

Jean-Louis Cohen

Building a new New World
Amerikanizm in Russian Architecture

Canadian Centre for Architecture
Yale University Press

Table of contents

| | |
|-----|--|
| 5 | Foreword |
| 9 | Introduction |
| 12 | Modernity and Americanism |
| 14 | Russia's Singular Case |
| 17 | Enquiries and Interpretations |
| 19 | Architecture at Play |
| 20 | The Figures of Amerikanizm |
| 22 | Cycles and Fluctuations |
| 33 | Czarist Russia and its Americas |
| 36 | Early Literary and Technological Transfers |
| 40 | America in the Eyes of the Revolutionaries |
| 43 | The World Fairs: Philadelphia and Chicago |
| 58 | Capitalism and Amerikanizm |
| 63 | Looking at the American City |
| 69 | Russian Buildings Shatter the Ceiling |
| 77 | Amerikanizm of the Poets: Balmont, Gorky, and Blok |
| 85 | From Pulp Fiction to Political Fiction |
| 97 | Taylorism and Fordism for the Soviet Industrial Development |
| 100 | Trotsky, Bukharin, and Kollontai in New York City |
| 101 | Taylorism Before and After the Revolution |
| 109 | Humanitarian Aid and Concessions: Towards the Electrification of the USSR |
| 117 | The Scientific Organization of Labour, From Gastev to Meyerhold |
| 133 | Two Soviet Heroes: Ford and the Fordson Tractor |
| 144 | Amtorg: A Russian Purchasing Office in New York |
| 149 | Albert Kahn's Factories, From Detroit to the Urals |
| 168 | The Dnieprostroi and the Magnitstroi as American Construction Sites |
| 175 | Damnatio Memoriae |
| 185 | Avant-Garde Amerikanizms |
| 189 | Esenin and Mayakovsky in New York |
| 193 | Pickfordism and Pinkertonitis |
| 200 | Red Skyscrapers |
| 215 | The Eye of the Architect: Erich Mendelsohn and Richard Neutra |
| 226 | El Lissitzky's Horizontal Skyscrapers |
| 233 | Cambridge—Moscow: Münsterberg and Ladovskii |
| 236 | America According to Ginzburg and the Constructivists |
| 245 | De-Urbanism: With Ford Against Cities |
| 255 | Fantastic Amerikanizms: Three Albums and a Competition |

| | |
|---|-----|
| Architectural Amerikanizm in the Early Phase of Stalinism | 273 |
| America in the Lens of Filmmakers | 279 |
| Soviet Swing | 289 |
| Towards a Realistic Amerikanizm | 290 |
| Iofan's Palace of the Soviets and the American Experience | 292 |
| The People's Commissariat of Heavy Industry | 314 |
| The 1935 Moscow Plan and its American Inspiration | 321 |
| Oltarzhevskii, Between New York City, Moscow, and the Gulag | 326 |
| Ilf and Petrov and the American Heartland | 336 |
| Mikoyan and the Americanization of Russian Food Supply | 345 |
| Mumford and Wright in Moscow | 350 |
| The 1939 World's Fair | 356 |
| War and Peace: From Alliance to Competition | 369 |
| The Lend-Lease Act and the American Contribution to the Russian War Effort | 374 |
| Towards a Single-Storey Russia? | 380 |
| American Exhibits for Moscow | 384 |
| Rude Awakenings | 407 |
| Secretly Borrowing American Technology | 413 |
| Anti-Amerikanizm and Anti-Cosmopolitanism | 415 |
| A Ring of High-Rises | 419 |
| Khrushchev and His Successors: Reaching, Surpassing, and Forgetting America | 457 |
| Architects and Political Leaders in America: from 1955 to 1959 | 461 |
| 1959: An American Exhibition in Moscow | 469 |
| Mutual Impressions of the Exhibition | 487 |
| The 1960s: A More Intimate Understanding | 496 |
| Victor Gruen: Los Angeles as a Model | 509 |
| Raymond Loewy's Industrial Designs | 518 |
| Exhaustion and Oblivion | 526 |
| Index and credits | 529 |
| Index of institutions and organizations | 530 |
| Index of names | 533 |
| Captions for chapter introduction illustrations | 540 |
| Sources of the illustrations | 542 |
| Acknowledgments | 543 |