Architectural Consumption in Los Angeles: Modernism, Power, and the Aesthetic of Plenty

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Abstract
This paper examines the economy produced by modernism as the site for developing an aesthetic grounded in opulence and consumption. While early modern architects aimed to break with tradition and create a new language of architectural forms, the call for new architecture has exploded into sites of what Glen Hill calls “aesthetic waste” in his article, “Aesthetics of Architectural Consumption” (2011). In Los Angeles, this aesthetic obsolescence results in developments being demolished at an alarming rate. As the idea of beauty is valued by its proximity to cleanliness or novelty, massive homes are turned to “junk” in pursuit of the ‘new’.

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Angelenos that back-home feeling when they return from vacation. This freaking fantastic Claud Beelman-designed Art Deco building stands out even in Downtown, where there are plenty of very lovely restored buildings. The building's exterior is covered in striking teal terra cotta and all sorts of fun embellishments (golden chevrons, sunbursts), all topped off by a clock tower and neon "Eastern" sign. The building now holds fancy lofts and equally fancy ground-floor retail. Modernism or modern architecture is an architectural style that emerged in the early years of the 20th Century. Modernism would become the dominant architectural form in the aftermath of the devastation of the Second World War. It is characterized by its heavy use of new technologies, with particular emphasis on the use of glass, steel, and, of course, reinforced concrete. Many also define it as the rejection of the old traditional neoclassical style and Beaux-Arts that were popularised during the latter half of the previous century. Modern architecture would remain the dominant architectural