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Tel: +44 (0) 1394 389950
Email: uksales@accartbooks.com
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Cold War and Architecture

The Competing Forces that Reshaped Austria after 1945

Monika Platzer

Foreword by Angelika Fitz

Translated by Elise Feiersinger

Translated by Brian Dorsey

Edited by Architekturzentrum Wien

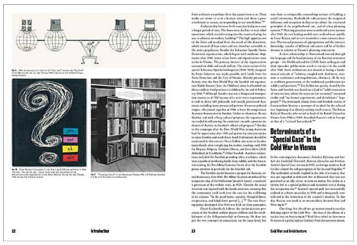
ISBN	9783038601753
Publisher	Park Books
Binding	Paperback / softback
Territory	World excluding Austria, Germany, Switzerland, Puerto Rico, United States, Canada, and Japan
Size	273 mm x 197 mm
Pages	344 Pages
Illustrations	193 color, 118 b&w
Price	£50.00

- First in-depth investigation of Allied forces' policies in occupied Austria during the Cold War and their impact on the country's architecture and building activity
- Shows how British, American, French, and Soviet cultural policies served as catalysts for their respective ideological convictions
- Lavishly illustrated with previously unpublished images, documents and plans from international archives

Following the liberation and subsequent occupation of Austria at the end of World War II in spring 1945 by the victorious powers Britain, France, the United States, and the Soviet Union, Vienna soon became a central stage for the quickly emerging Cold War. The struggle of differing political systems was also carried out in the field of architecture. *Cold War and Architecture* sheds new light on the building activity in postwar Austria and its main protagonists. For the first time, this book explores the lines of architectural debates of the time in the context of the global political and cultural conflict of East vs. West. With its transnational perspective, it changes our view of architectural history and postwar society.

During the ten-year occupation period, Austria experienced a transition from authoritarian government to democratic consumer society. Each of the four Allied powers established its own extensive cultural program. Architectural exhibitions became important instruments of such educational schemes with the objective of a new social order. British, American, French, and Soviet cultural policies served as catalysts for ideological convictions.

Monika Platzer is a Curator and Head of Special Collection at Architekturzentrum Wien. She also lectures at Universität Wien and Technische Universität Wien and has been a visiting scholar at Harvard University in 2014.







Published 17th Feb 2020