

## LEARNING FROM LAS VEGAS RESEARCH PROJECT AND PUBLICATION

*Architects: Venturi, Scott Brown and Associates, Inc. with the Yale University School of Architecture and Planning*

*Location: Las Vegas, NV and New Haven, CT*

*Completion: 1970*

In 1970, several VSBA faculty members at Yale's School of Architecture and Planning, as well as a group of Yale graduate students, undertook a multifaceted architectural and urban design investigation of Las Vegas, Nevada. The study encompassed the:

- planning of recreational and entertainment facilities in a unique and special purpose district
- investigation of Las Vegas's casino-hotels at many levels to understand their popularity
- physical requirements of such a district in relation to its environment, climate, and special purposes
- perceptions of the district by potential users traveling by automobile
- architectural preferences of users and the architectural and urban character of the environment they use
- decorative and symbolic usage of signs and other extra-architectural forms of communication on the Las Vegas Strip, and the functions these elements perform
- theoretical and academic aspects of these topics and their relation to historic architectural traditions.



*Book cover and VSBA researchers*

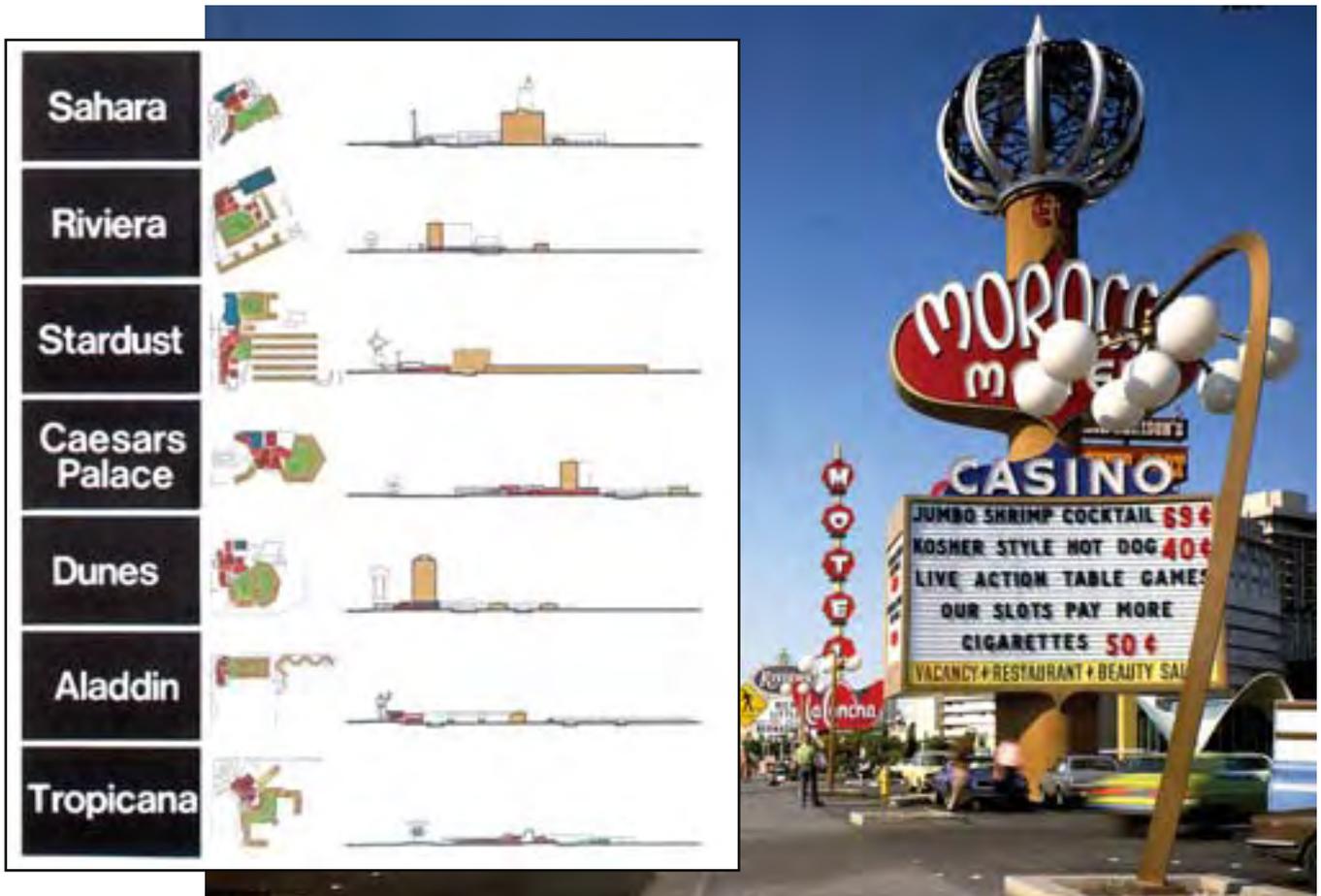
The study's findings were published in *Learning From Las Vegas: The Forgotten Symbolism of Architectural Form* (1972, revised 1977; Cambridge: MIT Press) by Robert Venturi, Denise Scott Brown, and Steven Izenour. The book has been translated into French, Spanish, German, Chinese, Japanese, Turkish, Serbo-Croatian, and Hebrew (in the near future).

*Learning From Las Vegas* is an important, seminal investigation into the popular and everyday American landscape. This research and the projects following it have given VSBA unique abilities in examining a city or town, evaluating its goals and aspirations in light of its past history and present reality, and evolving creative, beautiful, and workable plans to achieve those goals.

This book, in conjunction with *Complexity and Contradiction in Architecture* (1966, second edition 1977; Museum of Modern Art) by Robert Venturi, is widely credited with initiating the reformulation of contemporary architecture.



Views of the classic Las Vegas Strip



	Panorama	Front	Side	Back	Parts	Entrance	Roof	Parking	Pedestrian	Ornls	Fountain	Folage	Sign	Structure	Interior	Aerial	Map
Sahara																	
Riviera																	
Stardust																	
Caesars Palace																	
Dunes																	
Aladdin																	
Tropicana																	

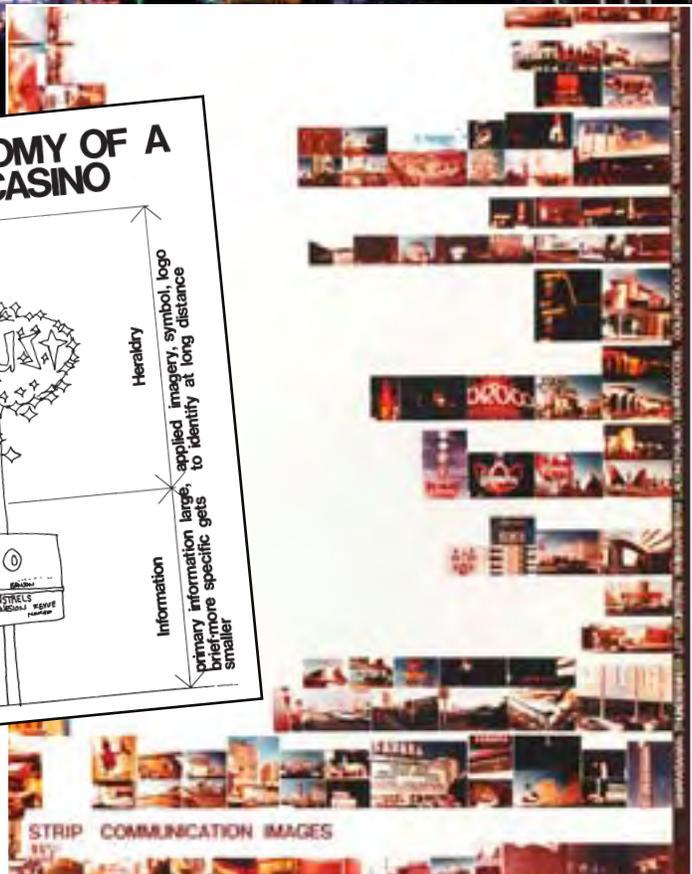
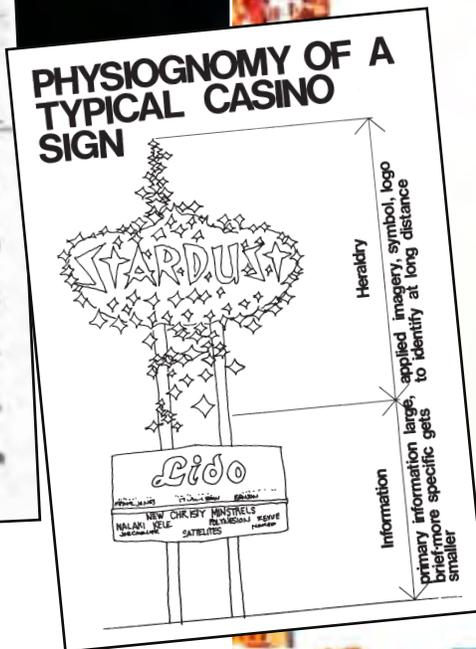
Hotel-casino analysis diagrams



**DIRECTIONAL SPACE**

	SPACE - SCALE	SPEED	SYMBOL
WESTERN HIGHWAY		1000	
WESTERN STREET		1000	
WEST STREET		1000	
WESTWAY		1000	
WEST		1000	
WEST		1000	

SPACE - SCALE - SPEED - SYMBOL



Communicative iconography along the classic Strip