use catalogues and standardised solutions points to the problem of the uselessness of other forms of approach, because the post-modern home keeps all its answers in the manuals, the regulations and the “technical” and performing specifications. The only way to make up for the formal absence of cultural rooting is to include in our houses technical devices that could induce and “guarantee” comfort and “physical well-being” to the domestic environments.

In an article Reyner Banham describes a modern day home in which all the pieces of mechanical equipment could exist without the house itself and he reminds us that “*A Home is not a House*”²¹: «when your house contains such a complex of piping, flues, [...] antennae, conduits, freezers, heaters – when it contains so many services that the hardware could stand up by itself without any assistance from the house, why have a house to hold it up?».²² The importance that equipment has in the construction, both with regard to the cost and the dimensions, is equal to half of the house itself. Banham seems to be well aware of this aspect, so much so that in his ironical assumption, the house could become a glass bauble, a wooden beam floor and a column made of a number of pieces of equipment. A house built in such a way ignores any possibility of privacy and comfort in terms of space, all made, as it is, of machines and pieces of equipment, it does not offer any appeal to be inhabited, if not as part of a vast natural outdoors space. With houses and cities under a glass dome, the idea itself of architecture disappears, so much so as to have to consider the possibility of architecture without buildings.

In opposition to the “machine-as-a-piece-of-good” house, produced first by the machine society and soon after by the consumers’ one, the architect Bernard Rudofsky, since the 1930s in contrast with the Modernist and Rationalist enquiries, puts forward the concept of a mythical house, evocative of an ideal Paradise, a sheltered place, inhabited by Gods, elves, fauns and vestals, that progress and reason though of having swept away for ever.²³

Educated in Vienna, active in Italy from 1932, his writings and planning proposals published on the *Domus* magazine in 1938, Rudofsky states that “*What is necessary is not a new way of building but a new way of living*”.²⁴ His research establishes a new interrelationships between architecture and numerous ways of living. By acknowledging that standardization and the establishment of a Modernist international culture that would have brought on the cancellation of cultural diversity, Rudofsky defines his planning proposals as the result of the comparative study of the different ways in which the world civilizations live. The new way of living to which he refers to is none other than the need to learn from other societies to rectify the noticeable aporias on which our houses (the Western ones) and our ways of living are conceived. With no concern for the consolidated habits caused by prejudice or by the fear to confront the exotic and the unknown, Rudofsky constantly asks to verify the ways of living to which we are passively subject to.

Rudofsky develops this interest of his during the occasions in which he is involved, the projects, the writings, the editorials and the unconventional and bizarre exhibitions that he devotes to anonymous forms of architecture, to clothing and footwear. He displays the amateur or

²¹ Reyner Banham, “A Home is Not a House”, *Art in America*, n.° 2 (1965): 70-79.

²² Reyner Banham, “A Home is Not a House”, 70.

²³ On Bernard Rudofsky see: Ugo Rossi, *Bernard Rudofsky Architect* (Napoli: CLEAN, 2016).

²⁴ Bernard Rudofsky, “Non ci vuole un nuovo modo di costruire ci vuole un nuovo modo di vivere”, *Domus* n.° 123 (1938): 6-15.

dilettante point of view away from the *mainstream* one of the experts.²⁵ The central and constant topic of his work, guided by the rejection for an ethnocentric perspective – starting from the *Lebensreform* and from the art history without names by Wölfflin – leads him to recognize that the forms of architecture without a *pedegree* and the ones by “*ignorant*” builders are far richer in terms of culture, history and myth than the ones generated by science and techniques. They are the most appropriate to the inherent peculiarities of specific places and much more so than the pre-packaged and universal solutions adopted by the industrialised countries.²⁶

In his projects in Italy, Brazil, Long Island or Frigiliana, Rudofsky expresses his “*joie de vivre*” through gardens whose outdoor areas can be experienced like the indoor ones. For him the luxury of a house is not determined by technique and technologies: air conditioning, jacuzzi, fireplaces with digital flames, television sets, vacuum cleaners, fridges... it is rather a room in the open air in which, like in the garden of Eden, one can work and sleep, cook and eat, play and relax, in an environment cooled by trees and water and enlightened by the sun.

Surprisingly so, Peter Harnden and Lanfranco Bombelli will reach a similar result in the early years of the 1960s. After leading the US Government Department for Architecture from 1949 to 1959, and planning more than three hundred projects aimed to promote the *American Way of Living*, when the government will offer them to leave the Parisian office to move to Washington, in view of the problems encountered at the *Brussels’ World Fair*, Harnden and Bombelli will decline the offer. Instead they choose to settle down in Spain,²⁷ preferring to work for a more selected and finer elite of clients, planning houses that have nothing to do with modernity, internationalism, technique and industrialization.

Spellbound by the places and by the Mediterranean way of life, their houses in Cadaques, Malaga, Palafrugell²⁸ originate from the popular housing tradition and the one the local seamen's one. They will be made of “real and functioning chimneys”, pergolas, walls, roof tiling and most of all they will be built to be inhabited without machineries and electrical appliances, cooled down by trees, yards, mats, reed wattles or, much like the Arab Spanish architectures, by water basins.²⁹

The Western house concept widespread all over the world and forged on an international and universal way of living, does away with the element of surprise sprung from personal discovery, in its place remains only its pure and simple acknowledgement. The only “surprise” is entrusted to some digital devices aimed to control the functions of the house, from central heating to oven programming, from the burglar alarm system to the opening of the door. If like Banham says, this house is not a house anymore because the machine has taken its place, today we can also say that the houses which we inhabit are not homes because they lack the cultural roots, the multifaceted, milenary history of the ways of living, they lack of a specific place, a precise situation, just like Rudofsky and Harnden & Bombelli demonstrated.

²⁵ Bernard Rudofsky, *The prodigious builders* (NY-London: Harcourt Brace, 1977): 84-127.

²⁶ Bernard Rudofsky, *Architecture Without Architects* (New York: MoMA, 1964).

²⁷ Harnden and Associates will participate in the early 1960s to some exhibitions organized by the government probably because of contracts already stipulated. The important international shows that will be organized soon after in Kabul, Delhi and Moscow will be entrusted to Jack Massey, Buckminster Fuller and to the Eames. See: Jack Masey, Conway Lloyd Morgan, *Cold War Confrontations* (Baden: Lars Müller, 2008); Peter Blake, *No Place Like Utopia* (New York: Knopf, 1993).

²⁸ Manuel Martín (editor), *El Cadaqués de Peter Hamden i Lanfranco Bombelli* (Girona: Col·legi d'Arquitectes de Catalunya, 2003);

²⁹ “An American's House in Spain, Air Conditioned by Water”, *Vogue*, n.º 8 (1962): 124-130.

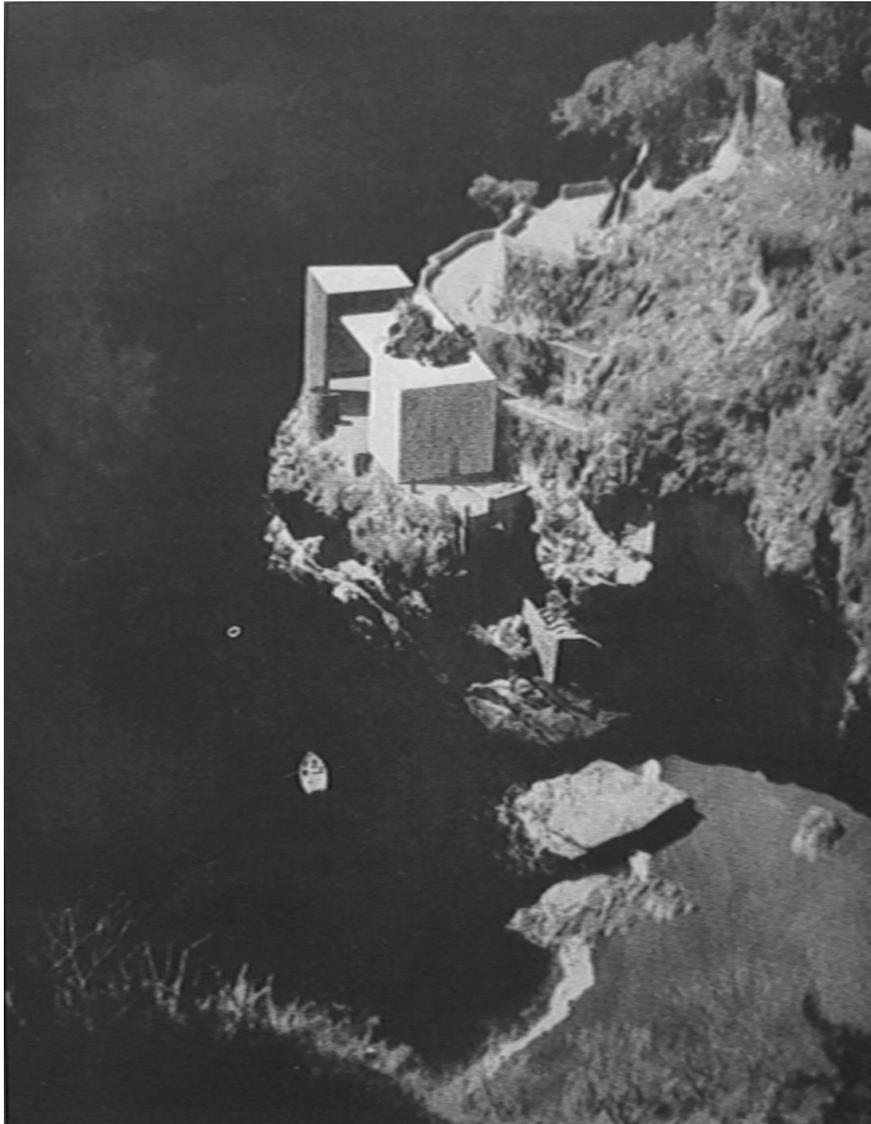


Figure 1: Luigi Cosenza and Bernard Rudofsky, Casa a Positano, 1936
Source: Archivio Cosenza, Napoli

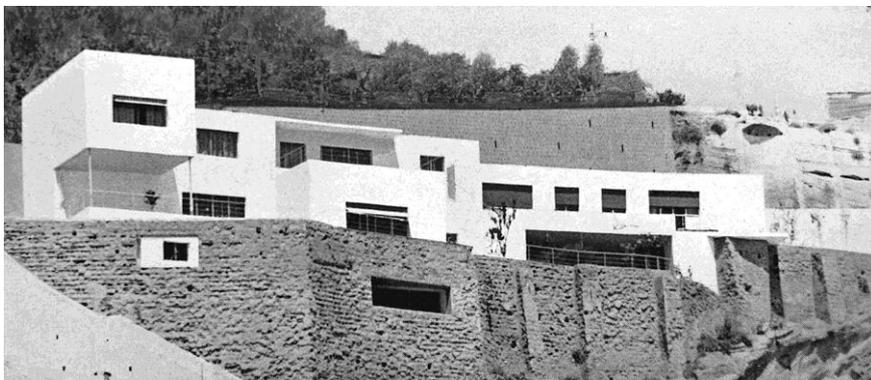
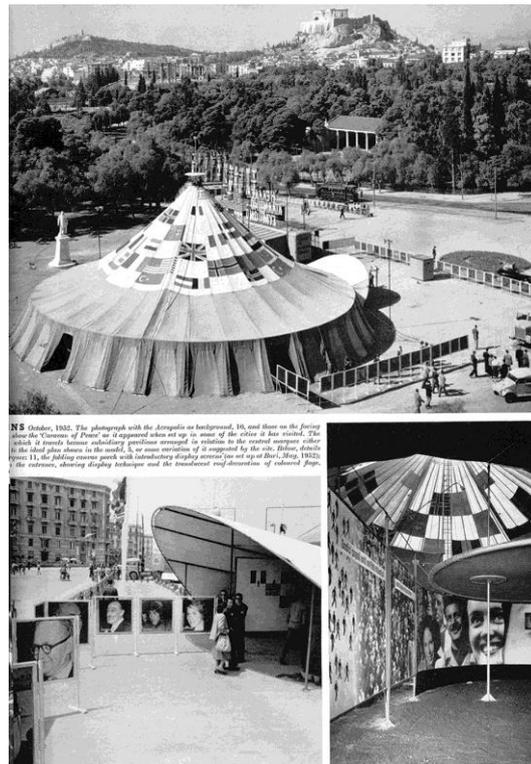
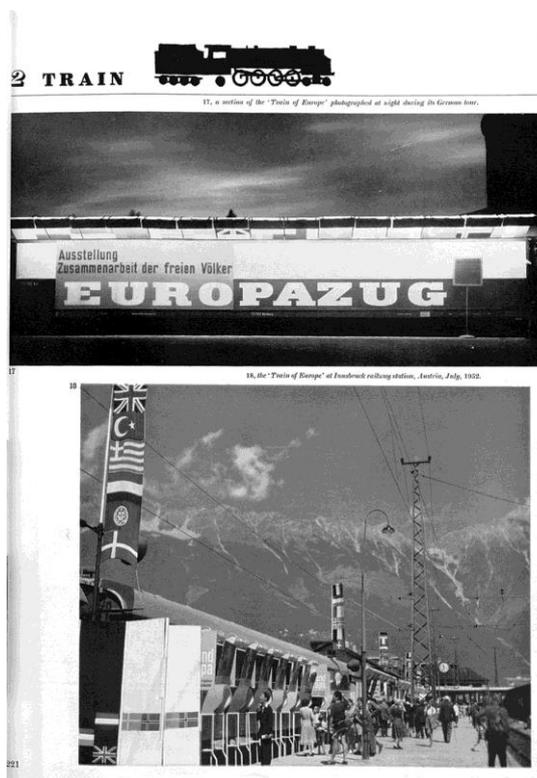


Figure 2: Luigi Cosenza and Bernard Rudofsky, Casa Oro, Napoli 1935-1937
Source: Archivio Cosenza, Napoli



15 October, 1932. The photograph with the Acropolis as background, 16, and those on the facing show the 'Caravan of Peace' as it appeared when set up in some of the cities it has visited. The which it travels having underlying specific program in relation to the social movement which is the ideal plus shown in the world, 5, or some variation of it suggested by the site. Below, Article figure 13, the building course given with interesting display device (see set up at Bonn, June, 1932); 14, the entrance, showing display technique and the translucent roof-structure of colored paper.

Figure 3: Four Mobile Exhibition: Caravan
 Source: *Architectural Review*, n° 4 (1953): 219



17, a section of the 'Train of Europe' photographed at night during its German tour.

18, the 'Train of Europe' at Innsbruck railway station, Austria, July, 1932.

Figure 4: Four Mobile Exhibition: Train
 Source: *Architectural Review*, n° 4 (1953): 221



Figure 5: An American's House in Spain, Air Conditioned by Water
 Source: *Vogue*, n° 8 (1962): 124-125

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