

communiqué /press release**For immediate release****Popularizing Architecture in the U.S.A.**

24 May to 29 October 1995

In the hall cases

Montréal, 24 May 1995 – The Canadian Centre for Architecture presents the exhibition ***Popularizing Architecture in the U.S.A.*** in the hall cases, from 24 May to 29 October 1995.

Focusing on the United States between the 1890s and the 1960s ***Popularizing Architecture in the U.S.A.*** highlights some of the ephemeral items that have created public awareness of the built world. These humble, mass-produced objects are easily overlooked in favour of the more sophisticated and the more scholarly, yet they are critical primary sources for an understanding of architecture as perceived and interpreted for popular assimilation.

The exhibition presents everyday objects that have played an important role in illustrating the world of architecture. Billheads and letterheads, with images of company buildings designed as symbols of stability and success, were used extensively as advertising media by the firms they represented. Stereoscopic views documented construction methods, materials, and the continually changing face of American architecture. Souvenir buildings have been sold or given away in large numbers to commemorate visits or events or to entice potential customers. Picture postcards, souvenir booklets, and miniature portfolios have contributed to publicize architecture cheaply and effectively. World's fair

memorabilia have been significant in disseminating the experimental architectural ideas that have been part of almost every international exposition.

Featuring more than 75 objects drawn from the CCA's collections, ***Popularizing Architecture in the U.S.A.*** is presented as a complement of ***Scenes of the World to Come: European Architecture and the European Challenge, 1893-1960*** and is organized by Rosemary Haddad, Associate Librarian of the CCA Library.