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## Architectural Pottery

### Ceramics for a Modern Landscape

By Daniel Chavkin, Jeffrey Head, and Jo Lauria

**The first book to document the history of the groundbreaking company Architectural Pottery, tracing its critical influence on midcentury design and its enduring appeal today**

In 1950, pioneering entrepreneur Rita Lawrence and her husband, Max, founded Architectural Pottery with design partners John Follis and Rex Goode. The cutting-edge ceramic manufacturer received an immediate and enthusiastic reception. Their strikingly minimal ceramics embodied a shift from the ornamental to the essential; the planters became highly coveted in design circles, and appeared in houses by Richard Neutra, John Lautner, and the historic Case Study Houses. Featured in the first of MoMA's Good Design exhibitions alongside now-iconic designs by Ray and Charles Eames, Alexander Girard, and George Nelson, Architectural Pottery's refreshingly clean, exceedingly elegant pots and planters were soon ubiquitous in spaces that epitomized modern living.

The first book to tell this story, ***Architectural Pottery: Ceramics for a Modern Landscape*** documents the full history and designs of this woman-founded business, and will be published to coincide with a major Architectural Pottery exhibition at the American Museum of Ceramic Art opening in August 2024. Organized chronologically, this comprehensive tome recounts three decades of the company's innovation and growth.

***Architectural Pottery*** features the full story of the company's founding, expansion, and design and manufacturing developments. An essay from Max and Rita's son, Damon Lawrence, brings a personal perspective, and a designated section profiles eleven prominent designers that left a mark on the company's aesthetic, including Paul McCobb. Individual chapters are also dedicated to topics including the impact of sculptor David Cressey and the company's updated visual identity by graphic designer Jayme Odgers.

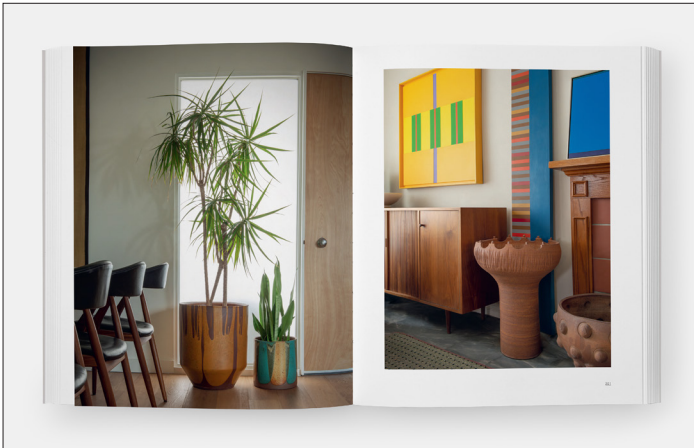
An important book dedicated to this defining force in midcentury style, ***Architectural Pottery*** is richly illustrated with contemporary photography by Daniel Chavkin and extensive visual material drawn from the UCLA Archives & Special Collections, the records of the Lawrences, and the personal archives of designers, art directors, and photographers associated with the company. Combined with intimate histories, these materials make ***Architectural Pottery*** a narrative treasure, a valuable resource for collectors, and a midcentury modern design enthusiast's dream.

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# Architectural Pottery: Ceramics for a Modern Landscape



## About the Authors

**Daniel Chavkin** is a photographer, collector, and researcher of all things modernist, and the author of *Unseen Midcentury* and *Desert Modern*.

**Jeffrey Head** is a writer specializing in architecture and design, and is author of several books.

**Jo Lauria** is a Los Angeles-based curator, writer, and educator, as well as coauthor of *Master of the Midcentury: The Architecture of William F. Cody*, also published by Monacelli.

## About Monacelli

As a leading publisher of illustrated books for more than twenty-five years, **Monacelli** has challenged the conventions of publishing to produce provocative, inspiring, and essential titles. Founded in 1994 by Gianfranco Monacelli, the organization has released nearly 600 books on architecture, art, interior design, landscape and gardens, photography, and the applied arts. Monacelli's books have been made in collaboration with prominent practitioners and scholars ever since its inaugural title, the groundbreaking *S,M,L,XL* by Rem Koolhaas and Bruce Mau. In 2015, the applied arts imprint Monacelli Studio was launched, adding elevated books on art instruction, photography technique, and crafts to the publisher's roster. In 2020, Monacelli joined the Phaidon family of companies.

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