



**HSPV 741
FEATS OF CLAY**

BUILDING IN BRICK AND TERRA COTTA

F. Matero

Mondays 9-12 / Davis Seminar Room / Fisher Library



Museum of the American Revolution Robert A.M. Stern, Assoc.

“To build in brick is to capitulate to the idea that the past is back there, and all we can do is look at it.” M. Zimmerman 2012

Pennsylvania State House
1753



Richards Medical Labs
L. Kahn, 1965



Tate Addition/London
herzog de meuron
2014



Music Building/UPenn
Cope & Stewardson ,1892
Ann Beha Assoc, 2010



Tower of Babel
Bruegel the elder
1563

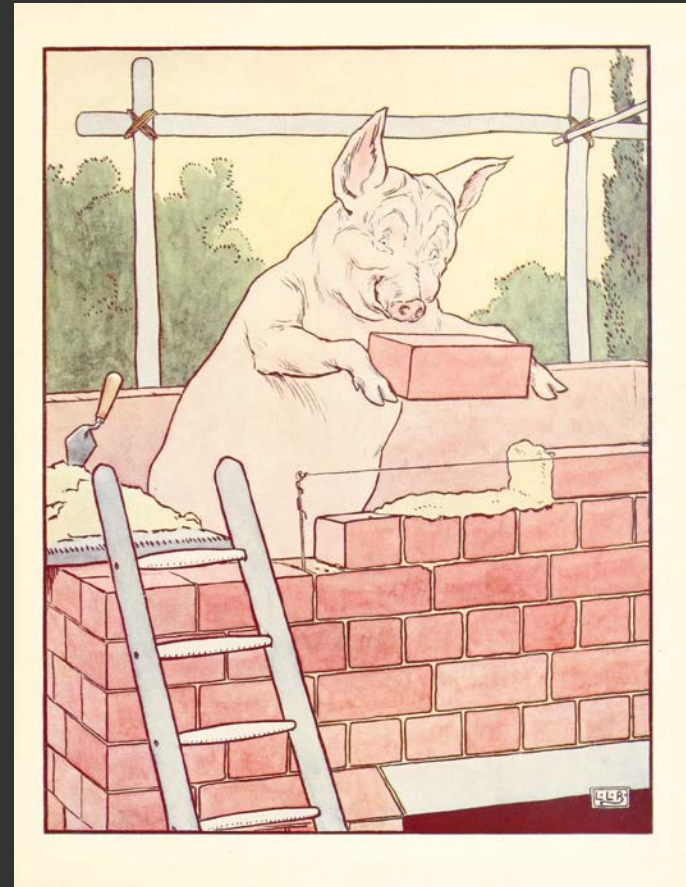


Penn's Treaty with the Indians
Benjamin West
1772



The Three Little Pigs

Leonard Leslie Brooke, 1904



Technology and Dissemination

Chambers 1881

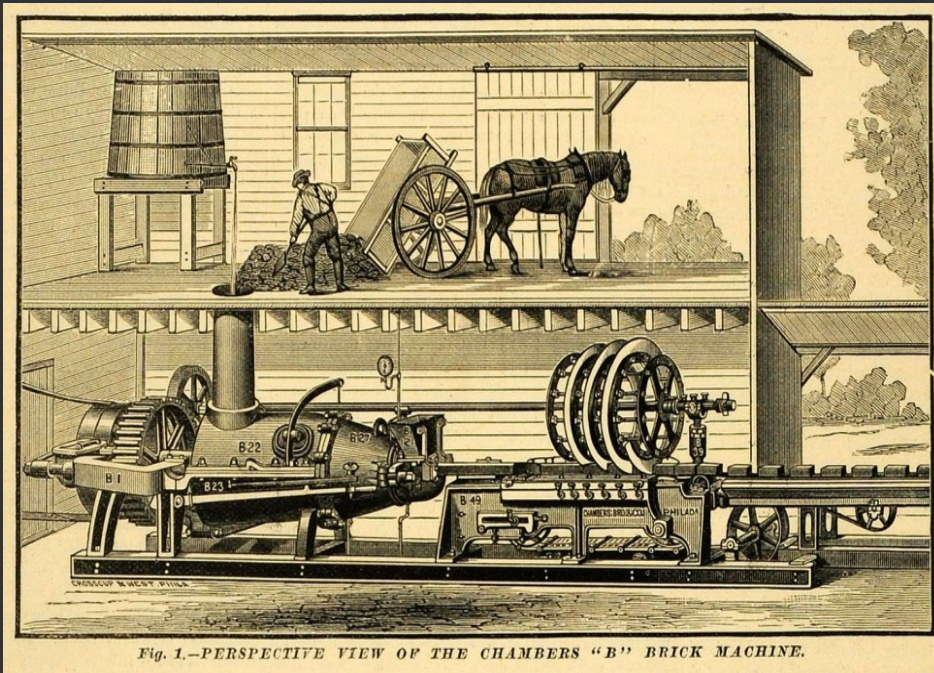
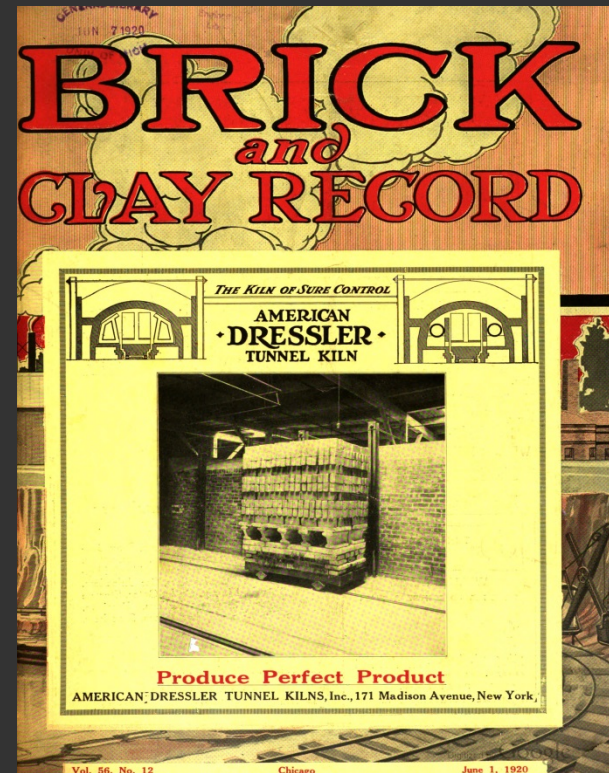


Fig. 1.—PERSPECTIVE VIEW OF THE CHAMBERS "B" BRICK MACHINE.

1920



Image



INTERPRETING *the* TIMES

THE WRIGLEY BUILDING
CHICAGO, ILL.
GRAMAM, ANDERSON, FROST & WHITE
Architects
Grey, dark cream and light cream
glazed Terra Cotta

POSTERITY will refer to our era, beyond doubt, as the Age of Advertising. Nothing else more accurately typifies the vast scale of business, the geographical broadening of markets, the swift inter-communication of the whole world, and the development in purchasing power of the whole people.

And just as Abraham stands for the Pastoral Age, Croesus the Imperial, Charlemagne the Feudal, the Doges the Commercial, and Rothschild the Financial, so William Wrigley, Jr., may be taken as standing for the Age of Advertising.

To architects this is of utmost importance. For the Architect is, above all else, the interpreter of his times. Hence the new Wrigley Building, in Chicago, holds a special message for architects, because it is one of the newest business buildings in which the architects were spe-

cifically asked by their client to design a building which would stand forth as a compelling advertisement.

Terra Cotta was chosen as the facing material most conspicuously attractive and most practically adaptable. Its gleaming whiteness will remain as new, for a contract was easily and economically arranged to have the building washed every few months.

Not only does the character of Terra Cotta thus commend it, but its reputation as well. This reputation is being strengthened and broadened immeasurably by advertising, as instanced by a campaign in *The Literary Digest* of significance to thinking architects.

NATIONAL TERRA COTTA SOCIETY is a bureau of service and information. No matter in what class of building you are interested, write us, and we will send you a brochure or other information illustrating Terra Cotta's value and achievements in that field. Address: National Terra Cotta Society, 1 Madison Avenue, New York, N. Y.

TERRA COTTA

Permanent Beautiful Profitable

CHICAGO 1933. CENTURY OF PROGRESS EXHIBITION

Homes of Tomorrow
Brick House Commissioned by the Common Brick Manufacturers' Association
Designed by Andrew N. Rebori



As published in Good Housekeeping, 1934



The House of Tomorrow, Keck & Keck



Andrew Rebori, white brick house, Chicago

WE FINISH Your Home and BUILD IT COMPLETE! All Ready to Move In! PAYMENTS Less Than Rent!

BRICK VENEER "Honor Built" HOMES

Modern Quality Features at Low Cost

Sears, Roebuck and Co.



The Rochelle, Hopwell, VA



Unidentified type, Hopwell, VA

Exhibition
04.30.15 – 08.28.15

