



# Googie Redux: Ultramodern Roadside Architecture

By Alan Hess

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## Googie Redux: Ultramodern Roadside Architecture By Alan Hess

A thoroughly revised and significantly expanded edition of the popular 1980s original, *Googie Redux* is the authoritative history of the mid-20th century icon that ignited an architectural revolution: the coffee shop. Emblematic of Southern California car culture, stylized eateries and other roadside buildings built from the 1930s to the 1950s were dismissed as lowbrow stylistic folly in their heyday. Yet, as Alan Hess points out, in many ways they were the realization of modern architecture's grand promises. They were populist, employed new materials, and captured their purpose, place, and culture as vividly as any great architectural style. The influential original edition helped to spark a robust preservation movement and kick-started the reappreciation of mid-century architecture and design. This latest edition features extensive up-to-date research and dozens of rarely seen and newly found photographs. *Googie Redux* is the definitive document of a style born in California that has spread to all corners of the world.

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## **Editorial Review**

### About the Author

Alan Hess is architecture critic of the San Jose Mercury News and the author of numerous books, including Palm Springs Weekend (0-8118-2804-2) and Rancho Deluxe (0-8118-2420-9). He divides his time between Northern California and Michigan.

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