

Alliance of Monterey
Area Preservationists



The Alliance of Monterey Area Preservationists Presents:

The Creative Architect:

Inside the Great Midcentury Personality Study at UC Berkeley's Institute of Personality Assessment and Research—an unprecedented and idealistic attempt to map the minds of forty renowned architects of the time.

*An illustrated talk by **Pierluigi Serraino, AIA**, practicing architect, author and educator based in the San Francisco Bay Area.*

Thursday, October 12, 2017 at 7 pm

Canterbury Woods Auditorium

651 Sinex Avenue near Forest Avenue, Pacific Grove, California

Street parking only, please. Canterbury Woods lots are reserved for residents.

No RSVP necessary; auditorium holds 100 seats.

Free for current AMAP members and residents of Canterbury Woods.

All others, \$15 at the door; ticket includes an AMAP membership!

For further information or Press Inquiries, please contact Nancy Runyon, AMAP Board President, tel. 831.649.8132, or email nancy@nancyrunyon.com or visit amap1.org

About the Talk:

What does the precursor to the CIA have to do with midcentury architects and the creative process? Pierluigi Serraino will answer this question as he explores the goals and findings of an almost forgotten moment in 1959 when forty preeminent modern architects were invited to the University of California's Institute of Personality Assessment and Research for a study that attempted to gauge the nature of creativity.

Among the participants were luminaries Eero Saarinen, Louis Kahn, Richard Neutra, Philip Johnson, I.M. Pei, George Nelson, Eliot Noyes, Pietro Belluschi, Serge Chermayeff and A. Quincy Jones. For three days straight these architects endured intensive interviews, questionnaires, and both group and solitary testing of their creative abilities. What makes a person creative? Are there biographical conditions and personality traits necessary to actualize that creativity? How did each architect perceive his or her own place in architectural history?

The results of this fascinating study—a matchless and controversial episode in the annals of both modern architecture and psychology—were originally intended to be

published. They never have been, until now, in Serraino's highly praised, incredibly intimate, at times uncomfortable, always inspiring and thought-provoking portrait, as drawn in his 2016 book, *The Creative Architect*.

About the Speaker:

Pierluigi Serraino, AIA was born in 1965 in Messina, Italy. He holds multiple professional and research degrees in architecture from Italy and the United States. Prior to opening his independent design practice, Serraino worked on a variety of residential and institutional projects with Mark Mack Architects; Skidmore, Owings and Merrill; and Anshen+Allen. He has lectured on architectural photography, digital design and California Modernism at numerous universities and museums around the globe. Drawing on his in-depth expertise in modern architecture, he has devoted part of his design practice to rehabilitation, remodeling, and adding to midcentury modern residential and commercial properties.

In 2013 he was co-recipient with Karla Britton of the Graham Foundation grant on the architectural photography of Robert Damora. His projects and writings have appeared in *Architectural Record*, *Artforum*, *Architectural Design*, and *The Architect's Newspaper*, among others. Serraino is the author of *Modernism Rediscovered* (Taschen, 2000, now in its third printing); *NorCalMod: Icons of Northern California Modernism* (Chronicle Books, 2006); and *The Creative Architect: Inside the Great Midcentury Personality Study* (The Monacelli Press, June 2016). His upcoming projects include a history of California modernism, co-authored with Alan Hess, and a comprehensive anthology of architectural photographer Marvin Rand, co-authored with Emily Bills and Sam Lubell, both to be released in 2018.

