

CONTENTS

8

I. THE ARCHITECT'S ITINERARY

22

II. WRITINGS

23 Is Ornament a Crime?

29 Towards an Architecture without the Avant-Garde

32

III. RENOVATIONS: APARTMENTS, STORES, CAFES

59

IV. INDIVIDUAL HOUSES

59 Principles

75 Houses

116

V. MIXED-USE BUILDINGS AND WORKERS' HOUSING

138

VI. MONUMENTAL BUILDINGS AND LARGE PROJECTS

140 Monuments and Monumental Buildings

158 Utilitarian Buildings

169

VII. LOOS'S ARCHITECTURE: ELEMENTS OF ANALYSIS

172

VIII. THE BIBLIOGRAPHY OF ADOLF LOOS: AN AMBIGUOUS POSTERITY

176 Notes

188 Existing Buildings

191 Illustration Credits

193 Index

INDEX

Figures in italics refer to illustration number.

A

- Adler, D.: 10.
 Alberti, L. B.: 17, 36, 169.
 Alexandria, department store: 146, 148; *133*.
 Altenburg, P.: 14, 20, 35, 36.
 America, see United States.
 "American Bar:" 53–55; *39–40*.
 Architecture *parlante*: 13, 172.
 Arp, H.: 83.
 Art Nouveau: 9, 11, 14, 23, 32, 81.
 Austrian Werkbund: 135, 137; *126*.

B

- Babylon, Grand Hotel: 18; *146*.
 Baillie Scott, M. H.: 33.
 Baker, Josephine house: 18, 63, 72, 95–98; *45*, *47*, *82–83*.
 Bauhaus: 40.
 Behrens, P.: 18.
 Berg, A.: 14, 19.
 Boullée, E. L.: 165.
 Bronner, villa: 70, 98, 102; *47*, *50*, *87*.
 Brummel, H., apartment: 40; 23.
 Brummel, L., apartment: 38–40; 22.

C

- Cafe Museum: 51–53; *36–38*.
 Champs-Élysées (avenue), hotel: 18, 160; *143*.
 Chicago School: 9, 10.
 Chicago Tribune, competition,
 entry by A. Loos: 18, 152–157; *140–141a*,
 159;
 entry by P. Gerhard: 156; *141b*;
 entry by M. Freeman: 156; *141c*;
 entry by E. Patelsku: 156; *141d*.

- Chippendale (chair): 33.
Cladding (principle of): 14, 26, 58.
Classical/classicism: 10, 16, 23, 24, 26, 27, 29,
 31, 36, 38, 40, 49 51, 53, 55, 56, 61, 63,
 66–82, 99, 105, 116, 117, 120, 138–142, 149,
 152, 158, 162, 164, 165, 166, 168, 169, 170.
Classical antiquity; see *Classical*.
Classical architecture, see *Classical*; *Classicism*.
Clothing: 17, 24, 26, 32.
 Côte d'Azur, twenty "villas:" 18; *121*.

D

- Decoration*: 23, 24, 49, 54, 58, 69, 73, 87, 99,
 102, 108.
 Duschnitz, house: 36.
 Dvorák, M.: 7.

E

- Eclecticism*: 10, 14, 29.
 Engelmann, P.: 16, 99.
 Ernst, M.: 83.

F

- Fashion*, see *clothing*.
 Fischer von Erlach, J. B.: 31, 105, 116; *12*.
 Frank, J.: 18.
 Franz-Josef, emperor, commemorative
 monument: 138, 148–149, 164; *134–137*.
 Freud, S.: 11.
 Friedensstadt, workers' housing: 135.
 Friedrichstrasse, hotel: 158, 162; *142*.

G

- Gilly, F.: 139.

Goldman & Salatsch, clothing store: 17, 40, 49;
26–27,
Gropius, W.: 9, 19, 156, 157.

H

Heuberg, workers' housing: 135; 125.
Hilberseimer, L.: 156.
Hillebrand, F.: 142.
Hirschstetten, workers' housing: 135; 123.
Hoffman, J.: 14, 18.
Horner, house: 61; 43.

I

Italiens (Boulevard des), office building: 19,
166–168; 150.
Itten, J.: 19.

J

Joyce, J.: 19.
Juan-les-Pins, hotel: 164–165; 147.

K

Kandinsky, W.: 40.
Karma, Villa: 17, 59, 73, 75; 58.
Kärntnerbar, see "American Bar."
Khuner, apartment: 74; 18.
Khuner, house: 74, 108–115; 47, 94–98.
Klenze, L. von: 139, 149.
Knize, clothing store, Paris: 49, 51; 32.
Knize, clothing store, Vienna: 49; 29–31.
Kokoschka, O.: 11, 16, 17, 19, 53, 173, 174; 2.
Konstandt, Villa: 63, 70, 98, 102; 47, 84–86.
Kraus, K.: 11, 14, 17, 120, 148, 171.

L

Laarberg, workers' housing: 135.
Lainz, workers' housing: 135.
Le Corbusier: 9, 18, 22, 110, 131.
Loos, A.: 1, 2.

Apartment: 35–36; 14–17.

Schooling: 9–10.

Tomb: 19; 8, 9.

Work:

Boutiques, *see* Stores.

Buildings: *see* Babylon, Grand
Hotel; Champs-Élysées (avenue),
hotel; Friedrichstrasse, hotel;
Italiens (Boulevard des), office
building; Juan-les-Pins, hotel;
Sanguszko, stables; Schwarzwald,
school.

Hotels, *see* Babylon, Champs-
Élysées, Friedrichstrasse, Juan-les-
Pins, Semmering, Zagreb.

Interiors, cafes, *see* "American
Bar," Cafe Museum.

Interiors, apartments, houses,
and villas, *see* Brummel H.,
Brummel L., Duschnitz, Khuner,
Löwenbach, Mandl, Reitler, Strasser,
Turnowsky, Vogl.

Monuments and monumental
buildings, *see* Alexandria, Chicago
Tribune, Franz-Josef, Modena
Gardens, Saint Elizabeth, War
Ministry.

Residences, *see* Baker, Bronner,
Horner, Karma, Khuner, Konstandt,
Moissi, Moller, Müller, Rufer, Scheu,
Simon (von), Steiner, Stross, Tzara,
Verdier, Winternitz.

Stores, *see* Goldman & Salatsch,
clothing store; Knize, clothing store,
Paris; Knize, clothing store, Vienna;
Looshaus, apartment building; Manz,
bookstore; Spitz, jeweller; Steiner,
feather and plume shop.

Mixed-Use buildings, *see* Looshaus;
Côte d'Azur, twenty "villas."
Workers' housing, *see* Austrian
Werkbund, Friedensstadt, Heuberg,
Hirschstetten, Laarberg, Lainz,
model apartments, *unité*
d'habitation.

Looshaus, apartment building: 17, 116–122,
130, 169, 174; 101–120.

Löwenbach, apartment: 36; 20.

Lurçat, A.: 18.

M

Mallet-Stevens, R.: 18.

Mandl, house: 36.

Manz, bookshop: 34.

Mayreder, K.: 16.

McKim, Mead & White: 33.

Melnikov, K.: 20.

Meyer, H.: 156, 157.

Model apartments, workers' housing: 135–137;
122–125.

Modenapark: 138, 150; 138–139.

Modern, *modernity*; *see* Modern Movement.

Modern architecture, *see* Modern Movement.

Modern Movement: 9, 17, 31, 59, 63, 69, 78,
122, 138, 152, 168, 172.

Moïssi, Villa: 18, 63, 110; 92–93.

Moller, house: 17, 40, 61, 71–73, 75, 87, 92;
25, 47, 74–78.

Mondrian, P.: 18.

Monument: 24, 30, ch. 6., 170–171.

Müller, Villa: 70, 73, 75, 92–94; 47, 49a, 54,
79–81.

Musil, R.: 10.

N

Neoclassicism: 27, 148, 149, 165.

Neutra, R.: 16, 33.

Nietzsche, F.: 21.

O

Olbrich, J. M.: 14, 51; 3, 4.

Ornament: 13, 23–27, 30, 31, 33, 46, 49, 51,
56, 57, 58, 66, 69, 70, 81, 82; "Ornament and
Crime:" 9, 22, 23, 29.

Oud, J. J. P.: 19.

P

Palladio, A.: 17, 27, 142, 164, 175.

Perret, A.: 168.

Pound, E.: 19.

R

Raumplan: 70, 81, 83, 92, 98, 99, 101, 170.

Reitler, Villa: 36.

Renaissance: 13, 26, 56, 66.

Revivals: 10, 26, 29.

Richardson, H. H.: 33, 81.

Riegl, A.: 122.

Rohe, M. van der: 56.

Rossi, A.: 138, 174.

Rufer, house: 61, 66–70, 76, 81; 46, 49b, 51,
52–53, 64–67.

S

Saarinen, E.: 156.

Saint Elizabeth, church: 140, 148; 129.

Sanguszko, stables: 166; 149.

Scheu, house: 63, 67, 75, 79–81; 46, 47, 50,
51, 62–63.

Schindler, R.: 16.

Schinkel, K. F.: 27, 31, 66, 105, 139, 142, 149;
13.

Schnitzler, A.: 98.

Schönberg, A.: 12, 14, 18, 19.

Schwarzwald, school: 165; 148.

Semmering, winter sports resort: 164; 145.

Semper, G.: 26, 122, 169; *10, 11*.
 Simon (von), Villa: 70, 98, 105; *47, 89*.

Sitte, C.: 138.

Spitz, jewellers: 51; 35.

Steiner, feather and plume shop: 49, 51; *28, 33*.

Steiner, house: 17, 61, 63, 67, 75, 78, 99, 108;
42, 47, 51, 59–61.

Stijl, de: 39.

Strasser, Villa: 36–38, 41; *19, 24*.

Stross, house: 70, 98, 102; *47, 88*.

Strnad, O.: 18.

Sullivan, L.: 10.

T

Taut, B.: 19, 156.

Taut, M.: 156.

Thonet (chair): 53, 74, 92.

Trakl, G.: 13.

Turnowsky, apartment: 57; *41*.

Tzara, T.: 18; house: 18, 66, 75, 82–83; *47, 48, 50, 68–73*.

U

Unité d'habitation, Vienna: *127–128*.

United States of America: 10, 14, 22, 32, 33, 53.

V

Van de Velde, H.: 14.

Verdier, Villa: 108; *47, 90–91*.

Viennese Secession: 13, 17, 23, 27, 57, 169; 3, 4.

Vitruvius: 17, 155, 163.

Vogl, apartment: 39; *21*.

Voysey, C. F. A.: 33.

W

Wagner, O.: 14, 16, 144, 169; 5, 6.

War Ministry: 142–145, 148; *131–132*.

Webern, A.: 19.

Winternitz, house: 59; *49a, 50*.

Wittgenstein, L.: 11; house: 99.

Wright, F. L.: 79.

Z

Zagreb, hotel: 163; *144*.

Zweig, S.: 19.