

POLITECNICO DI TORINO
FIRST SCHOOL OF ARCHITECTURE
Master of Science in Architecture (Construction)
Honors theses

“ARCHITECTURAL DESIGN” (1953-1964)

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My thesis is about the journalistic and architectonic period in the second postwar and try to investigate, through the magazine's analytic reading in about eleven years, the new “avant-garde” that developed in that time and influenced various architects whose still today hold an important role in the international architectonic outline.

My time choice, 50s and 60s, could be considering as transition's period and overcoming of the so-called Modern Movement aimed to the research of new forms and languages in architecture, marked also by the hope of a better future, stimulated by the technological and scientific developments.

In the choice of the magazine to consider, I choose the one that gave more space to England of that period and that gave to the students' voice and to the new generation of architects encouraging the polemic against the Modern Movement great masters: the *Architectural Design* (from now on AD). The magazine furthermore reflects itself an important London school thought, the Architectural Association, and a cultural contemporary centre, the Institute of Contemporary Arts.

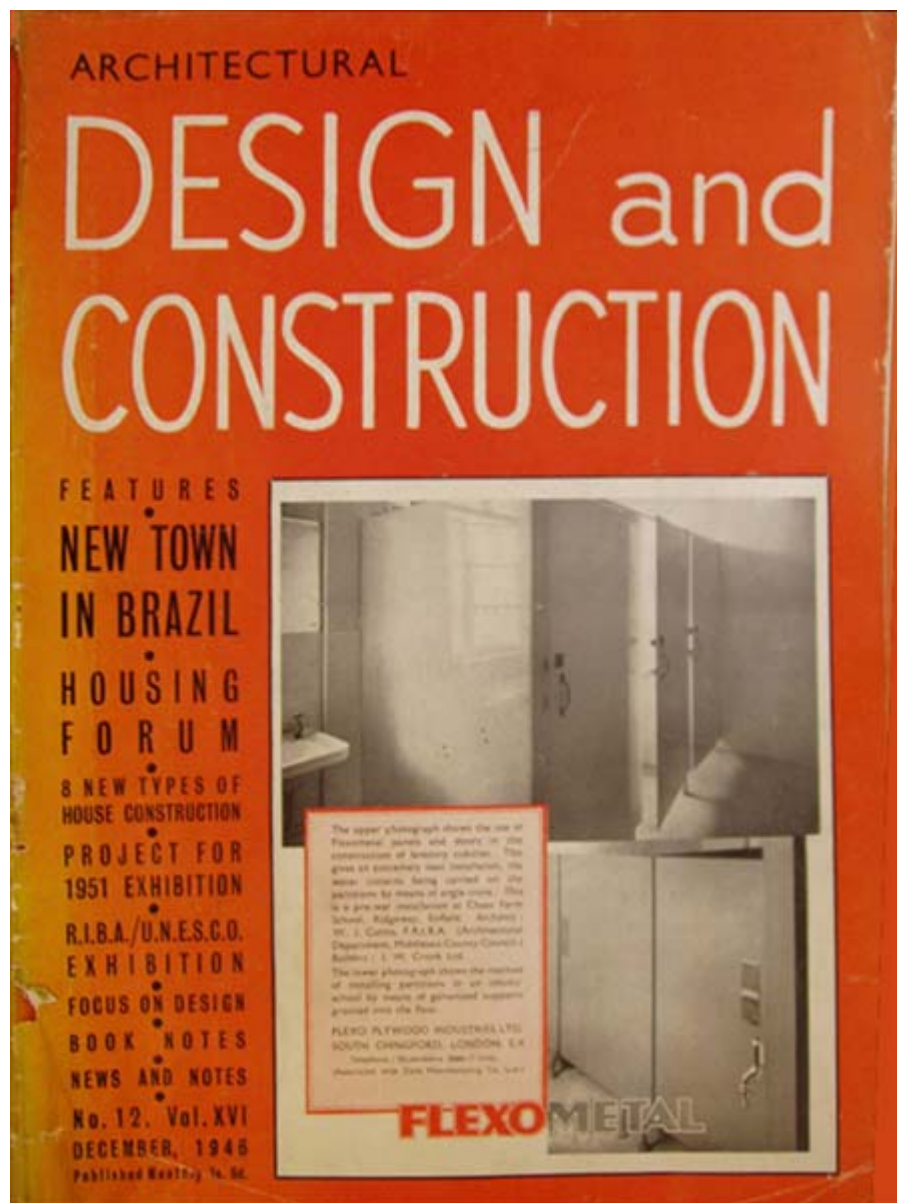
The thesis is about the analytic reading of the magazine through the compiling of its complete index between the 1953s and 1964s. The chosen period reconsidered the first stage under the editing of Monica Pidgeon, the AD most important editor and responsible of the radical transformation from a simple magazine to the Team X and the new contemporary architecture speaking. The aim of my research is from one side, to offer a documentation about the magazine's activity of the period selected and to the other side to examine the reflection about some thematic connected to AD and the characters' editor..

For the development of MY work it was useful the magazine's consultation at the London Royal Institute of British Architects (RIBA) where I found the first AD's numbers. In the bibliography research the main references were the Torino and Milano Architecture Central Libraries.

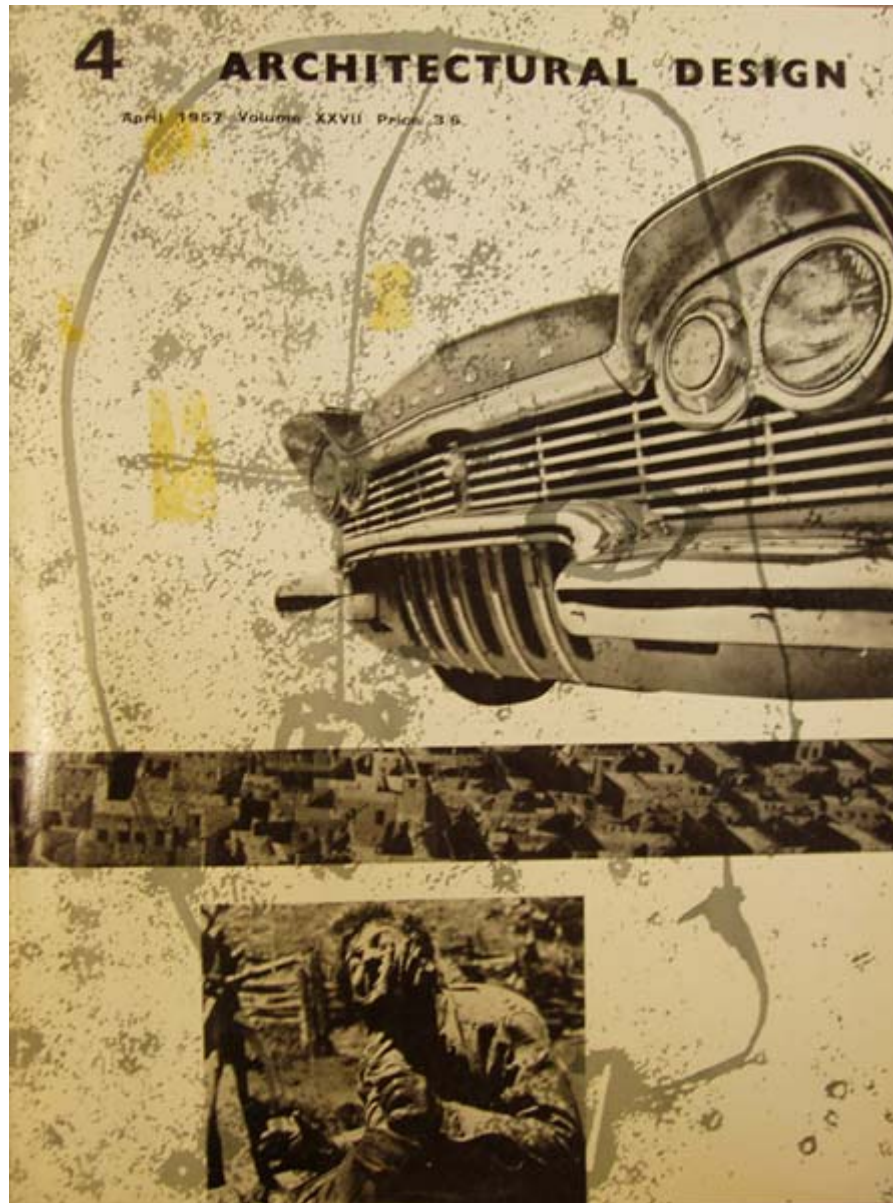
From this first research I outlined the general magazine's history concentrating in the most interesting years and the two principal themes:

- The main role of AD as a “double cut magazine” in giving space to the “new avant-gardes” thought as well as the greater architectural projects of that years;
- The after war relationship ever more close between England and United States consolidated also in the architectonic field with the young English architects' continuous trips in the big American town;

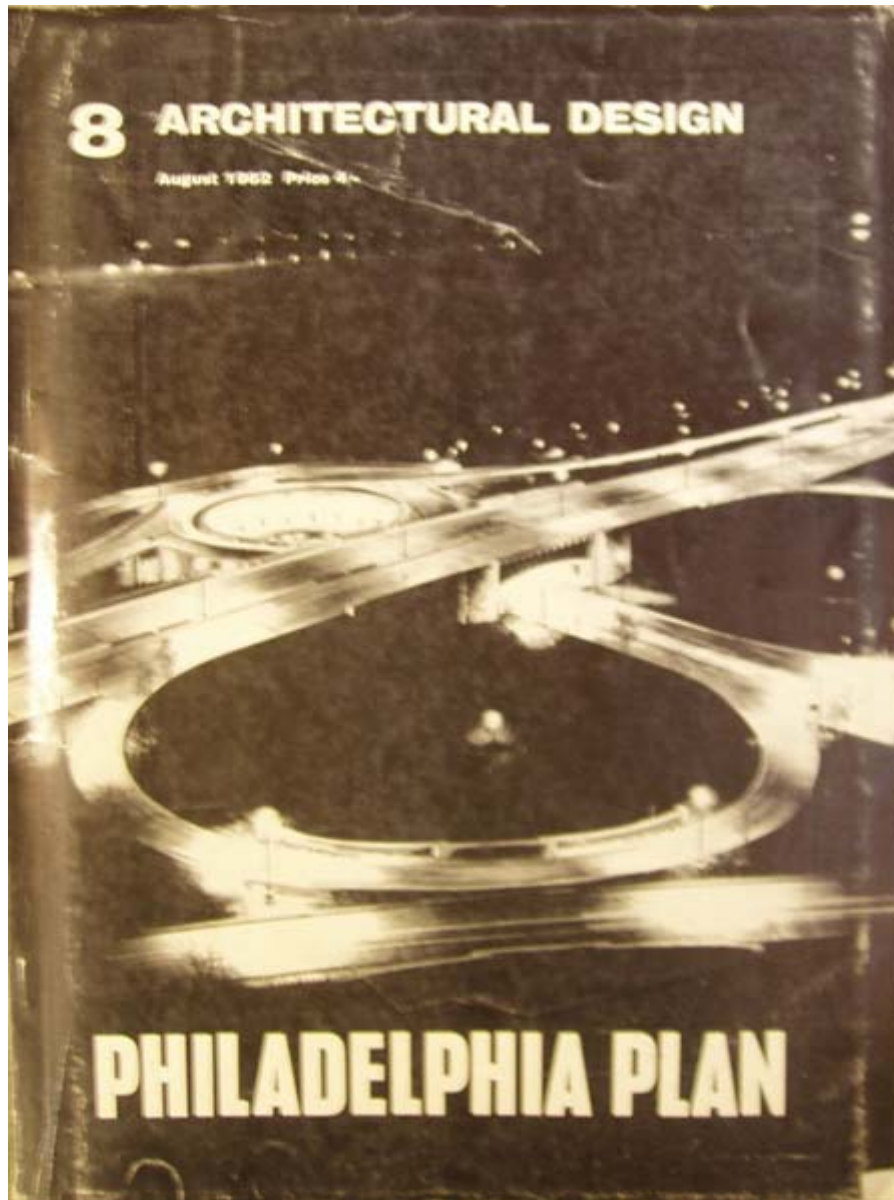
In the developing of these two themes I wanted to put accent about the hard relationship between the young AD e and the more consolidated *Architectural Review*, which found themselves often to compare and fight about the most important e problematic features of the English architectonic culture of those year. Proceeding in our days It seems that AD keep being updated, trying to promote new trends but reducing his critical voice so much appreciated by its editors in the 60s for a more general acceptance of the fragmentation of the various architectural approaches. What we can't forget however of the period I analyzed, it is both his original polemical spirit and at the same time the fact the support gave to the polemic of the English young generation, but also the great influence gave from some characters that worked in the following years in the editing of the magazine in the architectural international scene.



Architectural Design, december 1946



Architectural Design, april 1957. The cover, by Theo Crosby, shows some brutalist's pictures: a car, oriental house's drawings and movie's images



Architectural Design, august 1962. First cover by Kenneth Frampton

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