



Welcome to:

“THE VIEW FROM INSIDE” THE ARCHITECTURE OF RICHARD AND DION NEUTRA

**An exhibition project of the Institute for Survival
Through Design***

**This exhibition was put together for your
enjoyment and in the hope that viewing it will
expand your way of looking at the built
environment and the architect’s role in its creation.**

*At the XYZ Venue showing, the show will run from
September 15 with an opening reception at the gallery
happening on October 3, 2000 between the hours of 11:00
AM and 5:00 PM. It will remain on view after that
until..... [the above space is reserved for your venue’s
custom announcement. Paste your information in here.]*

* A non-profit foundation founded by friends and admirers of the Neutras in the 1960s. It is a 501 c.3. Corporation with many projects which always can use financial assistance. Your donation would be welcome and would qualify for a tax deduction. Please contact us via our Web site at www.neutra.org.

Some ideas never age...

This show was conceived by Dion Neutra, son and partner of Richard, in 1982-3 when the Museum of Modern Art in New York City mounted its 50th anniversary solo show on Neutra. This was in commemoration of an original groundbreaking modernist exhibition in 1932 — the first time an architect west of the Mississippi had ever been included in a New York modern design show.

Dion visited New York just before the 1982 show opened and took notice at the way MOMA chose to represent the Neutra works. What gave him special pause was MOMA’s choice to favor black-and-white photos of how the naked buildings looked when they were first completed. They eschewed his suggestion to include any references to the organic growth of the buildings into their sites over time.

Dion decided to curate a companion piece. His impulse was to show newer color shots of the buildings in a more mature environment, enveloped in lush landscaping. He decided to share some comments by owners/users, and attempt to delve more deeply into the context that shaped the designs. His plan was to get the show mounted at or near UCLA in 1984 at the same time the MOMA show tour was scheduled.

The show was mounted in Los Angeles at the Pacific Design Center, the West Side’s premier furniture and design center, also known as the “Blue Whale.” It ran for three months in the spring of 1984, at the same time the MOMA show was at UCLA in Los Angeles. It featured a ‘Neutra Room,’ video, and four evenings of lectures by invited groups illustrating some of the points of the show.

“The View From Inside” was reprised on the USC campus in 1992 for Neutra’s centennial, and again at UCLA in late 1998. It also enjoyed a run of several months at the Neutra Office Building in Los Angeles in the spring of 1999.

The notion of a travelling version of this show at half scale was born out of the realization that the 30 original 4’x8’ panels were simply too costly to ship to remote venues. With increased interest in the Neutra work, it was obvious that a more compact and modest-sized exhibition would reach a wider audience and satisfy the increasing and renewed interest in the work.

After a year of grant applications and passes, Maxwell Starkman, AIA, architect and former colleague of Dion in the Neutra office in the early 1950s, came through with a generous donation to the Institute. His 1999 gift was sufficient to fund production of the Exhibition 2000. Hence the show you are viewing today.

As you walk through the exhibit, here are some **learning objectives** you may wish to bear in mind:

- 1. In what ways could my evaluation of architecture be different than from merely viewing photos?**
- 2. The next time I judge something of the designed environment, could anything change in my thinking? Evaluation? Appreciation?**
- 3. What would I think of as the main elements of the Neutras’ contribution to the field in their approach to design?**
- 4. Are there any aspects of architecture as exemplified by the Neutra practice that were unexpected or new to me?**

Answer the Questionnaire! (See other side)

Answer in the space provided, or use additional sheets. Number answers to correspond to questions. Return a copy of this flyer and any extra sheets to gallery supervisor or administration as feedback, and/or for Continuing Education Credit (CEC) or class credit.

AIA members: Please insert your self-reporting ID number: _____, and mail this form (with your answers) to: USC, Watt Hall 204, Los Angeles, CA 90089-0291.

USC provider number: F029

Program number: 310

This exhibition is listed for one (1) CEC Learning Unit.

QUESTIONNAIRE ON THE INFORMATION GLEANED FROM THIS EXHIBITION

Answer the questions below by way of feedback to the Institute, to gain class credit, or for Continuing Education Credit of 1 unit for accreditation via the University of Southern California and its affiliate for this in Norman, Oklahoma. Feel free to add notes for improvement of future editions of this show.

1. From what you have learned through visiting the exhibition, give your interpretation of the meaning of the show title, "The View From Inside."
2. Focus on recalling the five Neutra Principles illustrated on the panels. Pick three examples of projects or aspects thereof, that illustrate one or more of these principles. Please recall or paraphrase the Five Principles in the space provided or on a separate sheet.
3. How does the Neutras approach to the design of their projects differ from that of most architects; can you give two examples?
4. Name three recurring themes that writers of letters agreed on about living in their Neutra environments.
5. Name three buildings illustrated in the show where you learned something about the context or background of the projects that you would not ordinarily have thought of when evaluating the final product from photos alone.
6. Panels 5&6, *Neutra as Artist-Renderer*: Name two of the attributes of Neutra's renderings that made them unique to him and his practice.
7. Name as many techniques/elements that you can of how the Neutras dissolved the line between inside and outside (i.e. placing man in relationship to nature).
8. Panel 15, *Larger Public Structures*: In what respect is the remark 'by experts' quoted here contradicted by the rest of that panel?
9. Panel 24, *Architecture and Health*, asks the question, "Should criticism of architecture start with 'Stylistics' or 'Humanistics?'" How would the Neutras answer this, and why do you think so?
10. After viewing the show, answer the question, "What is architecture?" from the viewpoint of the Neutras.