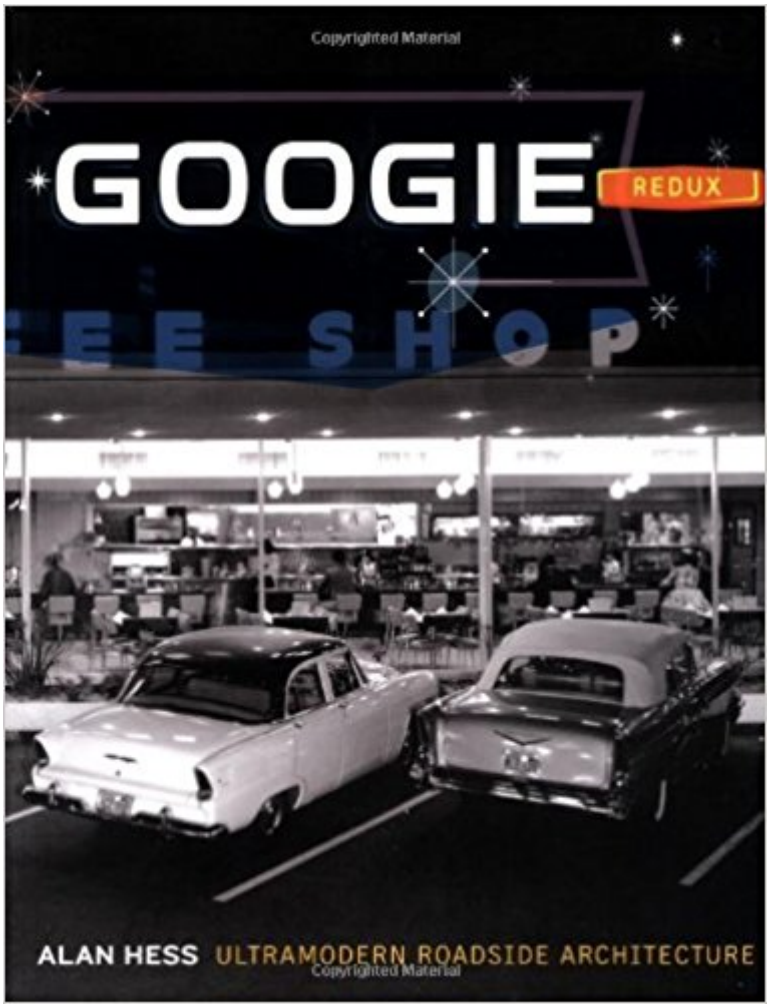
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Googie Redux: Ultramodern Roadside Architecture



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Synopsis

A thoroughly revised and significantly expanded edition of the popular 1980s original, Googie Redux is the authoritative history of the mid-20th century icon that ignited an architectural revolution: the coffee shop. Emblematic of Southern California car culture, stylized eateries and other roadside buildings built from the 1930s to the 1950s were dismissed as lowbrow stylistic folly in their heyday. Yet, as Alan Hess points out, in many ways they were the realization of modern architecture's grand promises. They were populist, employed new materials, and captured their purpose, place, and culture as vividly as any great architectural style. The influential original edition helped to spark a robust preservation movement and kick-started the reappreciation of mid-century architecture and design. This latest edition features extensive up-to-date research and dozens of rarely seen and newly found photographs. Googie Redux is the definitive document of a style born in California that has spread to all corners of the world.

Book Information

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Customer Reviews

Alan Hess is architecture critic of the San Jose Mercury News and the author of numerous books, including Palm Springs Weekend (0-8118-2804-2) and Rancho Deluxe (0-8118-2420-9). He divides his time between Northern California and Michigan.

Googie was fading by the time I came along, but even in the remote area of the Midwest that I grew up in, its influence was felt. As a child, I didn't know what those slanted roofs and skewered-ball sign

spires were called or where they came from, but I found their spacey, cartoonish vibe appealing (if increasingly worn and ill-maintained as the 70s wore on). This book, "Googie Redux," puts "ultramodern roadside architecture" in historical context and tells the stories of the commercial architects who invented Googie, primarily in Southern California. There's also an excellent section on automotive design of the postwar era, the ideas which inspired it, and its relation to Googie architecture. Fans of Americana, architecture, capitalism, and pop culture in general will adore this thick compendium of intelligent analysis and, in many cases, superb photographs documenting the glorious heyday and painful decline of this once-dominant style. Though Googie was shunned by the architectural establishment in its time, it is now given its due in this beautiful book. Buy it, read it, and catch a glimpse of an era in which roadside architecture was more than just the series of bland, inoffensive, lookalike boxes dispensing burgers, burritos, and coffee that we must suffer today. This book will feed your postwar fantasies and break your heart when you realize how homogenized commercial architecture has become.

A great book for fans of this unique architecture...

I absolutely LOVE this book! I love reading about this era of American history! The Googie space age designs were FUN! I wish more businesses had this design nowadays!

I love late 50's early 60's architecture so this is a book that's easy for me to love. But, it's good for anyone who may be a baby boomer or grew up in this time period in America....well worth spending time reading and enjoying the great photos.

How I love Googie, that unmistakeable architecture of the 50s. Totally American, futuristic for its time, Googie still exists in some large and small cities. Think boomerangs and Formica, large windows, big wings on cars...If you remember this style or are interested in 50s style, you'll get a lot of use out of this book.

You could create a college course on American Mid-Century Architecture around this book. Alan Hess authoritatively instills an exceptional knowledge and appreciation of all things Googie. I can't help but think if more people read this book, there would be much more of an appreciation for the architectual and cultural movement from the mid part of the last century. The book bursts with colorful descriptions and photos of not only exteriors of diners such as early Dennys, Big Boy and of

course Googie restaurants, but also shows interiors and architectural layouts. The book focuses not only on diners, but signs, car washes, bowling alleys, fast food stands, mostly in southern California where the movement reached its zenith. Reading this book will give you a deeper understanding for an architectural style which many still too easily dismiss. There is great value in Googie, and much to learn from Googie Redux.

Book more for an architect and a historian then for a person who wants to enjoy and have fun looking at full scale color pictures.I'd like to see this book done over with only caption writing and full size pictures. Too much info.

Please do not be mislead by the one critical review by another customer in this section! The pictures are just fine, in fact there are numerous half & full-page photos...and I've seen double pages that were practically all illustration with almost no text. You don't even have to take my word - just click on the feature that says "Click To Look Inside!", & see for yourself! I did purchase a different(& much smaller) book by Mr. Hess entitled "Googie" which made use of a few pictures seen in this book, but they were only about a third the size of the illustrations in this book "Googie Redux". This book is a fairly large size paperback, excellent quality...thick, heavy paper cover(hinged to prevent creasing, & pages are printed on nice quality paper. The so-called "tech writing of this book is actually mostly a history of this building style as it took place in the greater Los Angeles area. But for some people, anything that is not written in a "comic book format" qualifies as tech! That one misleading review caused me to delay this purchase, but now that it's here, I have absolutely NO regrets!!

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