

# POST MODERNISM ARCHITECTURE

Lecture 1

# INTRODUCTION

- ⊙ The post modernist movement began *in America around the 1960s-1970s* and then it spread to Europe and to the rest of the world.
- ⊙ Origins in the perceived *failure of modern architecture*
- ⊙ Postmodernity in architecture is said to be indicated by the return of " *ornament and reference*" to architecture in response to the *formalism of the International Style* of modernism.
- ⊙ Postmodernism with its diversity possesses sensitivity to the *building's context and history, and the client's requirements.*

# *POST MODERNISM*

incorporation of historical details in **a hybrid rather than a pure style,**

- ✓ by the use of decorative elements,
- ✓ by a more personal and exaggerated style,
- ✓ by references to popular modes of building.



# MODERNISM ARCHITECTURE

- ◉ historical styles and ornaments are denied.
- ◉ “beauty” means suitable to its purpose.
- ◉ The abstract geometry, collectivism, universality and impersonal are the aesthetic criteria.
- ◉ Straight line, clear facade, continued surfaces, open forms, are the proclaimed ideals of architects.



POSTMODERNIST ARCHITECTURE



“Less is  
**MORE**”

“Less is  
**A BORE**”

# AIM OF POST MODERNISM

The aims of Postmodernism, including

- ❑ solving the problems of Modernism,
- ❑ communicating meanings with ambiguity,
- ❑ sensitivity for the building's context,

# POSTMODERNISM THEORIES

- ⊙ postmodernism which rejected unquestioned progressive development of humanity and the belief that science could be a **means for successful organization of social life**.
- ⊙ There is not one universal truth, but there are multiple views or theories which always are bounded to place and time. **Meanings are related to the given context**.
- ⊙ Postmodernists felt the buildings of modern architecture **failed to meet the human need of comfort for both: the body and the eye !**
- ⊙ It denied the application of logical thinking. Rather, it was based on
  - ✓ Unscientific and Irrational thought of process
  - ✓ Subjectivity.
  - ✓ Individual belief.

# CHARACTERISTICS OF POSTMODERNISM

- ◉ **Nonlinearity**: Multiple styles, multiple goals
- ◉ **Influence of digital technology**
- ◉ **Inclusion of World cultures**
- ◉ **Visual culture**: Fine art (sculptural forms), craft, advertising
- ◉ **Visual studies**: Combination of visual culture and social theory.
- ◉ begin to see classical designs such as pillars, arches, torches and domes used in new.
- ◉ it draws from: all methods, **materials, forms, & colors** available to architects.

# POSTMODERNISM ARCHITECTURE

**features of Postmodern architecture are;**

- ✓ Complex geometry
- ✓ Combination of modern and traditional elements
- ✓ Colorfulness
- ✓ Playfulness

**It refers to the state that**

- ✓ Lacks a central hierarchy
- ✓ Complex
- ✓ Ambiguous and
- ✓ Diverse

**It emphasizes the**

- ✓ Unclearness
- ✓ Fragmented
- ✓ Multiformity
- ✓ Missing of real conformity and of big ordering principles

# MODERNISM VS. POSTMODERNISM

## **Modernist**

- **Space shaped according to principal social objective**
- **Architecture and planning aim to integrate the metropolis**
- **Imposes an external , ideal vision**
- **Commerce-oriented**
- **Geographically centralized**
- **Serious, homogeneous**
- **Authoritarian**
- **Rectangular , simple**

## **postmodernist**

- **Space is independent and autonomous**
- **Architecture and urban reflect the basic fragmentation of the metropolis**
- **Celebrates localized vernacular traditions**
- **Market-oriented**
- **Geographically decentralized**
- **Playful, heterogeneous**
- **Consultative**
- **Irregular , decorative**

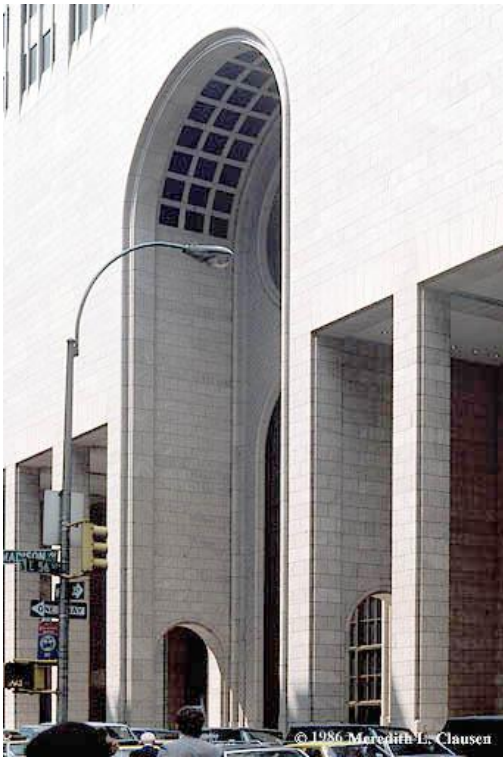
# POSTMODERNISM FAMOUS ARCHITECT ROBERT VENTURI

- ◎ Robert Venturi was at the head of the Postmodern Movement He is known for re-wording the famous saying of Mies van der Rohe's: "Less is more" to "Less is a bore."



*Venture Vanna House*

# *EXAMPLES*



*Instead of a building made of sleek glass and metal, AT&T building is (only 30% of its cover is glass) and revives a classical architectural vocabulary*



*Phillip Johnson, the AT&T Building (New York), 1984.*

# *EXAMPLES*



*the Piazza d'Italia in New Orleans, Charles Moore, 1976-79*

*Built in the late Seventies, it is a fake Roman ruin. The neighborhood has a historical connection with the Italian community.*

# ***EXAMPLES***



***Newspaper Area Complex,  
Aldo Rossi, 1996***

# *EXAMPLES*



*Portland Public Services Building, 1982. Michael Graves.*

**POSTMODERN**

# *EXAMPLES*



***Michael Graves, Team Disney - The Eisner Building, 1991.  
POSTMODERN***

**THANK YOU**