California Design Research Group

Graduate Student Colloquium

University of California, Berkeley; Saturday, March 8, 2014

112 Wurster Hall

9:00 Welcome

9:15 Opening Remarks
Marc Treib

Morning Session 9:30–12:00 noon
Moderator: Margaret Crawford

Marie-Madeleine Ozdoba
École des hautes études en sciences sociales, Paris
“Realizing the Future: Modern Architecture in California through the Prism of Popular Media”

Covadonga Martínez Peralvís Gómez
Architecture, Polytechnic University of Madrid
“Home Life: Distributional Guidelines”

Daniel Diez
Architecture, Polytechnic University of Madrid
“Learning from Advertising: The Architectural Discourse of Advertising in Arts & Architecture”

Respondents:
Wendy Kaplan, Los Angeles County Museum of Art
Simon Sadler, University of California, Davis

12:00–2:00 Lunch

Afternoon Session, 2:00–4:30
Moderator: Andrew Shanken

Amelia Ritzenthaler
University of California, Berkeley
“California Canneries and Women’s Work, 1910s to 1930s”

Michelle Fisher
CUNY Graduate Center, New York
“Farm Security Administration Architecture and Le Corbusier’s Radiant Farm”

José Ward
Cornell University
“Communities in the Fields: Regionalist Design for New Deal America”

Respondents:
Christopher Alexander
Getty Research Institute, Los Angeles
Irene Cheng
California College of the Arts, San Francisco

4:30–6:00 Reception

The California Design Research Group comprises scholars in the University of California system whose research concerns Californian architecture, landscape architecture, and design.

NEW THINKING ABOUT CALIFORNIA