way that nature has been nowhere else so beautifully adapted to man.

The site of a building can be anything man and/or nature offer. In renovation jobs there is sometimes little or no latitude as far as the structure of the building is concerned. But the architect who renovated the interior of Bloomingdale's in NewYork City changed a routine retail store into one of electirc ambiance, expressing the excitement and fun of shopping. He did it by juxtaposing walls at different angles, creating small boutiques and lounges where once existed large impersonal areas. On some floors, in some areas, he lowered the ceilings to establish a sense of privacy. He used monitors throughout the store to televise fashion shows, make-up demonstrations, announcements of special sales and the like. He put in large, swift and silent escalators. By such means he succeeded in making space itself seem to vibrate with hurried, wonderful anticipation.

Art historians write alot about the development of "styles" in architecture. But that development is actually the history of man's learning to build with various materials and his development of structural features such as keystones, arches, wall supports, how to hang doors and windows, and so forth. Buildings such as the Parthenon are not art because they are marble copies of wooden structures with marvelous frieze added. Nor are churches and palaces art because they include much artistry such as impressive works of sculpture, stained glass windows, murals, and the use of gold-leaf. They are art primarily because to some large extent the architect(s) within his era's context of knowledge succeeded in integrating all the elements at his disposal with some central idea. Even a building such as the Cathedral at Chartres, the façade of which was rebuilt a number of times over a period of several hundred years, qualify as art because Mr. Sullivan's principle was applied to its interior. Part of the façade (the left tower, built 1134-1506) reflects that interior. Part of it (the right tower, built 1044-1080) does not.

Some modern buildings, such as those built in a style called "Brutalism" and those built in deliberate shunting of integration, such as the "de-constructionists," cannot qualify as art in any rational meaning of the term. Like "abstract" painters, who deny object, such builders deny integration. The results are structures, not art.

The principle "form follows function" is one of those rare, fundamental, seemingly self-evident ideas that come along once in a millennium. Even though some may dismiss it as a mere "coined phrase," it is the kind of idea which advances civilization because it offers explicit cognitive control over one's thought and actions. We owe Louis Sullivan and his most famous student, Frank Lloyd Wright, our thanks for having helped us to understand more clearly what constitutes the art of architecture by providing exceptionally beautiful examples throughout their respective careers. And more: we owe them a debt of gratitude for having lifted us out of the mire of the copied, the pasted-on, the random, the trite and, above all, the boredom of the inconsistent.

Many men, many products, many skills are used in the building of even the simplest house. The architect who wants to express his idea true must stay on top of all the work. It is not an easy task. But when form follows function and the architect's idea is realized, the finished product is truly nothing short of grand.

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ADDENDA: So much of Mr. Sullivan's work was copied and used repeatedly in so many structures, that it's easy to consider his work old-fashioned. In fact, however, it is the work of those who copied him which is hackneyed. When we look at what was being built before Mr. Sullivan's career, we can better appreciate how fresh and innovative his work actually was.

To experience architecture, you first have to find a building that is a work of art. You can be sure that art is the result of every building built from scratch by Louis Henri Sullivan and Frank Lloyd Wright. There exist many volumes devoted exclusively to the work of each. From the public library you can discover whether any of such buildings are near you. If you can, visit them. The work of Richard Neutra and Minoru Yamasaki are also recommended for your consideration.

You will also find interesting work in commercial and public facilities, such as shopping malls, banks, museums, libraries, retail stores, office buildings and airline terminals. A good picture book of such buildings is *Buildings for Commerce and Industry*, Charles King Hoyt, editor, New York: McGraw-Hill Book Co., 1978, which includes illustrations of each building's plan.

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2. Weingarden, Lauren S., *Louis H. Sullivan: The Banks*, MA: MIT Press, 1987, 95.
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Much thanks to Margo Stipe, Archivist at the Frank Lloyd Wright Foundation, for her generous assistance.

Announcements

AOB News will soon have a new website - http://aob.net

Dianne Durante (Ph.D., Classics) Offered Lecture on Turn-of-the-Century Artist-Entrepreneurs: Saint- Gaudens, MacMonnies, Parrish on June 9 in New York City at the NYOC. If you enjoy hearing about intelligent, hard-working, innovative, highly skilled and profit-minded men making piles of money, this lecture is for you. In the late nineteenth and early twentieth centuries, the most capitalistic era in American history, it was considered normal that the immense popularity of Augustus Saint-Gaudens, Frederick MacMonnies and Maxfield Parrish should earn them substantial wealth. MacMonnies' annual income in the mid-1890s reputedly reached $300,000 (probably 10 times that in 1990s dollars), and in 1925, one of every four American homes had a print of Maxfield Parrish's *Daybreak*.

The lecture gives a brief overview of the life and notable works of these artists within the social framework of the period between the Civil War and World War I. It is expected to be available on cassette tape through SRB soon. A list of the many works of these artists on view in New York and nearby will accompany the tape.

Announcements *continued*

Fourth Annual Objectivist's 4th of July Celebration & Camping Weekend: Atkinson Estate, Morgan Hill , CA. **Thursday, July 2, thru Sunday, July 5, 1998.** For information, contact Thomas Fahrner at: H (408) 736-4554; W (408) 946-8591; P (408) 280-3430; Email: tjfahrner@aol.com.

Friends of Ayn Rand meet for supper July 19 at 6:00 PM at a fine restaurant in the San Francisco Bay area. See 1998 Directory for details. For information send email to Dave@Weston-CDP.com or call Dave Weston: 1-650-947-9150.

In order to promote Objectivism in the business community, *AOB News* is contacting business conferences and conventions at which to display our magazine, and invite membership and/or subscriptions. Please send to *AOB News* the names of business conferences/conventions you know about and consider of interest. Please include the date and place of the event, and the name of the contact. Do not include trade shows. Email your information to bokor1933@aol.com.

Raven Pictures International, a home-video and television distribution company, distributes the award-winning program "Ideas in Action," a series of thought-provoking one-on-one interviews conducted by noted attorney and historian James Valliant. "Ideas in Action" examines the motivating ideas and philosophies of people who have made a significant impact in the fields of art, science and philosophy. Guests have included philosopher and author Dr. Leonard Peikoff, intellectual heir to Ayn Rand, with upcoming interviews to include Dr. Edward Teller, legendary physicist of the twentieth century, and Dr. Bruce Ames, arguably the leading cancer researcher in the world. For additional information regarding "Ideas in Action" contact Ted Chalmers at ravenla@earthlink.net. To purchase "An Interview with Leonard Peikoff," contact Second Renaissance Books at 800-729-6149.

Up-Coming Business Conferences

▶ **September 13-16: Marketing Research Conference:** Chicago Hilton & Towers, Chicago, Illinois. Sponsor: American Marketing Association. Estimated attendance: 500. Exhibits: 90.

▶ **November 6: Crain's Growing a Business: New York 7th Annual Expo.** New York Hilton. Sponsor: Flagg Mgt. Inc. Content: Features computer, finanacial, brokerage, investment, business equipment products and services.

[Listings courtesy **World Meetings Publications,** MacMillan Library Reference, New York.]

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