Contents

Abbreviations ix

Introduction 1
Connections in California Modern Architecture

1 The Medium Has No Message 55
Media Politics from Adolf Loos to the Bauhaus

2 Not Learning from Los Angeles 95

3 Between Culture and Biology 123
R. M. Schindler and Richard Neutra at the Limits of Architecture

4 Richard Neutra's Design Theory 195

5 Functionalism with a Vengeance 217
Neutra, Soriano, and the Eameses

6 Burn after Use 255
Eames Modeling

Conclusion 297
Reyner Banham's Neoliberal Aesthetic

Acknowledgments 325

Notes 327

Index 371