READING THE STYLES

Appearance and Message

1

LIKE FASHION, STYLE IS IDENTITY

It is what the public sees

2

A PRESERVATION RACINE RESEARCH AID (c) 2022

FOUR STYLE TYPES – *VISUAL SIGNALS*

1. **Classicizing styles**
2. **Romanticizing styles**
3. **Naturalizing styles**
4. **Modernizing styles**

3

FOUR STYLE TYPES – *VISUAL SIGNALS*

1. **Classicizing styles** (white, surfaces painted brick or siding, columns, pediments, everything aligned)
2. **Romanticizing styles**
3. **Naturalizing styles**
4. **Modernizing styles**

4

FOUR STYLE TYPES – *VISUAL SIGNALS* – CLASSICIZING

1. **Classicizing styles** (white, surfaces painted brick or siding, columns, pediments, everything aligned)

Greek Revival

Classical Revival

5

FOUR STYLE TYPES – *VISUAL SIGNALS* – *CLASSICIZING*

1. **Classicizing styles** (white, surfaces painted brick or siding, columns, pediments, everything aligned)

DORIC columns ("donut" capitals, no bases)
"American" pediment (incomplete cornice)

Greek Revival

Greek Revival

Greek Revival

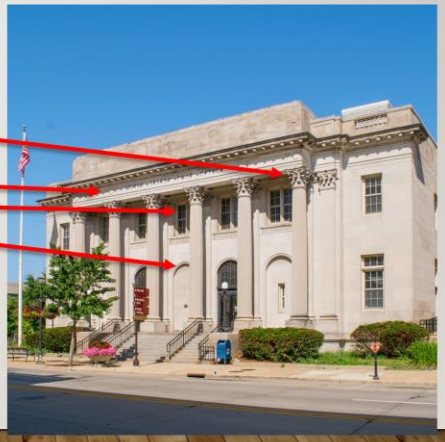
Greek Revival

6

FOUR STYLE TYPES – *VISUAL SIGNALS* – CLASSICIZING

1. **Classicizing styles** (white, surfaces painted brick or siding, columns, pediments, everything aligned)

   Richly decorated form of Classical style
   CORINTHIAN columns (foliate capitals)
   Heavy Cornice
   Strong shadows
   Use of arches (not seen in pure Greek Revival)



Beaux Arts

7

FOUR STYLE TYPES – *VISUAL SIGNALS*

1. **Classicizing styles** (white, surfaces painted brick or siding, columns, pediments, everything aligned)
2. **Romanticizing styles** (colorful, period revivals, surfaces decorated, eccentric combinations, porches, gables, bay windows, bump-outs, dormers, balconies, emphasis on variety and curb appeal)
3. **Naturalizing styles**
4. **Modernizing styles**

8

A PRESERVATION RACINE RESEARCH AID (c) 2022

FOUR STYLE TYPES – *VISUAL SIGNALS* – ROMANTICIZING

1. **Romanticizing styles** (**colorful**, period revivals, surfaces decorated, eccentric combinations, porches, gables, bay windows, bump-outs, dormers, balconies, emphasis on variety and curb appeal)

Queen Anne

Dutch Colonial Revival

9

FOUR STYLE TYPES – *VISUAL SIGNALS* – ROMANTICIZING

1. **Romanticizing styles** (**colorful**, period revivals, surfaces decorated, eccentric combinations, porches, gables, bay windows, bump-outs, dormers, balconies, emphasis on variety and curb appeal)

Italianate

Tudor Revival

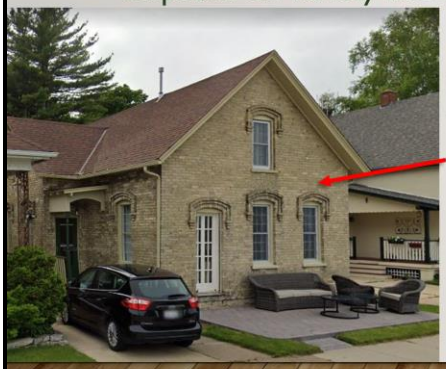
Italianate

10

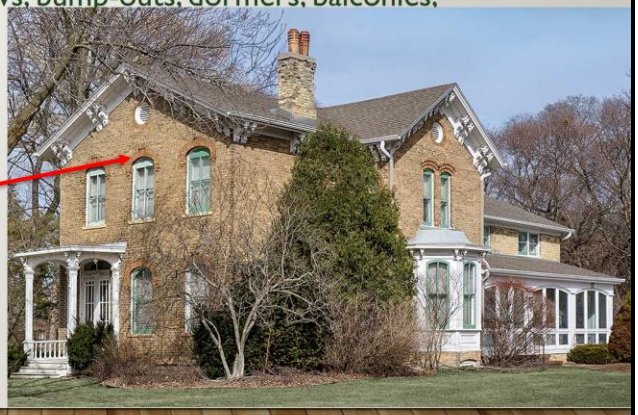
A PRESERVATION RACINE RESEARCH AID (c) 2022

FOUR STYLE TYPES – *VISUAL SIGNALS* – ROMANTICIZING

1. **Romanticizing styles** (**colorful**, period revivals, surfaces decorated, eccentric combinations, porches, gables, bay windows, bump-outs, dormers, balconies, emphasis on variety and curb appeal)



Slightly arched windows with hoods



Italianate

Italianate

11

FOUR STYLE TYPES – *VISUAL SIGNALS*

1. **Classicizing styles** (**white**, surfaces painted brick or siding, columns, pediments, everything aligned)
2. **Romanticizing styles** (**colorful**, period revivals, surfaces decorated, eccentric combinations, porches, gables, bay windows, bump-outs, dormers, balconies, emphasis on variety and curb appeal)
3. **Naturalizing styles** (**earth tones**, natural surfaces exposed: wood, stone, brick, intersecting volumes and planes, asymmetrical)
4. **Modernizing styles**

12

A PRESERVATION RACINE RESEARCH AID (c) 2022

FOUR STYLE TYPES – *VISUAL SIGNALS* – NATURALIZING

1. **Naturalizing styles** (**earth tones**, natural surfaces exposed: wood, stone, brick, intersecting volumes and planes, asymmetrical)

Prairie Craftsman

13

FOUR STYLE TYPES – *VISUAL SIGNALS* – NATURALIZING

1. **Naturalizing styles** (**earth tones**, natur
intersecting volumes and planes, asymmetr

Prairie Craftsman

14

A PRESERVATION RACINE RESEARCH AID (c) 2022

FOUR STYLE TYPES – *VISUAL SIGNALS* – NATURALIZING

1. **Naturalizing styles** (**earth tones**, natural surfaces exposed: wood, stone, brick, intersecting volumes and planes, asymmetrical)

Prairie

Prairie

15

FOUR STYLE TYPES – *VISUAL SIGNALS*

1. **Classicizing styles** (**white**, surfaces painted brick or siding, columns, pediments, everything aligned)
2. **Romanticizing styles** (**colorful**, period revivals, surfaces decorated, eccentric combinations, porches, gables, bay windows, bump-outs, dormers, balconies, emphasis on variety and curb appeal)
3. **Naturalizing styles** (**earth tones**, natural surfaces exposed: wood, stone, brick, intersecting volumes and planes, asymmetrical)
4. **Modernizing styles** (**neutral colors**, modern surfaces exposed: concrete, glass, metal, ceramic, minimal decoration, geometrical emphasis)

16

A PRESERVATION RACINE RESEARCH AID (c) 2022

FOUR STYLE TYPES – *VISUAL SIGNALS* – MODERNIZING

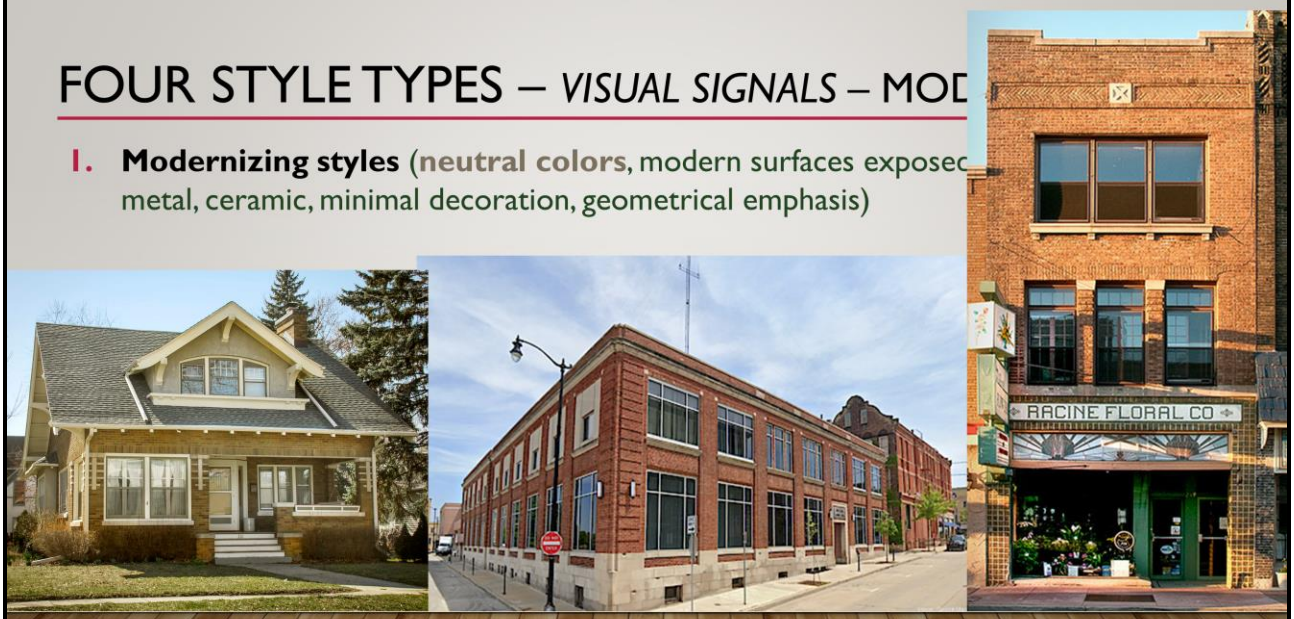
1. **Modernizing styles** (**neutral colors**, modern surfaces exposed: concrete, glass, metal, ceramic, minimal decoration, geometrical emphasis)

Chicago Art Deco/Chicago Commercial

17

FOUR STYLE TYPES – *VISUAL SIGNALS* – MOD

1. **Modernizing styles** (**neutral colors**, modern surfaces exposed metal, ceramic, minimal decoration, geometrical emphasis)



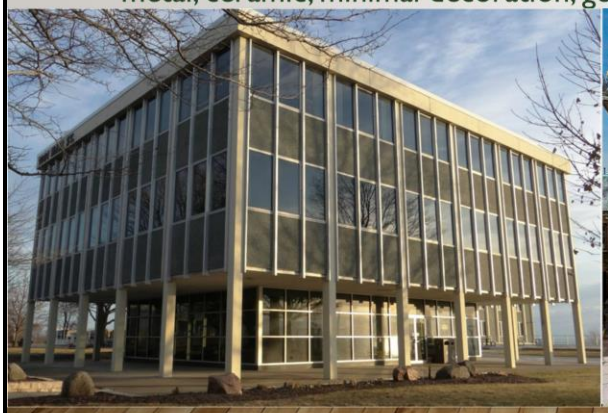
Chicago Art Deco/Chicago Commercial

18

A PRESERVATION RACINE RESEARCH AID (c) 2022

FOUR STYLE TYPES – *VISUAL SIGNALS* – MODERNIZING

1. **Modernizing styles** (**neutral colors**, modern surfaces exposed: concrete, glass, metal, ceramic, minimal decoration, geometrical emphasis)



International

Chicago Deco/Commercial

19

FOUR STYLE TYPES – *VISUAL SIGNALS* – MODERNIZING

1. **Modernizing styles** (**neutral colors**, modern surfaces exposed: concrete, glass, metal, minimal decoration, geometrical emphasis)

International

Mid-Century Modern

20

A PRESERVATION RACINE RESEARCH AID (c) 2022

FOUR STYLE TYPES – *VISUAL SIGNALS* – MODERNIZING

1. **Modernizing styles** (neutral col
metal, minimal decoration, geometri

Post-Modern

Mid-Century Modern

21

FOUR STYLE TYPES – *SOCIAL SIGNALS*

1. **Classicizing styles** (Greek Revival, Classical Revival, Beaux Arts)
   Patriotic, old-money, Republican, American, town and country
2. **Romanticizing styles** (Revivals: Colonial, Tudor, Queen Anne, Italianate)
   Self-made financially, business or trade, conservative, small towns and farms
3. **Naturalizing styles** (Craftsman, Prairie)
   Progressive, intellectual or professional, Democratic, city-limits and country
4. **Modernizing styles** (Art Deco/Chicago Commercial, ("Chic Deco/Com") Mid-Century Modern, International)
   Commercially successful, cosmopolitan, cities and small towns

22

A PRESERVATION RACINE RESEARCH AID (c) 2022

LIKE FASHION, STYLE IS IDENTITY

23

NOW LET'S PLAY!

Can you name that style?

24