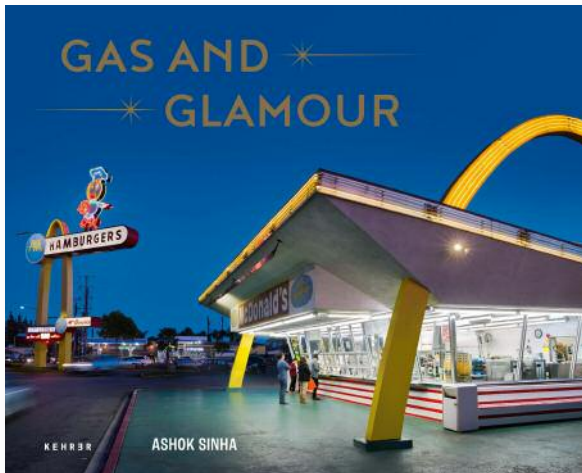


NEUERSCHEINUNG

Ashok Sinha
Gas and Glamour
 Roadside Architecture in Los Angeles



Texte von Jack Esterson, Craig Kellogg, Sherri Littlefield, Ashok Sinha

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Autokultur und Werbearchitektur aus Amerikas goldenem Zeitalter des Automobils in Los Angeles

Gas and Glamour zollt Amerikas goldenem Zeitalter des Automobils Tribut, eine Zeit, in der Autos noch Schönheiten waren und das Autofahren zelebriert wurde. Diese Wagen sind von den Straßen verschwunden, doch die Gebäude aus jener Ära stehen noch. Der Architekturfotograf und Autoliebhaber Ashok Sinha wollte den Optimismus und die Ambitionen der besonderen Autokultur dieser Stadt einfangen, die sich noch heute in den vielfarbigen, sternensüßeren Coffee-Shops, Tankstellen und Autowaschanlagen spiegeln, die früher die Blicke der vorbeifahrenden Automobilisten magisch anzogen.

I will never forget, driving, driving, in my father's 1964 metallic turquoise Ford Mustang. It was the model's first year and everywhere we went we caused a sensation. Especially when we pulled into our local hamburger joint, a glowing box of pink and green Lucite, and got the 40-cent combo meal. Fond memories of a time of innocence that never really existed, so stirred up for me by Ashok Sinha's transcendent and alluring photography of the fast disappearing hot spots of Los Angeles. Conjured up during the Eisenhower and Kennedy years and filtered through the seduction of space-age optimism, this wonderful roadside architecture reflected a faith in the future, and now, through Sinha's affectionate work, we look back to a future imagined—of jet travel, unlimited expansion, and, most importantly, mobility for all. Without that mobility, in the capital of car culture, this architecture couldn't have existed, this eye-catching imagery, the orbs and starbursts and boomerangs and swoops in imitation neon colors, beckoning, "come in, come buy me," before you sped by too fast. (...)

Sinha's book is not to be confused as another coffee-table ornament, but is a document to be treasured—not as nostalgia, no—but as an archival reminder, after his subjects are gone, of how we saw ourselves in the American empire—fast, orbiting into a future with no end, and then we remember.

– Jack Esterson, Architekt

There is a timeless beauty that can be found in the City of Angels. Los Angeles preserves traces of a time when the American dream thrived. Home-cooked meals, job security, a strong middle class, and vacations taken with the family automobile. The speed of travel brought about a new kind of roadside architecture that made the quick identification of a pop image, or brand, imperative. As Americans increasingly began to see the world through the windshield of their cars, buildings had to be recognizable to passing drivers and architects began to push the boundaries. There was a new sense of optimism in the design of car washes and gas stations, futuristic glass-clad façades of coffee shops such as Norms and Pann's, a sense of gathering in the Bowlum and Van de Kamp's Holland Dutch Bakery as well as an injection of humor in the architecture of The Donut Hole and Fleetwood Center. – Sherri Littlefield, Kurator

Die Arbeiten des Architekturfotografen **Ashok Sinha** wurden unter anderem in der New York Times, im Architectural Digest, und in Interior veröffentlicht und im Museum of the City of New York, im International Center of Photography, New York, und in der Royal Photographic Society ausgestellt.

www.ashoksinha.com

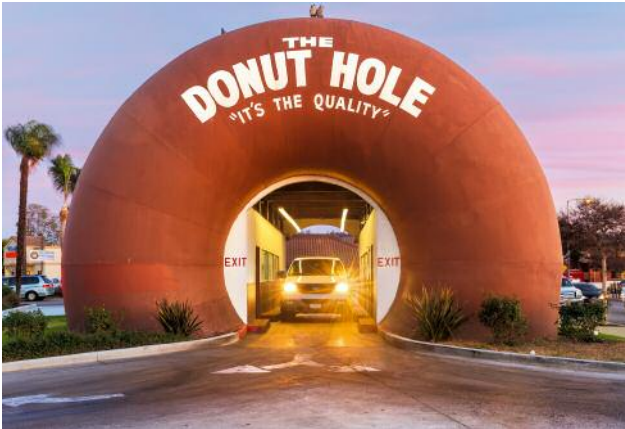
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