

## Cartopias

 Tags: [architecture](#), [automobiles](#), [hispanic\\_american](#), [u.s.\\_hispanics](#), [visions\\_voices](#)

Southern California Car Culture, Hot Rods and the Space Age - a USC Visions and Voices event - April 7, 2010

 Last Updated: Sep 5, 2014 | URL: <http://libguides.usc.edu/cartopias> | [Print Guide](#) | [Email Alerts](#)

- [Home](#)
- [Auto and Industrial Design](#)
- [Low Riders and Hot Rods](#)
- [Google Architecture](#)
- [Doheny Exhibition](#)
- [Natural History Museum](#)
- [Petersen Automotive Museum](#)
- [USC Visions and Voices](#)

[Home](#) | [Print Page](#)

 Search:   

### Welcome

This LibGuide was created to accompany the Visions & Voices event: Cartopias, a panel discussion, car show and exhibition of historic photographs. Please explore the tabs and links to learn more about this interaction of design, popular culture and technology which occurred in the 1950s and 1960s.

### Send us feedback!

Was this information helpful?

 Yes  No  Don't Know

How useful is this page?

(1 = Not Useful, 5 = Very Useful!)

 1  2  3  4  5

Additional comments:

Your Email:



### Cartopias



Wednesday, April 7, 2010

10 a.m. to 5 p.m.:

Car Show

Trousdale Parkway

3:00 p.m.:

Panel Discussion

Alumni Park

Explore the utopian aspirations and dreams of transcendence in 1950s and 1960s automotive design and youth car-mod subcultures. A display of historic automobiles from the golden era of California car culture will feature space-age concept cars and vintage hot rods.

In the afternoon, join us for a panel discussion with:

- Petersen Automotive Museum curator Leslie Kendall
- Dr. Denise Sandoval, professor of Chicana/o studies at California State University, Northridge, and author of *Arte y Estilo: The Lowriding Tradition*
- Beth Werling, collections manager of material culture at the Museum of Natural History.

In addition, the USC Libraries present *The Space Age Hits the Road: Visionary Car Designs in America*, an exhibition of historic photographs showing the influence of futurist design on U.S. automakers during the 1950s and 1960s.

Organized by William Dotson, Tyson Gaskill, Dace Taube and Andrew Wulf (USC Libraries).

[Read more about Visions & Voices here](#)

## Cartopias

 Tags: [architecture](#), [automobiles](#), [hispanic\\_american](#), [u.s.\\_hispanics](#), [visions\\_voices](#)

Southern California Car Culture, Hot Rods and the Space Age - a USC Visions and Voices event - April 7, 2010

 Last Updated: Sep 5, 2014 | URL: <http://libguides.usc.edu/cartopias> | [Print Guide](#) | [Email Alerts](#)
[Home](#) | [Auto and Industrial Design](#) | [Low Riders and Hot Rods](#) | [Google Architecture](#) | [Doheny Exhibition](#) | [Natural History Museum](#)  
[Petersen Automotive Museum](#) | [USC Visions and Voices](#)
[Auto and Industrial Design](#)
[Comments\(0\)](#) | [Print Page](#)

Search:



### Sample Articles

These highlighted articles are just an example of what you can find in the library's [online resources](#).

- The Beginning of Modern Auto Design**  
 Michael Lamm. The Journal of Decorative and Propaganda Arts, Vol. 15, Transportation Theme Issue (Winter - Spring, 1990), pp. 61-77.
- Streamlining and American Industrial Design**  
 Donald J. Bush. Leonardo, Vol. 7, No. 4 (Autumn, 1974), pp. 309-317.
- America's Love Affair with the Automobile in the Television Age**  
 Karal Ann Marling. Design Quarterly, No. 146, Autoeroticism (1989), pp. 5-20.
- Autos: Detroit Says Everything Old Is New Again**  
 Fara Warner. Wall Street Journal. (Eastern edition). New York, N.Y.: Sep 3, 1998. pg. B.1.
- The Punctuation at the End of the '50s**  
 Phil Patton. New York Times. (Late Edition (East Coast)). New York, N.Y.: Aug 2, 2009. pg. AU.2.

[Comments \(0\)](#)

### Recommended Reading from the USC Libraries - Books



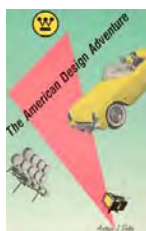
#### Populuxe - Hine, Thomas

Call Number: Architecture and Fine Arts & Doheny NK1404.H54 1986  
 A marvelously illustrated, readable knockout about the look and life of America in the '50's and '60's - from tail fins and TV dinners to Ken and Barbie dolls and fallout shelters. Kirkus Reviews.



#### Future retro : drawings from the great age of American automobiles : selected from the Jean S. and Frederic A. Sharf collection - Sharf, Frederic Alan

Call Number: Architecture and Fine Arts TL7.U6F88 2005



#### The American design adventure, 1940-1975 - Pulos, Arthur J.

Call Number: Architecture and Fine Arts & Leavey NK1404.P85 1988  
 Pulos discusses the influences and fashions as well as the major figures and schools of design from colonial times to 1940. Central to the story are the objects and artifacts themselves--including Shaker chairs, colonial teakettles, clipper ships, buildings, automobiles, cameras, housewares, boats, and locomotives. Distributed by Syndetic Solutions, Inc.



#### Roadside America : the automobile in design and culture - Jennings, Jan

Call Number: Doheny HE5623.R62 1990

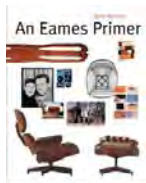
The physical and symbolic impact of the automobile on American culture is explored in 18 selected papers from the 1988 conference of the Society for Commercial Architecture. Distributed by Syndetic Solutions, Inc.



#### Curves of steel : streamlined automobile design at Phoenix Art Museum - Stein, Jonathan A.

Call Number: Architecture and Fine Arts TL7.A1C87 2009

Originally produced as the official catalog for a 2007 exhibition at the Phoenix Museum of Art, Curves of Steel celebrates the intersection of style and aerodynamics that is the hallmark of streamlined design in the twentieth century. Distributed by Syndetic Solutions, Inc.



#### An Eames primer - Demetrios, Eames.

Call Number: Architecture and Fine Arts NK1535.E25D46 2001xx  
 "From 1942 the Office of Charles and Ray Eames grew like L.A. itself to a focal center in the widest world of design. This is the fascinating personal account of Charles and Ray and of scores of their talented associates who made it an atelier of our times, creating a charmed house of steel, a dozen museums, a hundred films, and myriad seats that welcome you in airports everywhere." Philip and Phyllis Morrison

#### Auto opium : a social history of American automobile design - Gartman, David

Call Number: Doheny TL255.G33 1994

Combining a unique blend of business, social, and cultural history, "Auto-Opium" connects the social struggles of designers within firms and the marketplace struggles between auto firms. Distributed by Syndetic Solutions, Inc.

### Related Websites

- [Museum of Automobile Art & Design](#)
- [National Association of Automobile Museums](#)
- [Doodles, Drafts and Designs: Industrial Drawings from the Smithsonian](#)
- [International Council of Societies of Industrial Design](#)
- [The Henry Ford Blog: What is mid-century, modern design?](#)
- [Car Body Design](#)
- [When the Future Was Young, and Cars Could Fly](#)

[Comments \(0\)](#)



**Herman Miller : the purpose of design - Berry, John R.**

Call Number: Architecture and Fine Arts TT196.B47 2004

A definitive history of design and the company's work since its founding, Herman Miller features the legendary designs of Charles and Ray Eames, George Nelson, Isamu Noguchi, Gilbert Rohde, Bill Stumpf, Don Chadwick, and many more. It is a must-read for collectors, designers, professionals, students, and anyone with an interest in design.

Distributed by Syndetic Solutions, Inc.

---

Powered by [Springshare](#): All rights reserved. [Report a tech support issue](#).  
View this page in a format suitable for [printers](#) and [screen-readers](#) or [mobile devices](#).

\* Asterisk in guide title indicates core subject guide

**Cartopias** Tags: [architecture](#), [automobiles](#), [hispanic\\_american](#), [u.s.\\_hispanics](#), [visions\\_voices](#)



Southern California Car Culture, Hot Rods and the Space Age - a USC Visions and Voices event - April 7, 2010

Last Updated: Sep 5, 2014 | URL: <http://libguides.usc.edu/cartopias> |  Print Guide |  Email Alerts

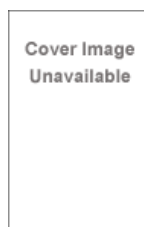
- [Home](#)
- [Auto and Industrial Design](#)
- [Low Riders and Hot Rods](#)
- [Google Architecture](#)
- [Doheny Exhibition](#)
- [Natural History Museum](#)
- [Peterson Automotive Museum](#)
- [USC Visions and Voices](#)

Low Riders and Hot Rods  Comments(0)  Print PageSearch:   **Sample Articles**

These highlighted articles are just an example of what you can find in the library's [online resources](#).

- [Cars and Culture](#)  
Jack DeWitt. The American Poetry Review. Philadelphia: Mar/Apr 2010. Vol. 39, Iss. 2; pg. 38, 3 pgs.
- [The \(New\) Order of Things: Art, Car Customizing, and Hybrid Dreams](#)   
Gean Moreno. Art Papers v. 26 no. 2 (March/April 2002) p. 32-6.
- [Heart like a Car": Hispano/Chicano Culture in Northern New Mexico](#)   
Brenda Bright. American Ethnologist, Vol. 25, No. 4 (Nov., 1998), pp. 583-609.
- [The Hot-Rod Culture](#)  
Gene Balsley. American Quarterly, Vol. 2, No. 4 (Winter, 1950), pp. 353-358.
- [Hot Rod Magazines: A Harmless Diversion?](#)  
Eleanor M. Robinson. The English Journal, Vol. 54, No. 1 (Jan., 1965), pp. 36-38.
- [Among Lowriders, US Cars Still Reign Supreme](#)  
Corey Takahashi. National Public Radio. June 9, 2009.

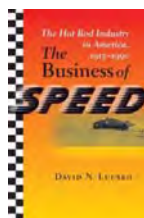
Comments (0)

**Recommended Reading from the USC Libraries - Books**[Arte y estilo : the lowriding tradition - Sandoval, Denise](#)

Call Number: Architecture and Fine Arts TL255.2.S26 2000  
"This catalog was published in conjunction with the exhibition Arte y Estilo : the lowriding tradition at the Peterson Automotive Museum February 5-May 28, 2000." -- verso t.p.

[Customized : art inspired by hot rods, low riders, and American car culture - Bright, Brenda Jo](#)

Call Number: Architecture and Fine Arts Library N8217.A94C88 2000  
The catalog's eight essays provide biographical information and place the objects in the context of contemporary art. For cultural studies as well as art collections. Gwen Gregory, New Mexico State Univ. Lib., Las Cruces Copyright 2000 Cahners Business Information. From: Reed Elsevier Inc. Copyright Reed Business Information

[The business of speed : the hot rod industry in America, 1915-1990 - Lucsko, David N.,](#)

Call Number: Doheny Library TL236.3.L83 2008  
Lucsko (history of technology, U. of Detroit Mercy) details the history of automobile performance tuning from the first aftermarket modifications of the Ford Model T to the present \$34 billion industry. 2009 Book News, Inc., Portland, OR (booknews.com) Distributed by Syndetic Solutions, Inc.

[Lowrider : history, pride, culture - Penland, Paige R.](#)

Call Number: Boeckmann TL255.2.P46 2003  
Pride, artistry, culture, and unity are just a few words that describe the lowrider lifestyle and movement. This book chronicles the entire lowrider movement focusing on the cars, the culture, and the people who have created one of the hottest growing multicultural movements in the automotive industry. Distributed by Syndetic Solutions, Inc.

[California hot rodder - Carnine, Jay](#)

Call Number: Doheny Special Collections TL263.3.C37 2000  
Ride with the author through the '50s heyday of hot rodding. Includes numerous photos and cartoons. Distributed by Syndetic Solutions, Inc.

[Low 'n slow : lowriding in New Mexico - Parsons, Jack](#)

Call Number: Doheny F805.M5P37 1999  
This colourful volume is a celebration of the customised low-rider cars that are a vital part of a particular Hispanic subculture in New Mexico. They have amazing custom paint jobs, upholstery, steering wheels, and even murals on the hood, trunk, or sides. Distributed by Syndetic Solutions, Inc.

[Hot rods and customs : the men and machines of California's car culture - Dobrin, Michael](#)

**Related Websites**

- [SoCalCarCulture](#)
- [Lowrider Magazine](#)
- [Hot Rod Magazine](#)
- [Vintage Cars: Lowriders to Hot Rods](#)
- [National Hot Rod Association](#)
- [National Street Rod Association](#)
- [Boyd Coddington](#)

Comments (0)

Cover Image  
Unavailable

Call Number: Architecture and Fine Arts Library TL236.3.H68 1996

Cover Image  
Unavailable

Mexican American low riders : an anthropological  
approach to popular culture - Bright, Brenda Jo  
Call Number: Doheny E184.M5B75 1994a

---

Powered by [Springshare](#); All rights reserved. [Report a tech support issue](#).  
View this page in a format suitable for [printers](#) and [screen-readers](#) or [mobile devices](#).

\* Asterisk in guide title indicates core subject guide

## Cartopias

 Tags: [architecture](#), [automobiles](#), [hispanic\\_american](#), [u.s.\\_hispanics](#), [visions\\_voices](#)

Southern California Car Culture, Hot Rods and the Space Age - a USC Visions and Voices event - April 7, 2010

 Last Updated: Sep 5, 2014 | URL: <http://libguides.usc.edu/cartopias> | [Print Guide](#) | [Email Alerts](#)

- [Home](#)
- [Auto and Industrial Design](#)
- [Low Riders and Hot Rods](#)
- [Google Architecture](#)
- [Dohney Exhibition](#)
- [Natural History Museum](#)
- [Peterson Automotive Museum](#)
- [USC Visions and Voices](#)

[Google Architecture](#) | [Comments\(0\)](#) | [Print Page](#)

 Search:   

### Google Defined

#### THE "GOOGIE SCHOOL OF ARCHITECTURE"

##### *Euphoria Personified*

The optimism and euphoria that swept the country after World War II infused the outlook of 1950s architects. These men and women, already influenced by the brilliant Frank Lloyd Wright, had access to amazing new construction materials and building techniques generated by war technologies. Now it was time to design the postwar nation: the future was theirs.

##### *Cars*

Simultaneously, the car culture exploded. Huge, flashy American cars laden with shiny chrome and fitted with futuristic tail fins traveled the roads between the cities and the burgeoning suburbs in ever-increasing numbers.

##### Source Citation

"The 'Googie School of Architecture'." *American Decades*. Ed. Judith S. Baughman, et al. Vol. 6: 1950-1959. Detroit: Gale, 2001. 158-160. *Gale Virtual Reference Library*. Web. 28 Mar. 2010.

[Comments \(0\)](#)

### Recommended Reading from the USC Libraries - Books



#### Googie : fifties coffee shop architecture - Hess, Alan

Call Number: Architecture and Fine Arts NA7856.H47 1986

The rhythmic and kinetic Googie style, a name prompted by John Lautner's 1949 design for Googie's restaurant in Los Angeles, evolved from the '30s Streamline Moderne. With wit and verve, Hess traces the history of Googie, showing how Lautner, a student of Frank Lloyd Wright, adapted Wright's concepts to the roadside environment... From: Reed Elsevier Inc. Copyright Reed Business Information



#### Googie redux : ultramodern roadside architecture - Hess, Alan

Call Number: Architecture and Fine Arts NA7856.H47 2004

In this revision of the 1985 edition, the architecture critic for the San Jose Mercury News continues his pioneering homage to the iconic design of American drive-in coffee shops as well as cars and houses of the 1930s to 1950s. Annotation ♦2004 Book News, Inc., Portland, OR (booknews.com) Distributed by Syndetic Solutions, Inc.



#### Birth of the cool : California art, design, and culture at midcentury - Armstrong, Elizabeth

Call Number: Architecture and Fine Arts vN6530.C2A72 2007

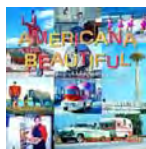
Catalog of an exhibition at Orange County Museum of Art, Newport Beach, California, October 7, 2007-January 6, 2008 and additional locations.



#### Southern California in the '50s : sun, fun and fantasy - Phoenix, Charles

Call Number: Dohney F867.P5 2001

With colorful memorabilia and vintage photos, Southern California in the '50s: Sun, Fun and Fantasy showcases [the] space-age promised land and the society that jump-started a cultural explosion. Distributed by Syndetic Solutions, Inc.



#### Americana the beautiful : mid-century culture in Kodachrome - Phoenix, Charles

Call Number: Architecture and Fine Arts E169.Z8P47 2006

This witty, wacky and wondrous collection of found vintage family and travel Kodachrome slides celebrates the cultural extravaganza that is America's golden era, the space age. Distributed by Syndetic Solutions, Inc.

### Related Websites

- [Googie Architecture Online](#)
- [Googie Architecture at the Open Directory Project](#)
- [Los Angeles Conservancy - Modern Committee](#)
- [Roadside Peek - Googie Central](#)
- [Lotta Livin'](#)
- [Googie Art](#)
- [Flickr: Googie](#)

[Comments \(0\)](#)

### Sample Articles

These highlighted articles are just an example of what you can find in the library's [online resources](#).

- [Googie woogie](#)  
Sutherland Lyall. *The Architectural Review*. London: Apr 2001. Vol. 209, Iss. 1250: pg. 25, 1 pgs.
- [Design 2001; Workman's Paradise; The vintage 1950 'Doo-Wop' architecture of Wildwood, N.J., is back in vogue.](#)

Robert Strauss. Los Angeles Times. Los Angeles, Calif.: Jul 26, 2001. pg. E.3.

- **From Hash House to Family Restaurant: The Transformation of the Diner and Post-World War II Consumer Culture**  
Andrew Hurley. The Journal of American History, Vol. 83, No. 4 (Mar., 1997), pp. 1282-1308.
- **The Origins of McDonald's Golden Arches**  
Alan Hess. Journal of the Society of Architectural Historians, Vol. 45, No. 1 (Mar., 1986), pp. 60-67
- **Unvernacular Vernacular: Contemporary American Consumerist Architecture**  
John Chase. Design Quarterly, No. 131, (1986), pp. 1-3+5-32.

Comments (0)

---

Powered by [Springshare](#); All rights reserved. [Report a tech support issue](#).  
View this page in a format suitable for [printers and screen-readers](#) or [mobile devices](#).

\* Asterisk in guide title indicates core subject guide

## Programs & Exhibitions

### The Space Age Hits the Road: Visionary Car Designs in America



The shiny cars rolling off the assembly lines of Detroit's Big Three automakers were among the most memorable symbols of the future as it was imagined during the 1950s. Their elongated tailfins and cockpit-like windshields drew inspiration from the U.S. space program and the aesthetics of jet aircraft, evoking the idealized lifestyle promised to Americans by Chrysler, Ford, and General Motors. Automobile designers envisioned a sleeker future, in which drivers traveled effortlessly and comfortably to their destinations. Their innovations took shape against the backdrop of the space race between the Soviet Union and the United States, set into motion by the October 1957 launch of the Sputnik satellite and culminating in the 1969 Apollo moon landing. Many of the images seen here were originally published in the Los Angeles Examiner newspaper, which had the second largest circulation in Southern California when it folded in 1989. The photographs are now a part of the USC Libraries' Special Collections.

[View Exhibit »](#)

#### THIS SECTION

[About](#)

[Current Exhibition](#)

[Archive](#)

[Events](#)

[Exhibition Spaces](#)

[Venue Reservations](#)

[Contact](#)