

degenerated into a heavy conservative
with a double-breasted mind buttoned across
a man believing in short hair, censorship, Georgian architecture,
paintings of snow gums, and fliers: a ^{lean, leathery frontiersman} ^{broad complacency} does not begin
to understand his opponent.

Between the wars such ^{understanding} was easy. His opponent was a shabby, bitter
man who fed on cold pie and typed out vitriol for the local
Communist weekly. ^{He was easy to understand and to ignore} But now the opponent is a movement
which wants Australia to join the world, and feels the strength

2
* Architecture is the dominant element of World Fairs.
We (& the public) are inclined to think of them as opportunities for structural experimentation & innovations of all kinds.

* But in fact Fair building is as diff. as arch in real world as a 1st yr. student's dream.

1. Built to last 6 months
2. Structure strong, 100 yrs but weatherproofing - mastic

3. Fair bldgs. function is frankly to excite the eye & the imagination: MUST draw crowd

* We've been brought up to believe that advertising itself is about the worst crime of architecture.

Frivolous things done to advertise owner or (worse still) architect BAD.
Only lately experiencing here real "look at me" advertising arch:

Col. Sanders - Kentucky F. Chick

* Expo bldgs are kind size K.F.C.
Sad fact of life that same, (UK) ~~under~~, reserved arch FAILS.

Expo bldg must grab you: Only valid criteria is if it grabs SOPHISTICATED, wise, witty, witty, or CORNY, blatant, phoney, waxy PIX

Why does AUST enter Expos?

Because they're there!

What's the value of World Fairs?

Good will.

Challenge - like going to the moon

A somewhat more amiable adventure than war to divert extroverts.

→ A cultural Olympic Games.

Personal Contact between nations

— which I sincerely believe is the most important thing

in world... See AUSSIE racists changing attitude to Japs

* NOT a trade show (... Almost not)

International bureau: rules:

3 segments of world / 3 yrs / 10.

(Then it will be real challenge)

Well, Aust is in the game now:

Expo 67 & 70 - whereas not at Brussels or Seattle or N.Y.

- something about our maturity or rather our return to a state of national extroversion.

Of major world ex's 19th C., starting LONDON 1851, Crystal P. - 8th & 9th in Aust: Syd 1879

Melb 1880 (£330,000 - attracted 1,330,000. Profit £1,571.)

SUKAKARA

KUROKAWA

MAEKAWA

MAKI

ISOZAKI

1934
Hugh Ferriss

Fred Hoyle: Future Present, more so

- I think back 22 yrs 1947, I became arch, WWII over, bldg resuming SURE OF FUTURE OF AVST DWELLING Thing called Mod Arch had been

- approaching long as I cd. remember.

- 15 yrs or so. W.B.G. H. D-A. R.G.

- Now with war over Brave N.W: MUST come

— if not immed'ly, 10-20 yrs.

— nothing short of WW3 cd. stop it!

That thing called MOD'N HSE

was not FIXED IMAGE - free, but

- Certain constants: WHITE, FLAT RF, GLASS, NAT'L TIMBER, OPEN PLAN

We looked ahead confidently: ALL hses like that! SO PREFB. like CARS (work centres plugged in) (10 yrs) Air cond/dish washers for EVERYONE (Walter Gropius prefab 1906)

WE took for granted AUSSIE → VILLA

Why not? (Good) Space

But cast envious glances at

Continental dreams: Le CORBU CITÉS

'20s. — They too MUST (say 20 yrs)

So there in clear, sparkling crystal ball

FUTURE AVST DWELL'G unmistakable

— tall shining skysc'ps for Sophisticates

— small sparkling prefabs (flat roofs, pergolas, gumtrees for nice young...

Now in light of those confident, wrong predictions, how can I have face to say about how DWELLING will change next?

2

(Funny thing how we're all starting to look to future. Only last 2-3 yrs. USA 1957 (soaring 60's) Now 2001 (1984) conventions not all looking to end of century: melb Syd 5m.. Perth 2-3m.

Back to predictions of 1947. Not entirely wrong. GUMTREES. 1 mod house in 50 (at best). But virtually NO more adv. technology, no PREFB of shower-rms let alone work centres... EXACTLY ONE SKYSC. FOR SOPHISTS.

- Instead: fresher cosmetics, a BIT more equipt. But house as 1850. N° of

- Unsophist'd skyscrapers for H.C. tents BUT most imp, we have 1000s of new breed of dwelling not in crystal ball!

3 storey yellow flats with conc. gardens

Prahran: 100's to every house (14 points)

Perth: (3 million sq. mls): 40% → 50%

ACT: 10% "What public wants" (available)

ALSO SLUMS OF Tomorrow - abominable to any city plan ideals, parodies of Le C. things that in some areas (St K) cleared away like rubbish dumps eventually/prost

So what future? (? Guess) NOT many

more 3-st., NOT 20-st H.C. (crit. details)

NOT many more yrs of AVST VILLA

clinging to bricks & bush corp. 1850

WHAT? ARCHIGRAMS & METABOLISTS

USA: 'CARAVANS' = HI DENSITY 9/acre

up to 12/a (ENG.) → 150, 200, more (Kings)

PEDESTRIAN (OR) SUPER HIGHWAYS to

USE our space, make SPRAWL WORK! But will FAMILY LIVE? Whatever: Design. Educational

directing the shape of dwellings.
— one of the biggest contributions
that can be made towards a
more cultivated, civilized life.