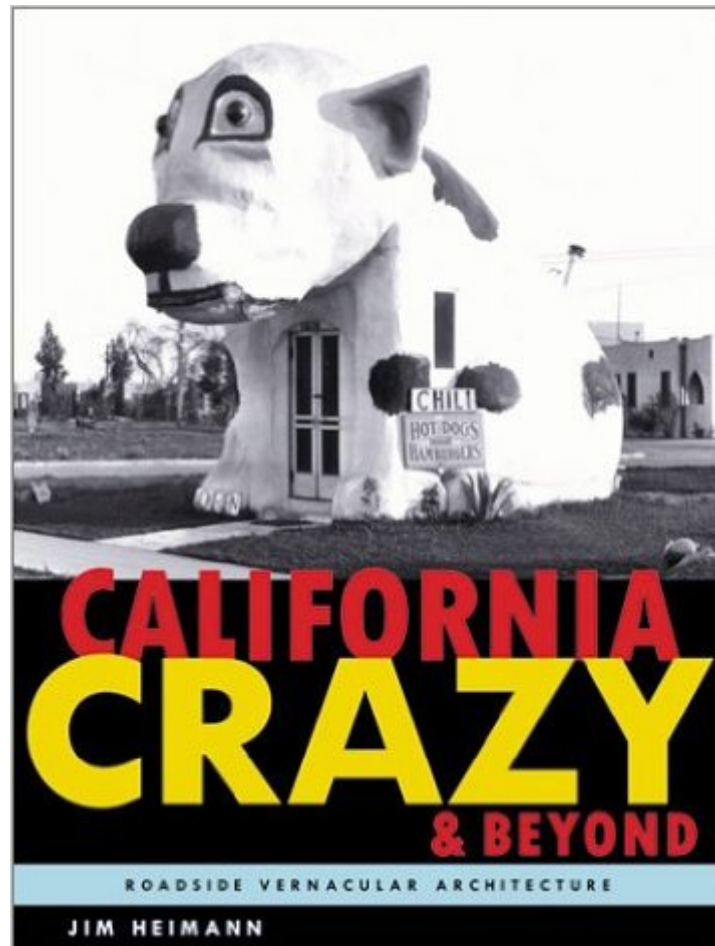


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California Crazy And Beyond: Roadside Vernacular Architecture



Synopsis

In 1980, Los Angeles historian Jim Heimann wrote a book about the oddball roadside architecture that has dotted the American landscape since the advent of the auto. Published by Chronicle Books as *California Crazy*, it stayed in print for nearly 20 years. Finally, here is the greatly expanded new edition of that sought-after classic. *California Crazy and Beyond* is packed with madcap restaurants, motels, service stations, and many other businesses shaped like hot dogs, animals, airplanes, pianos, and other architectural anomalies. Over the years, Heimann's continued research has uncovered a multitude of new pictures and forgotten buildings. With over 380 photographs and an illuminating text that tracks the subject well beyond the bounds of the West Coast, *California Crazy and Beyond* is an authoritative document of a style born in America and spread to all corners of the world.

Book Information

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Customer Reviews

I bought this book when it first came out in 1980 and I recently noticed that a new addition was available. Well worth getting too, more pages, extra subjects (cars for instance) updated bibliography and a sparkling new layout. Author Heimann feels that architectural historian David Gebhard's term 'Programatic' does not quite capture the flavor of these buildings, I propose calling them FUNTECTURE. A new chapter, not in the original book, is 'Current Condition' which has twenty-two photos, in color, of buildings now standing and they all look very smart and well cared for but wait till you see the photo on page 169, this shows the amazing headquarters of the Longaberger company in Newark, Ohio, famous for making baskets and that is exactly what the

building looks like, seven stories high with two carrying handles reaching up to the sky...only in America! You can see and read about this lovely bit of whimsy on their website. You will really enjoy this book if you are a fan of roadside America, especially if you have lived in California and maybe remember some of the weird buildings that are no longer around.***FOR AN INSIDE LOOK click 'customer images' under the cover.

This book is a must-have for those of us who love the lure of the road and all it has to offer. It's sad that a lot of these wonderful icons of Americana are vanishing, but it's great that people like Jim Heimann are preserving it for future generations to see. I highly recommend this book -- lots of great photos and interesting history in a nicely organized book!

Novelty architecture is fun! I fondly recall the now defunct Disneyland fast food restaurant called Chicken of the Sea Pirate Ship and Restaurant--now I have to travel to Disneyland Paris to experience it. "California Crazy" doesn't feature these two theme park icons, but does have hundreds of photos and illustrations of buildings, statues and even automobiles and gives a brief history of this often crassly commercial architectural style. Called "California Crazy" because of the high concentration of novelty architecture in California, buildings that resemble something other than boxes or warehouses are found throughout the United States. Try locating examples of novelty architecture in your area. I volunteer at an Air Force museum near Ogden and one of the things I did with my edition of "California Crazy" was to bookmark the dozen pictures of aircraft-themed architecture. I left out the flying saucers--and I may have missed a few aviation references--but the B-17G bomber on page 152 perched atop the Bomber Service Station on Highway 99 (1947 photo) was noteworthy because the bomber's interior seemed to have public access--the B-17G wasn't mere decoration. It will take some effort finding buildings that aren't your standard box. Automobiles count--the famous Oscar Meyer Wienermobile is pictured in "California Crazy" but not the Batmobile. Have some fun! Buildings don't have to be boring. You can even design a dog house to resemble a dog--just don't be too surprised if that "big dog" terrifies your pooch.

Bought this for a relative. This is an updated version of California Crazy. You get to see structures that you wouldn't necessarily see in today's day and age. For example, a hot dog stand that looks like a dog. This book gives more detailed information about the buildings than the predecessor. However, I think I prefer the photos in the original book better, as they're close ups and you can see more detail.

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