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REQUIRED READING

A CALIFORNIA MAGAZINE BECAME A PLATFORM FOR THE BEST OF MODERN ARCHITECTURE AND DESIGN. BY EUGENIA LOPEZ

Only one thing will stop the realization of [how man wishes to be housed in the future], and that is the tenacity with which man clings to old forms because he does not yet understand the new," wrote editor John Entenza, announcing the Case Study House Program in the January 1945 issue of *Arts & Architecture*. Under Entenza's direction, the magazine didn't simply run stories about exciting new architecture, it enlisted rising architects such as Richard Neutra, Eero Saarinen and Charles and Ray Eames to build the model houses of the future. The groundbreaking program focused the world's attention on California architecture and the results continue to inspire architects and designers today.

The magazine embodied the personal vision of John Entenza, who served as publisher as well as editor. In 1938, when Entenza joined the staff,



Under John Entenza (above), *Arts & Architecture* promoted modern design; next month, Taschen will publish the first installment (1945-1954) of the magazine archives.

California Arts & Architecture was a modest regional publication based in Los Angeles. After a few years, he purchased the publication, dropped *California* from the title and set about transforming it into a bible of modern architecture. In addition to running the Case Study House Program, whose 36 designs launched several careers, *Arts & Architecture* was among the first to publish the work of architects such as Paul Rudolph and furniture designers like George Nakashima. Critical essays about contemporary art and modern music also filled the pages.

Arts & Architecture continued for more than two decades, but its importance waned as other publications also started to cover the new style of architecture. The magazine was never profitable, in part because Entenza only worked with advertisers of his choosing, and it ceased publication in 1967. ■

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