

CEDRIC PRICE : THE EVOLVING IMAGE

1
EXHIBITION
GUIDE

BEING AN EXHIBITION OF DRAWINGS
BY CEDRIC PRICE AND HIS OFFICE
WITH COMPLIMENTARY SLIDES, TAPES & MODELS.

RIBA HEINZ GALLERY

21 PORTMAN SQUARE, LONDON W1H 9HE

THE EXHIBITION IS INTENDED TO SHOW THE USEFULNESS OF DRAWINGS -
NOT THE USEFULNESS OF CEDRIC PRICE.

- This guide is not illustrated since such illustrations would, through their retention, distort the immediacy of the visual impact intended.
- When the exhibition is over selected slides, illustrations, tapes, texts and criticisms will be available.

Drawings become legitimate when they demonstrate that numerals are not all they are knocked up to be.

Architecture and planning must through its content increase the range of imagination, invention and ingenuity of its users.

The reason for architecture is to encourage rather than satisfy people's appetite to behave, mentally and physically, in ways which they had previously thought impossible.

Architecture can best be judged by the untruths it establishes in other disciplines.

DRAWINGS

This exhibition collates the drawings under FOUR headings which indicate the initial intended use of such drawings.

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|---|---------------|---|
| A | IN HEAD | Primary design probes - personal visual literacy as a design tool. |
| B | IN HOUSE | Development and refinement within the office of selected IN HEAD drawings involving re-think and exchange. |
| C | IN ACTION | Instructions requiring external activity and/or reaction, e.g. construction drawings, Client drawings, public information drawings. |
| D | IN RETROSPECT | 'Post Mortem' reflections and improvements. |

(All drawings are indexed with one of these lettered headings.

Drawings by Cedric Price are marked with a red spot.)

DISPLAY CASES

The layout of the drawings is intended to allow:

- The charting of particular aims.
- Comparison of methods of appropriate visual communication.
- Investigation of the development, in time, of different visual 'alphabets' and appetites.
- Shortcomings in 2-dimensional representation of the THIRD and FOURTH dimensions.
- A wry smile, if not a good laugh.

MODELS

These are indexed as the drawings.

SLIDES

These show end results - not necessarily 'buildings'.

The slides will be changed throughout the exhibition.

TAPES

These are produced solely to reduce the insufficiency of such an exhibition.

DRAWING OF THE WEEK

This will have been produced during the previous week by either Cedric Price or the office and will be indicated by a silver star.

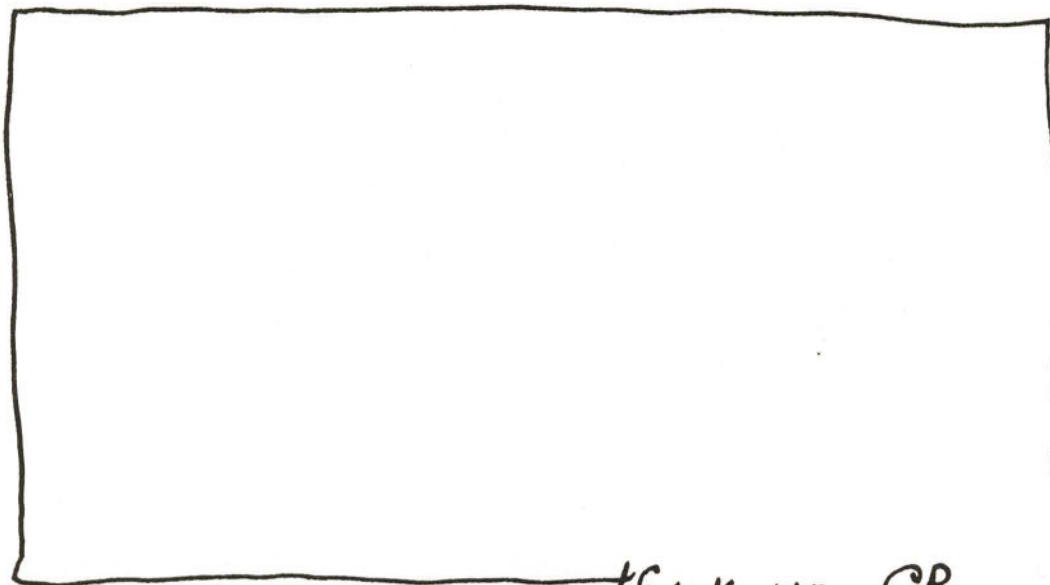
PRETTY PICTURES

I think it is more interesting to note the content of architects' voluntary drawings than to assess the skill.

These drawings can be viewed, by request, during the exhibition.

COMMENT

Exhibitions should not be intervals of merely passive information or even delight. I would therefore appreciate your comments - signed or not - on this sheet.



thank you. C.P.

HE taught us Drawing, Stretching
and Fainting in Coils.

LEWIS CARROLL (CHARLES DODGSON)
1832-1898

We will go to the woods no more,
the laurels are cut down.

THEODORE DE BANVILLE
1823-1891

CEDRIC PRICE

Born: September, 1934

Qualifications: M.A. (Cambridge), AA (Architectural Association) Diploma, RIBA (Royal Institute of British Architects).

1958-1964 Part-time teaching - Architectural Association School of Architecture, London.

1960 - Founded Practice - CEDRIC PRICE ARCHITECTS.

1969 - Co-founder with Frank Newby, MA Cantab, FI Struct E, M Cons E., of Lightweight Enclosures Unit, London.

1971 - Founded Polyark - Architectural Schools Network.

Previous Works Include:

Aviary, London Zoo (with Lord Snowdon and Frank Newby) (1961); Fun Palace Project London (1961); Development Plant North Side London Airport for British Airports Authority, (1968); Computer Centre for British Transport Docks Board, UK (1969); Temporary Theatre, Amsterdam (1970); Catering Complex for J. Lyons & Co Ltd., Blackpool Zoological Gardens, (1971); Community Centre for Inter-Action Trust Ltd., Kentish Town, London (1972); Inflatable Roof Pedestrian Precinct, Southend (1972); Variable, truckable conference facilities and specialised motor 'bus design, UK (1973); Floating Breakwater, Abu Dhabi, (1973); Olympia, Information Complex for Olympic Village, Munich (1972); Central Area development (with Heinie Wischer & Partners) invited competition, Stuttgart (1972); Two Tree Island Development (with Yorke, Rosenberg & Mardall) Southend (1972); Potteries Thinkbelt, UK (1964); OCH, Central London (1966); Greater Detroit and Oakland County, (US), Adult Education Network and Components (1968); Headquarters for Birmingham and Midland Institute, UK (1970); Invited Competition (with Archigram Architects) Students residential and social centre, Trondheim, Norway (1974); Research Programme - Air Structures, Ministry of Public Buildings and Works (1969); Short Life Adaptive Housing UK design project (1969 onwards); Labour relations in Construction Industry, Research and Development Plan (UK 1973); Draft Building Code - Single Skin Air Structures - Department of the Environment (1973)

PUBLICATIONS

- Learning - Developing Patterns of Urbanisation. 1970
- What about Learning? Guest Editor, Architectural Design. 1968
- Housing - Joint Guest Editor, Architectural Review.
- Non-Plan - An Experiment in Freedom, New Society. 1969
- Expediency - Architectural Design. 1969
- Numerous articles in AA Journal, Architectural Design and New Society and overseas magazines.
- Radio and television broadcasts on architectural planning and design subjects.
- Safety Pins and Other Magnificent Designs - Pegasus. 1972
- Air Structures - Research Report, HMSO 1971.
- Air Structures Bibliography, Volumes 1 & 2 - Lightweight Enclosures Unit 1972/3.
- Predicament of Man - Science Policy Foundation. 1972
- Cedric Price Supplements Nos. 1-5, Architectural Design 1970/72.

PROFESSIONAL ACTIVITIES AND MEMBERSHIPS

- Conference Speaker on Planning for Diversity and Choice, MIT 1966.
- Visitor, Cranbrook Institute of Science, Michigan 1966.
- Member of Developing Patterns of Urbanisation Group, Centre of Environmental Studies, London 1969-70.
- Chairman, Quality of Life Committee, Science Policy Foundation Ltd. London 1970 onwards.
- Key Speaker, Ontario Society of Architects, Canada 1971.
- Keynote Speaker, Air Structures in Education, Columbia, US 1973.
- Member Architects Registration Council of United Kingdom Education Committee 1975.
- Member of Validating Board, Diploma in Higher Education, North East London Polytechnic, 1974.
- Member, National Federation of Demolition Contractors, Sub-Committee on Pre-Stressed Structures.
- Theme Speaker - 1st International Colloquium Contractors, Sub-Committee Stuttgart 1967.
 - International Symposium on Pneumatic Structures, Delft 1972.
 - International Air Structures Forum, Las Vegas 1974.
- Keynote Speaker, Air Conditioning Exposium, London 1972.
- RIBA External Examiner in Architecture, London University and Architectural Association.
- Council Member, London Subterranean Survey Association.
- Member of Society for Underwater Technology.
- Member of Royal Agricultural Society of England.
- President of the Hot Stuff Club.