

RICHARD NEUTRA

SURVIVAL
THROUGH
DESIGN

This is a revolutionary book on design and its vital significance for the very survival of the human race by one of the foremost architects in the world today. *Time Magazine* says: 'Of all the architects who have made their reputations in the United States, Richard Neutra ranks second only to lordly Frank Lloyd Wright.' During his vast practical experience as a city planner and designer of buildings, Mr. Neutra developed the ideas and point of view that he so forcefully expresses in this book. He plumbs our attitude toward foresight and planning. He advocates design 'for life' and health, especially mental health. Design must be adapted to actual living processes. It can harm or help them, while they unroll in time as well as in space.

Survival Through Design is bound to stimulate creative controversy and to make a lasting contribution to design criticism. It is a book to be read by anyone interested in society and civilization in a hectic, industrialized age.

The author stresses the daily impact of our complex, humanly produced, and constructed environment on the more than two billion people of this planet. All constructed and mass-produced items of modern life are 'designed,' but the principles for such designs are very much up in the air. Mr. Neutra bases his powerful argument on the historically growing necessity to plan with a more biological bias. He constructively lists and proposes in simple form suitable lines of research, the results of which would eventually make available the necessary physiological data upon which responsible design should be based and developed. There is need for a warmer, more humanly pulsing effort to design for life and thus to preserve it.

Autofocus '17 MLAG [af] Seminar on Architecture on Philosophy of Neurosciences

FLUP | University of Porto
Faculty of Arts
Philosophy Department Room
2017 November 17 | 14:30

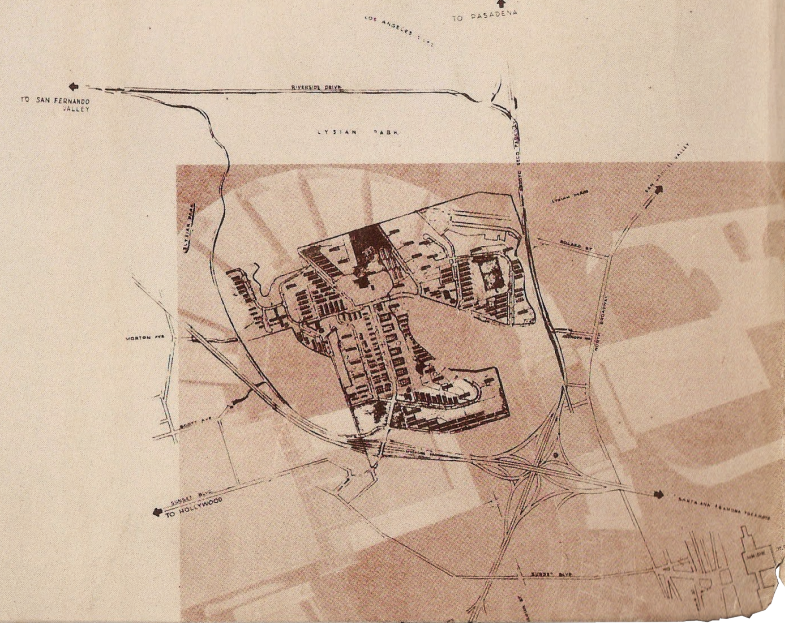


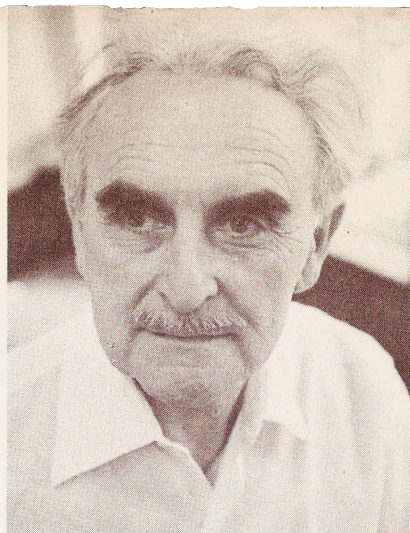
Is there a future for Richard Neutra's biorealism?

keynote speaker
Raymond Neutra
discussants
Sofia Miguens
Pedro Borges de Araújo

NEUTRA

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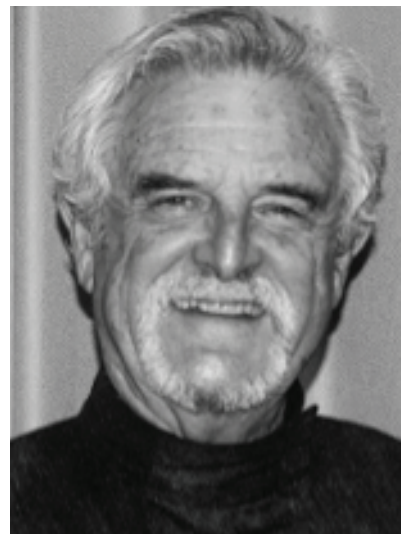


PHOTOGRAPH BY ANNE ROSENER

RICHARD NEUTRA, internationally famous pioneer in contemporary architecture, housing expert, and city planner, is a man of great originality and versatility. His theories on design for life and wholesomeness are demonstrated in all his work. In the nineteen-twenties his Health House in Los Angeles aroused the enthusiasm of a whole generation of young architects. It was a new humanist declaration — architecture honoring human physiology. His interest in social concerns, in people and populations, led him into complex projects from low-cost, open-air schools, and hospitals for tropical islands, to desert mansions with man-made climate, to defense housing for shipyard workers. Mr. Neutra's projects in a dozen states — large and small dwellings, office buildings, college campuses, health centers, auditoriums, entire communities — have brought him many distinguished awards. He has designed projects six thousand miles east and west of his office, from Northern Italy to the South Seas.

Mr. Neutra was born in Vienna in 1892 and, achieving one of his boyhood aspirations, has long been a citizen of the United States. An honor graduate of the University of Vienna, a gardener boy in Switzerland, an architect and planner in various European countries, he came to the United States in 1923, met Louis Sullivan in Chicago, and later Frank Lloyd Wright at Sullivan's funeral. He was one of the earliest admirers of these great men. In 1925 he set up his own practice in Southern California, where Nordic custom began to be 'thawed out' after 'a millennium of glacial architecture.' Neutra projects and writings have been published round the world.

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Raymond Richard Neutra
M.D., C.M., M.P.H., Dr. P.H.

Raymond Richard Neutra retired in 2007 as Chief of the 200 person Division of Environmental and Occupational Disease Control after 27 years in the California Department of Public Health. He received his medical degree at McGill University in 1965 and his doctorate in epidemiology from Harvard School of Public Health in 1974. He has taught epidemiology at the Universidad del Valle in Cali Colombia, Harvard Medical School and School of Public Health and University of California at Los Angeles (UCLA) Schools of Medicine and Public Health. He is author and co-author of more than 100 articles and co-authored a text book on quantitative decision analysis in medicine.

Between 1994 and 2002 he was in charge of the Electric and Magnetic Fields Program in the California Department of Public Health, a seven million dollar policy and policy relevant research program. It asked the question "How certain must we be of how much EMF related disease before we move from the status quo to cheap or expensive avoidance of magnetic fields?". The products of this research, including exposure and cost of remediation studies, policy for power lines and schools, occupational exposure studies, an epidemiological study of EMFs and miscarriage etc can be found at www.ehib.org/emf.

IS THERE A FUTURE FOR APPROACHES SUCH AS RICHARD NEUTRA'S BIOREALISM?

Abstract My father's interest in phenomenology and neurosciences, his faith that evidence could supplement intuition in providing designed environments that would foster the flourishing of clients, led me into a career in environmental epidemiology. Evidence can tell us THAT something works, and many times that is sufficient to guide decisions even if we don't have evidence WHY things work. Evidence can tell us what to avoid (much of my career generated that kind of evidence) but it also can be generative and suggest new possibilities. Are there lessons from the practice of individual medicine and public health that hint at the potentials and limitations of scientific evidence in the practice of environmental design?