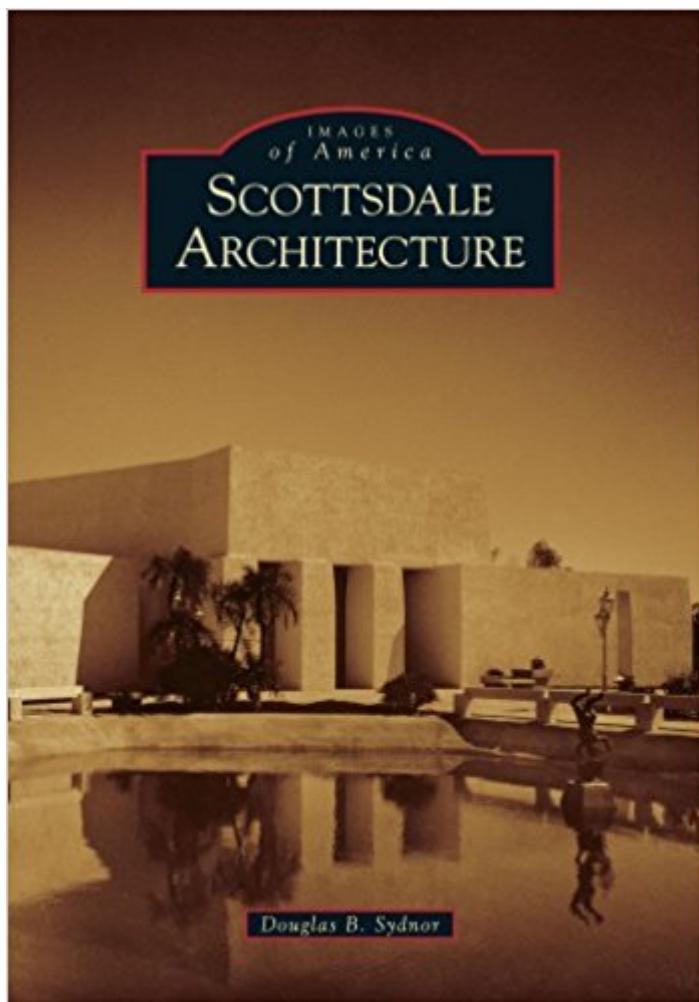


The book was found

# Scottsdale Architecture (Images Of America)



## Synopsis

U.S. Army chaplain Winfield Scott and his wife, Helen, founded Scottsdale in 1888 as a small farming and ranching settlement on undeveloped desert east of Phoenix. After World War II, many people were attracted by the dry climate, desert landscape, and business opportunities. The community encouraged creativity in architecture, and Frank Lloyd Wright, Paolo Soleri, and Paul Schweikher designed buildings here. To draw tourists, the business community adopted “The West’s Most Western Town” as a slogan in 1947. By the time employers such as Motorola arrived, fast-paced construction was already underway and the architecture reflected that era. In the 1970s, an architectural debate took place between western and modern styles, resulting in innovative architecture. Transitioning into the 21st century, Scottsdale witnessed more growth with downtown revitalization, a new appreciation of contemporary projects, and an awareness of desert preservation.

## Book Information

Series: Images of America

Paperback: 128 pages

Publisher: Arcadia Publishing (February 1, 2010)

Language: English

ISBN-10: 0738578770

ISBN-13: 978-0738578774

Product Dimensions: 6.5 x 0.3 x 9.2 inches

Shipping Weight: 11.2 ounces (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 1 customer review

Best Sellers Rank: #1,136,784 in Books (See Top 100 in Books) #162 in Books > Arts & Photography > Photography & Video > Architectural > Monuments #304 in Books > Arts & Photography > Architecture > Buildings > Landmarks & Monuments #571 in Books > Arts & Photography > Architecture > Regional

## Customer Reviews

Title: Sydnor publishes 'Scottsdale Architecture' Author: Jan Buchholz Publisher: Phoenix Business Journal Date: 3/11/2010 Scottsdale architect Doug Sydnor has released Scottsdale Architecture, a visual survey of architecture in what has been called the “West’s most western town.” The 127-page book was published by Arcadia Publishing as part of its Images of America series. This is Sydnor’s first book, which he started in January 2009 and

completed in August 2009. “Forty percent of the book covers architecture prior to World War II. There’s a lot of history in it,” Sydnor said. Though the book was time-consuming, it was a perfect match for Sydnor who mostly grew up in Scottsdale and has always been involved in civic activities. He is founding chair of the city of Scottsdale’s Historic Preservation Commission. Sydnor spent many hours pouring over photos and materials at the Scottsdale Historical Society archives and in the Scottsdale Room at the main library in the Scottsdale Civic Center. He drew upon 35 sources for the book. Sydnor addresses five time frames: early agrarian and town building beginnings (1887-1951); creative arts and tourism impact (1930-1951); post-World War II development (1947-1973); architecture character debate and innovation (1973-1990) and transition into the 21st century (1990-2008). “Each decade evolves from the previous ones,” Sydnor said. The palm-frond shaded produce stand may be among the most primitive images in the book, but also is a visual trek back to a more simple Scottsdale era. For those more comfortable with the present, the book includes the new and improved Valley Ho, Optima Camelview Village and the Henkel headquarters. Sydnor also addresses big picture impacts, such as Motorola move to Scottsdale in 1957 prompting development of thousands of suburban ranch style homes. The desire to preserve the McDowell Mountains has impacted development in the northeast stretches of the city. Sustainable design will drive future development and experts are watching to see how a desert city succeeds at it, according to the book. “The entire Valley is being monitored and watched by the architecture community across the country and around the world,” Sydnor said. “Scottsdale has an international reputation.” The book costs \$21.99 and is available at most local bookstores. “I heard there is a display at Barnes & Noble at the 101 and Shea and that sales have gone very well,” Sydnor said.

Author Douglas Sydnor is an architect and civic leader in Scottsdale. He has written dozens of urban design and architecture articles and has served with the Scottsdale Historic Preservation Commission and the Development Review Board, among others. Sydnor partnered with the Central Arizona Architectural Foundation to compile this book with images from the Scottsdale Public Library, the Scottsdale Historical Society, architects’ archives, and private collections.

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