



Brut + Beautiful:

Brutalism Education, Conservation & Advocacy

Richard Yeager, Director for Campus Planning, University of Massachusetts - Amherst



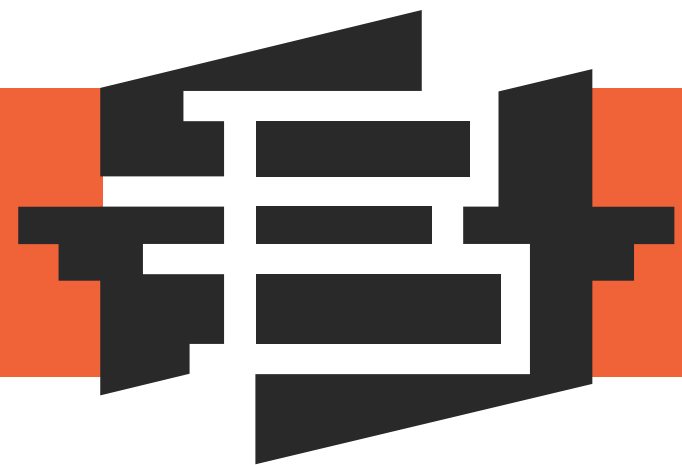
UMass|BRUT CAMPAIGN

HISTORY & MISSION

EVENTS & EFFORTS

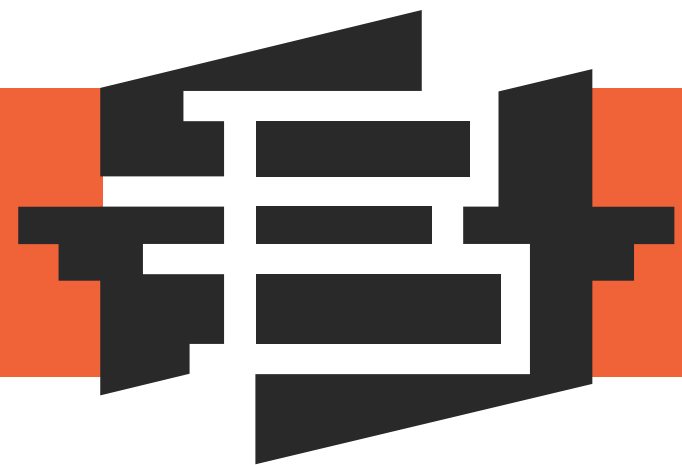
FUTURE & GOALS





SHOES!





HISTORY & MISSION

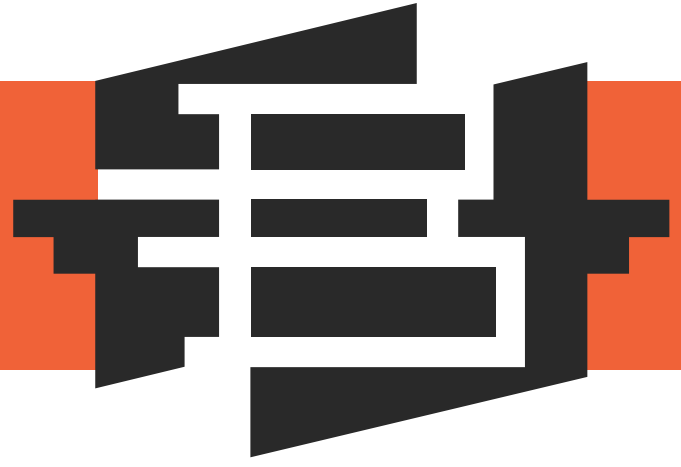
WHY BRUTALISM?

OBSTACLES

ORIGINS

MISSION





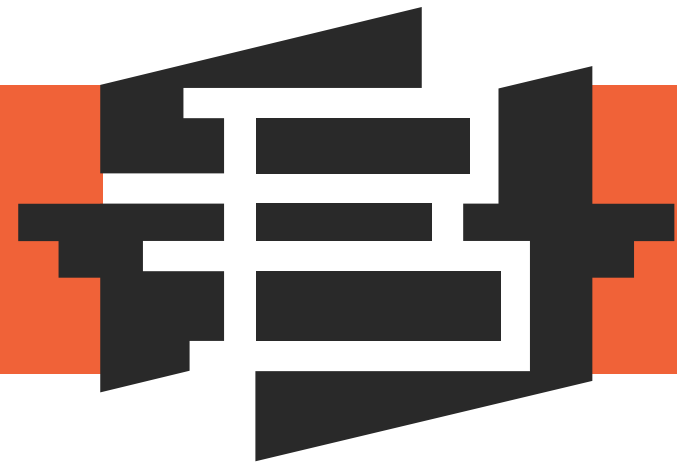
HISTORY & MISSION

WHY BRUTALISM?

- Architectural Style from Mid-1950s through Mid-1970s
- Known for Raw Concrete and Other Textured Materials
- *Béton Brut*, French for “Raw Concrete”
- Bold, Dynamic, and Avant-Garde Architecture Symbolizing Progressive Ideals of the Era

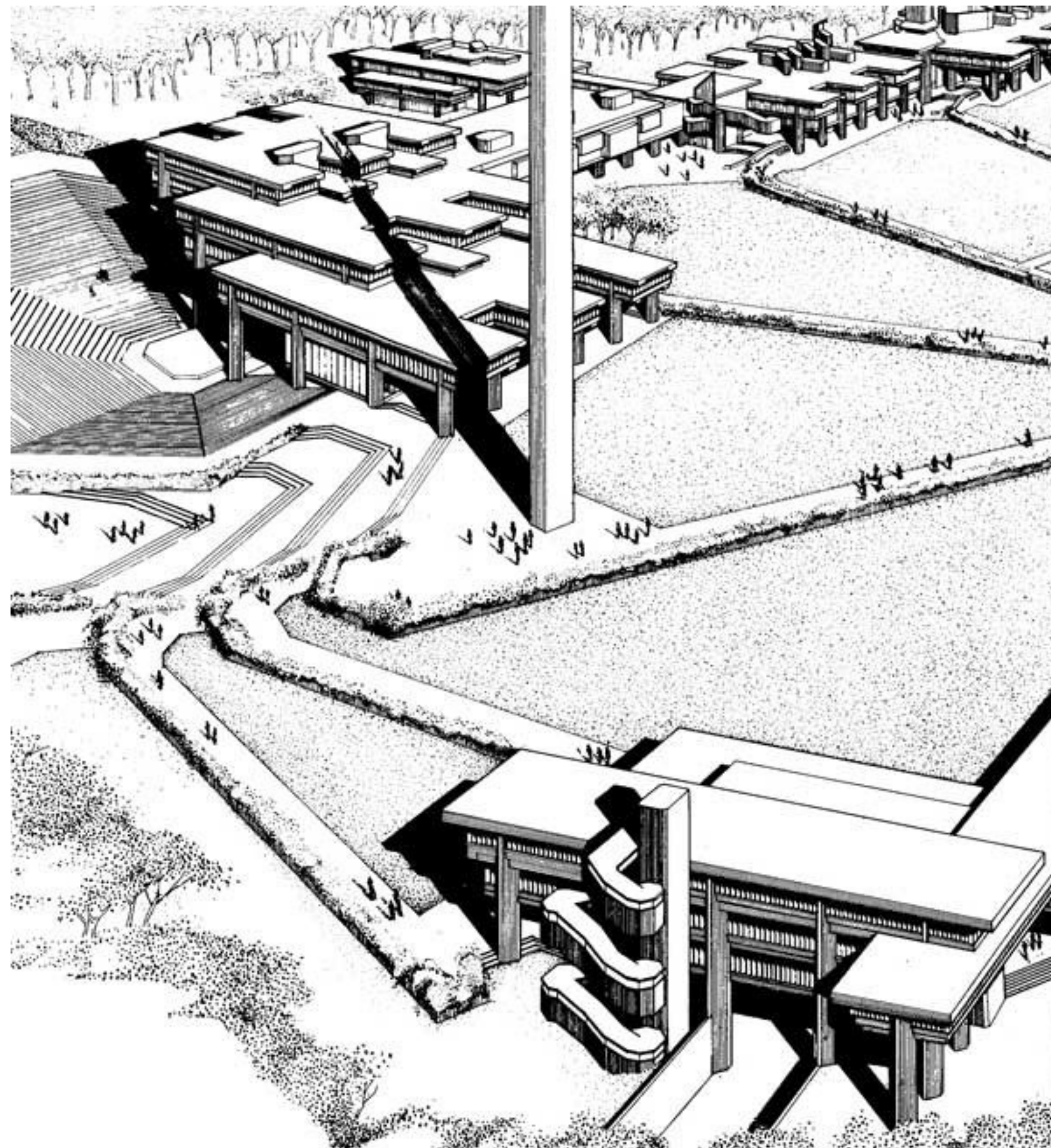


Boston City Hall (1969)
Boston, Massachusetts

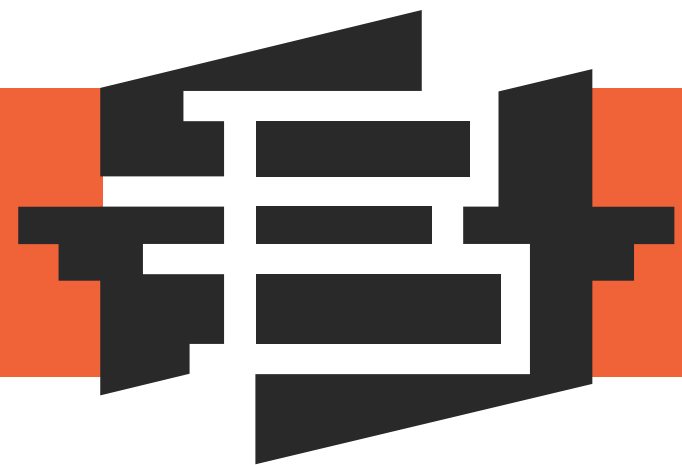


HISTORY & MISSION

WHY BRUTALISM at UMass?



- Campus Master Plans in Early-1960s
 - UMass Amherst by **Hideo Sasaki**
 - UMass Dartmouth (then-Southeastern Massachusetts Technological Institute) by **Paul Rudolph**
- World-Renown Architects Selected to Design Buildings for New Generation of College Students



HISTORY & MISSION

WHY BRUTALISM at UMass?



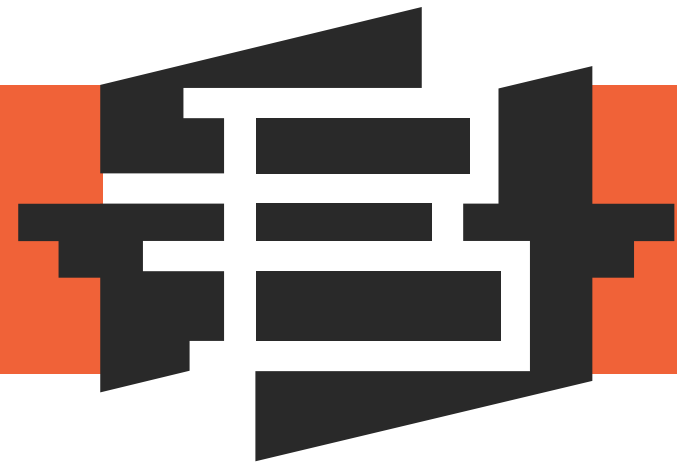
Paul Rudolph (1918-1997)



**Rudolph Art and Architecture
Building (1958)**
Yale University



Humanities 1 (1966)
UMass Dartmouth



HISTORY & MISSION

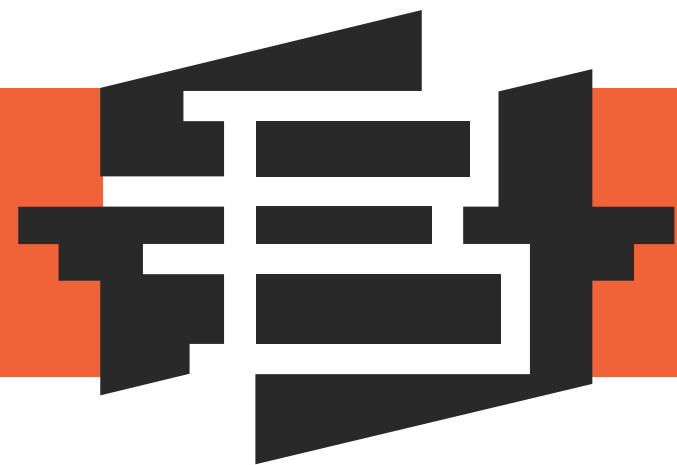
WHY BRUTALISM at UMass?

. UMass Dartmouth

- Formally known as Southern Massachusetts Technological Institute (SMTI)
- Master Plan and Building Design By Paul Rudolph in 1963
 - Rudolph is Fired But Design Retained
- Idealistic Vision

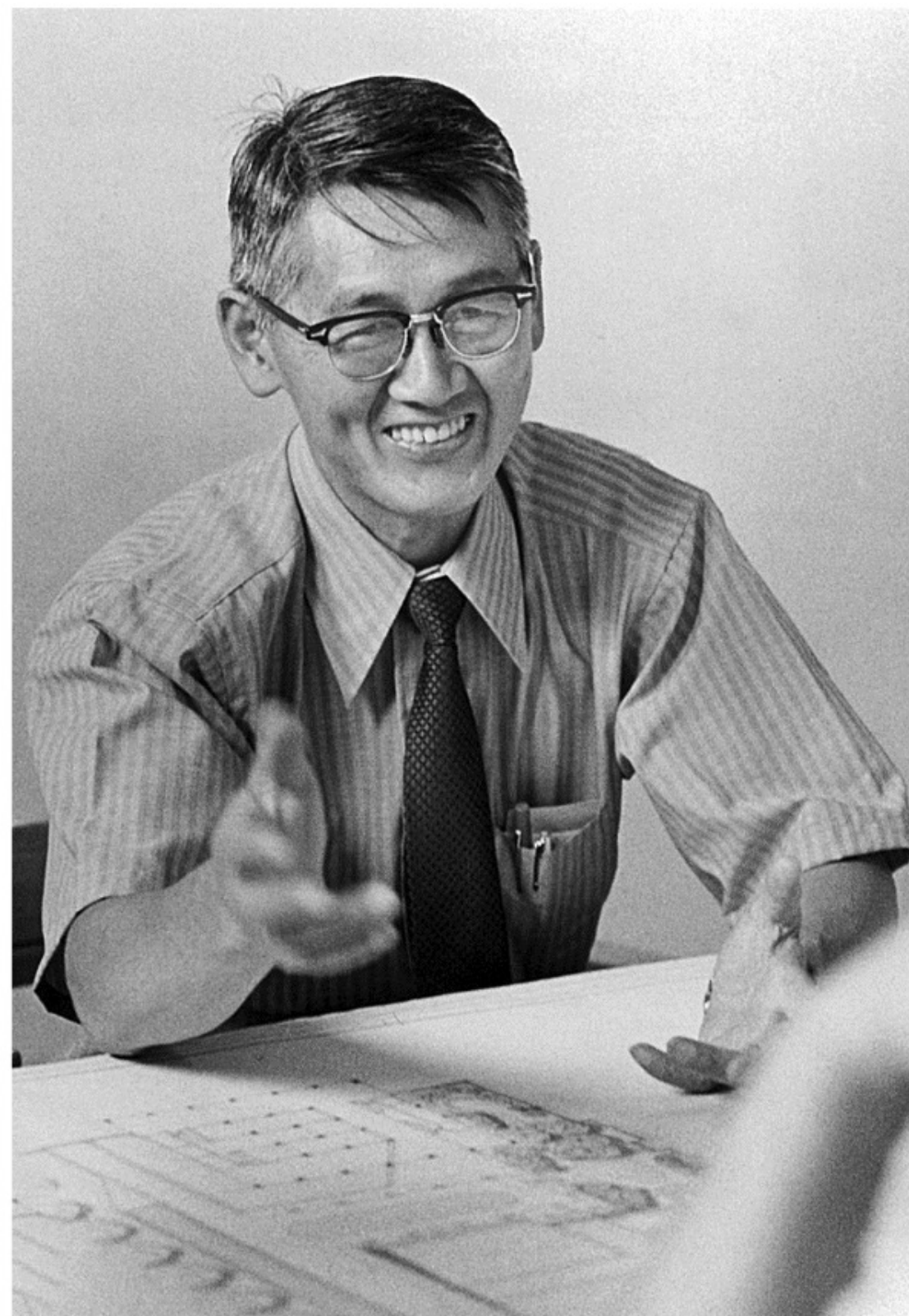


UMass Dartmouth (1963 -72)
Dartmouth, Massachusetts



HISTORY & MISSION

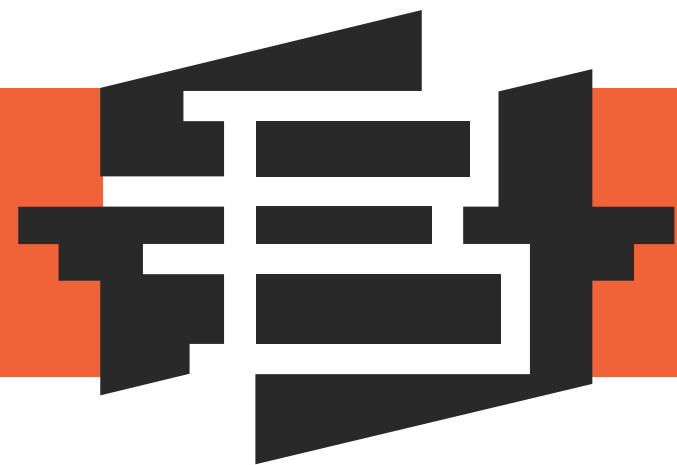
WHY BRUTALISM at UMass?



Hideo Sasaki (1919-2000)



Christian Science Center Complex (1973)
Boston, Massachusetts



HISTORY & MISSION

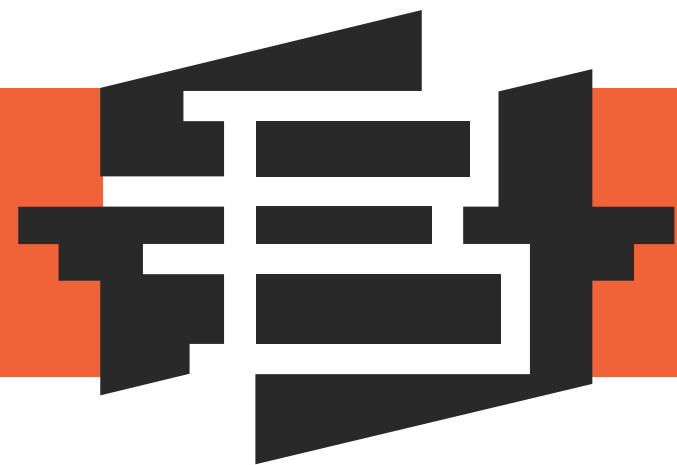
WHY BRUTALISM at UMass?

• UMass Amherst

- Sasaki, Walker, and Associates Master Plan in 1962
 - Identifies Need for 3.75 Million Additional Gross Square Feet
 - Reorganizes Campus Based on Academic Subjects
 - Recommends University Hires Architectural Consultant

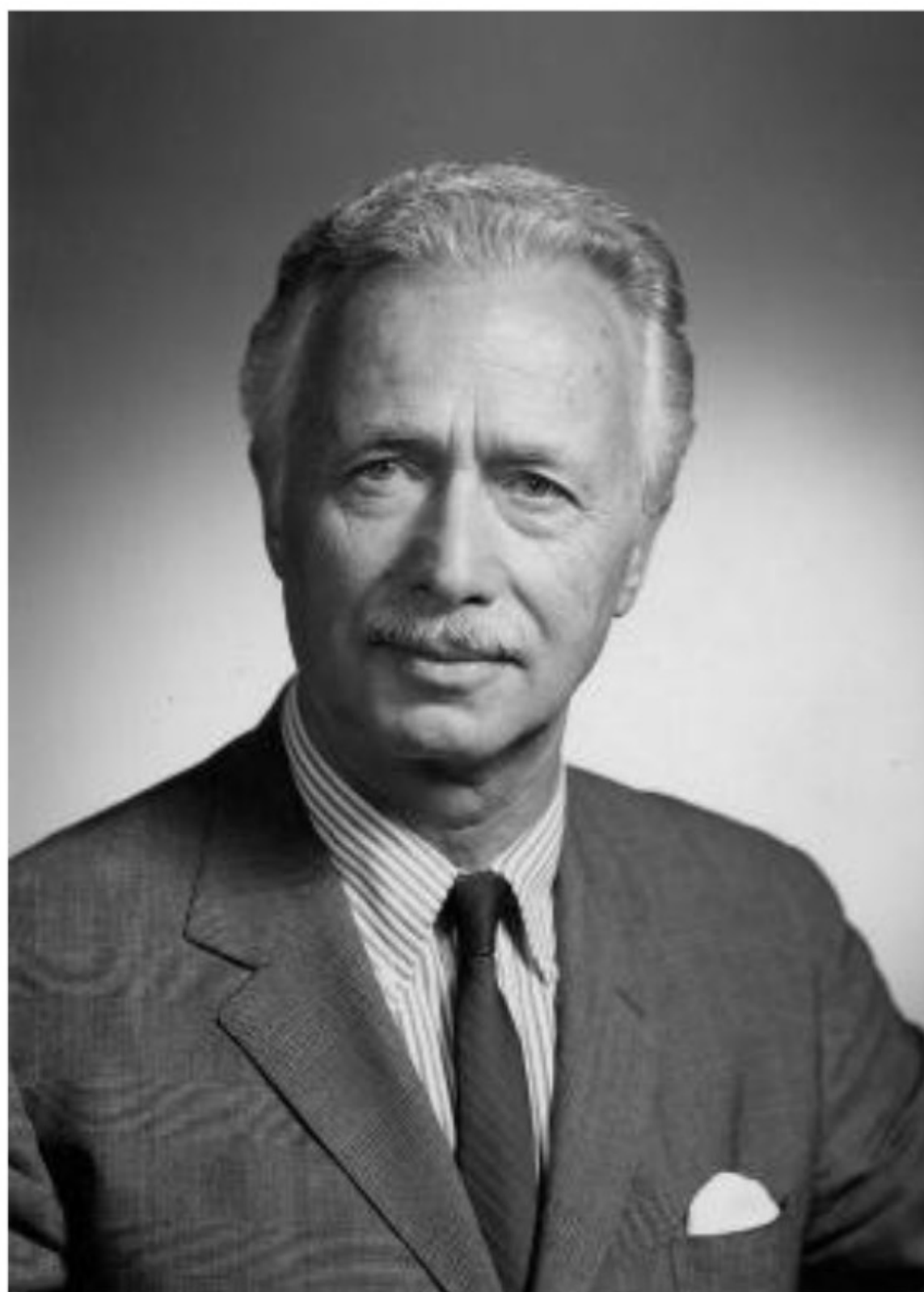


Sasaki Master Plan (1962)



HISTORY & MISSION

WHY BRUTALISM at UMass?



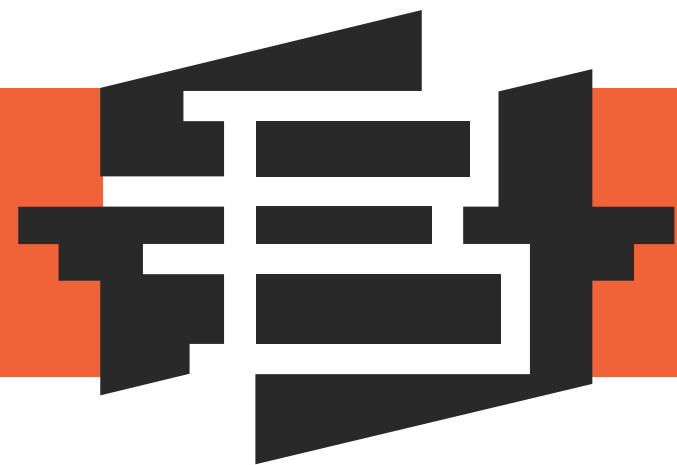
Pietro Belluschi (1899-1994)
Architectural Consultant



New Equitable Building (1949)
Portland, Oregon

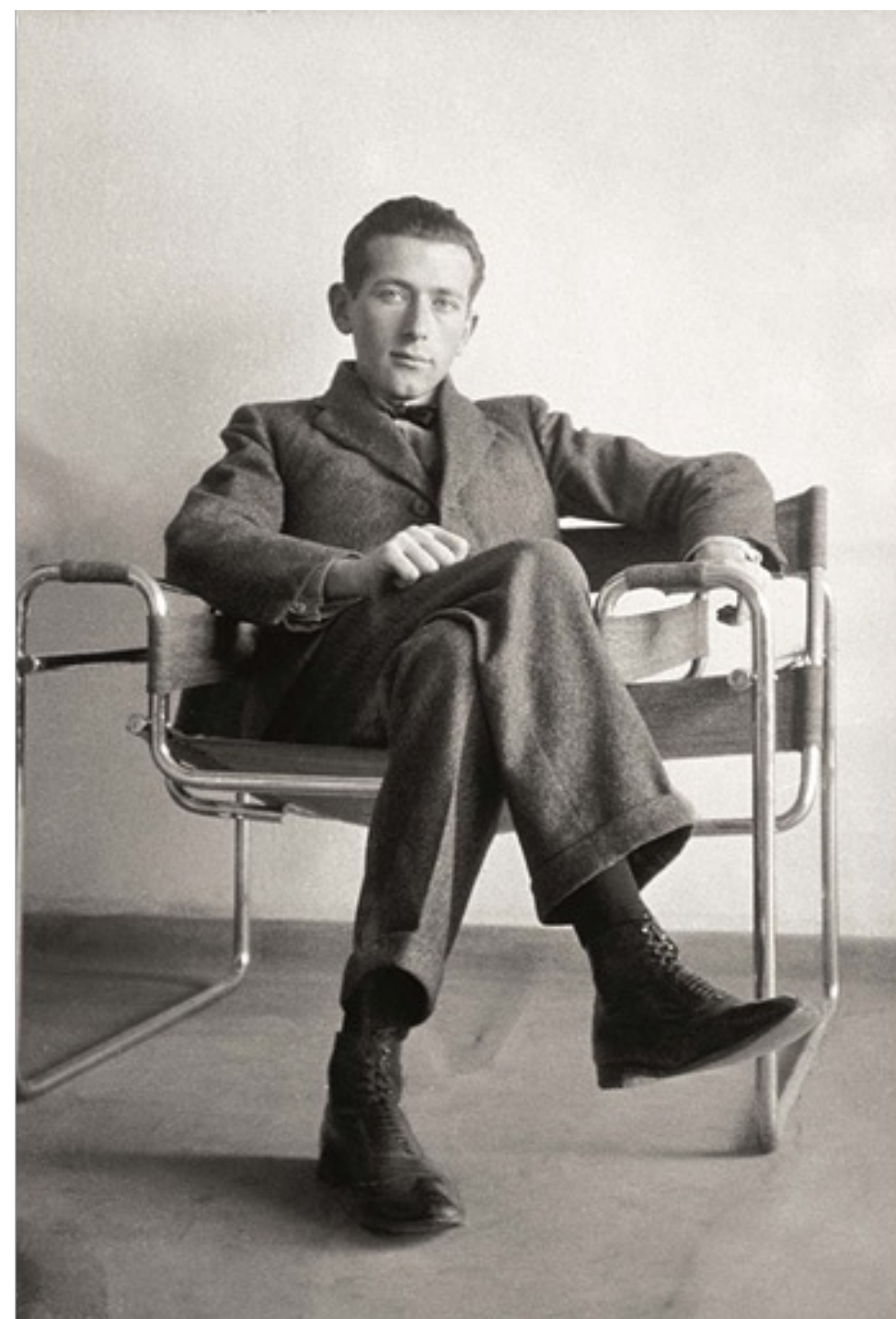


Pan Am Building (1962)
New York, New York

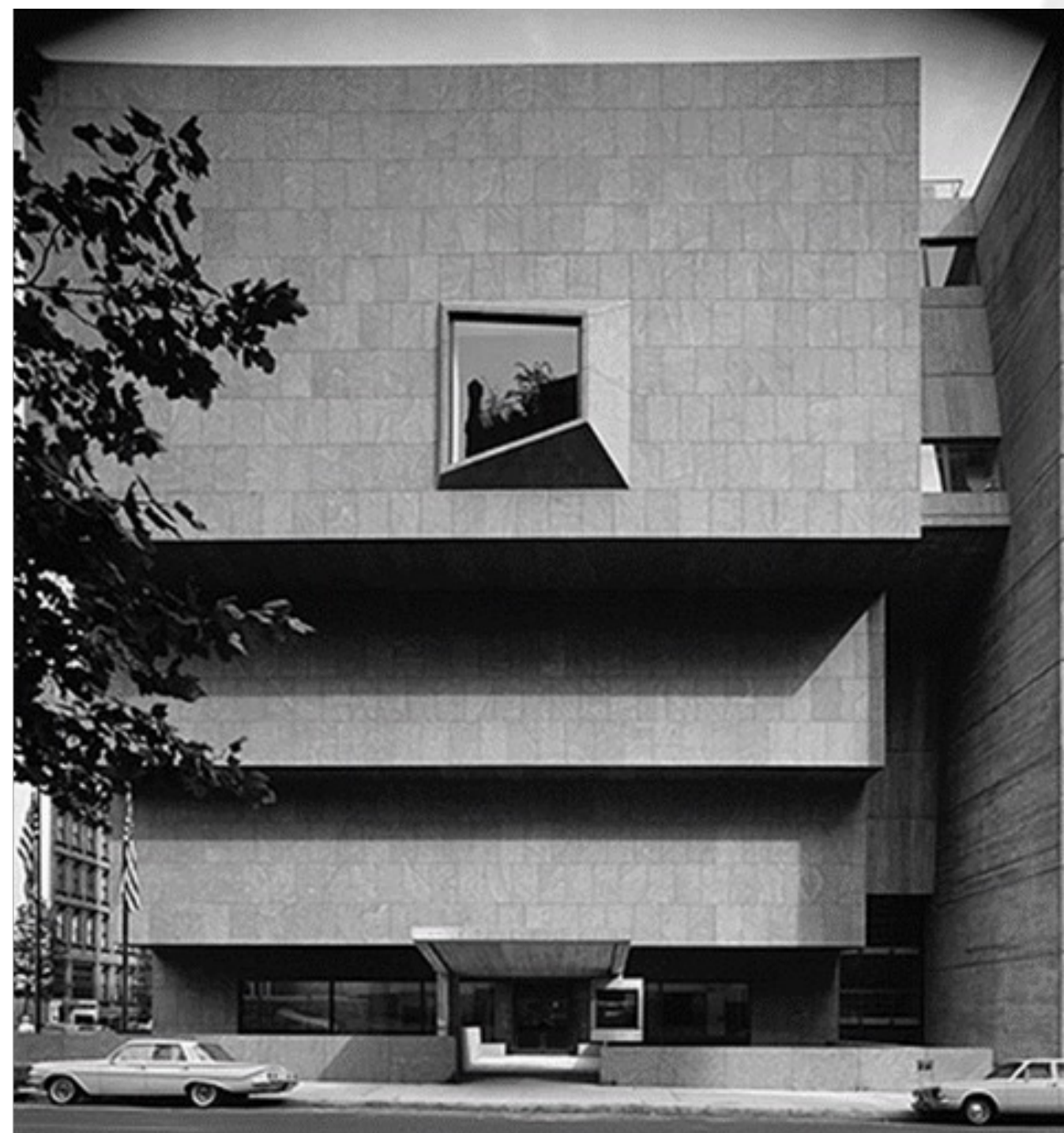


HISTORY & MISSION

WHY BRUTALISM at UMass?



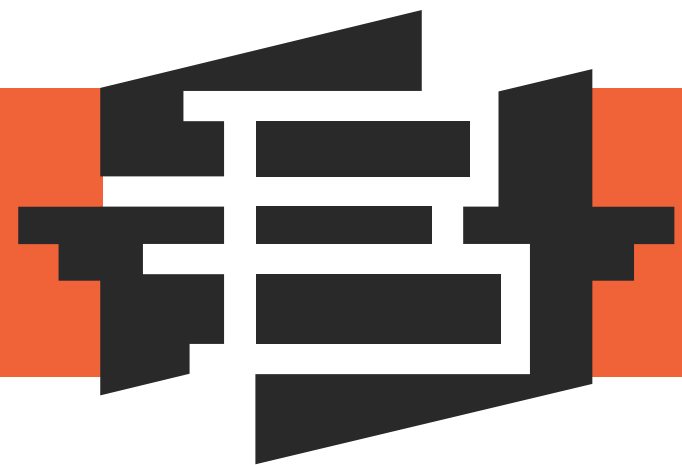
Marcel Breuer (1902-1981)



Whitney Museum (1966)
New York, New York



Lincoln Campus Center (1970)
UMass Amherst

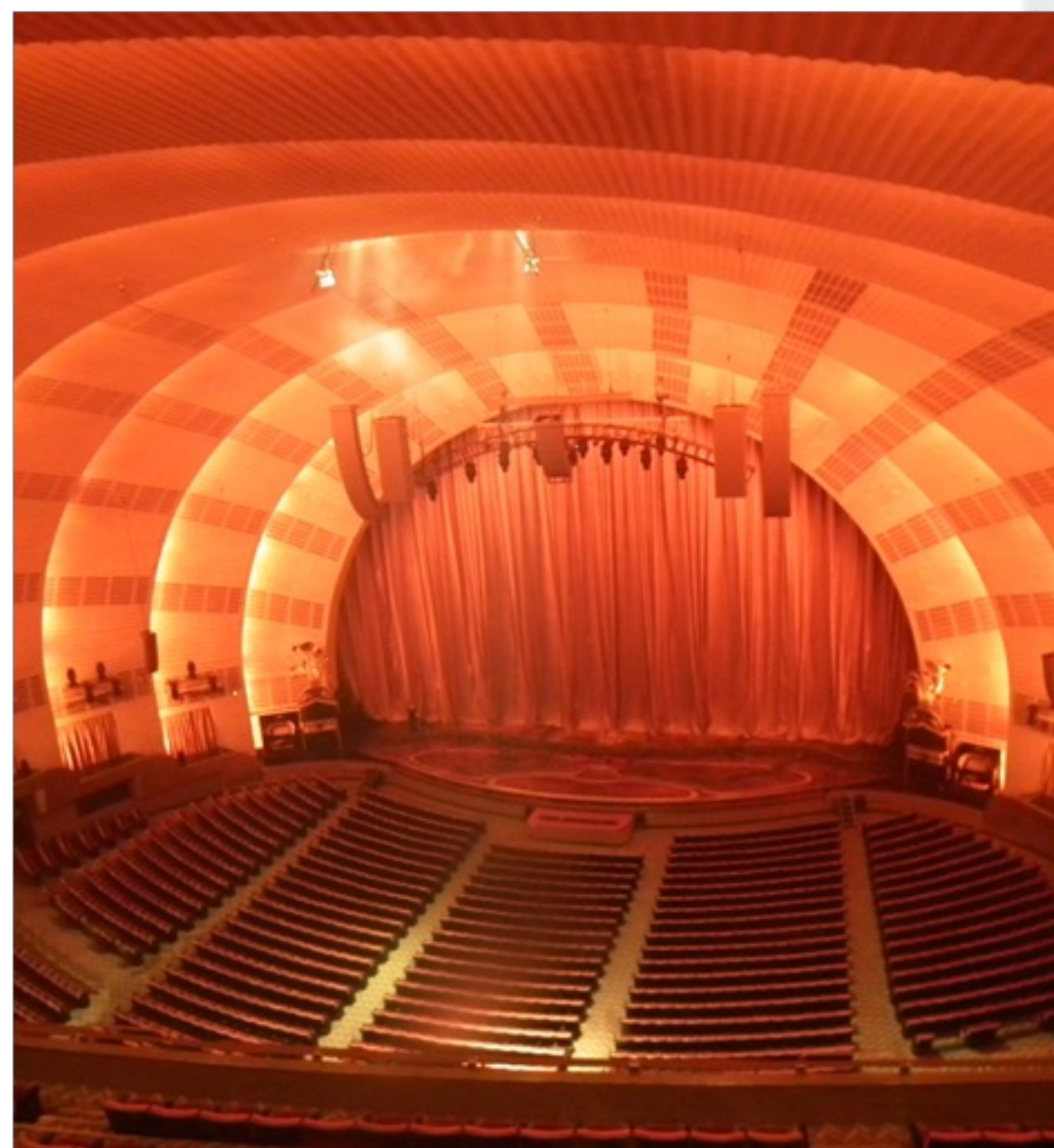


HISTORY & MISSION

WHY BRUTALISM at UMass?



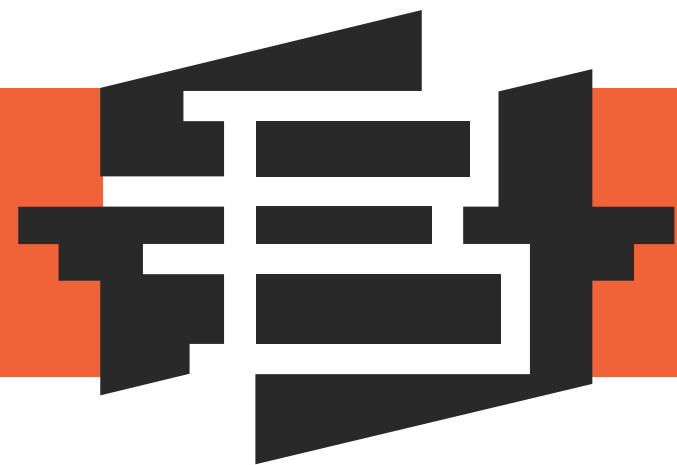
Edward Durell Stone (1902-1978)



Radio City Music Hall (1939)
New York, New York

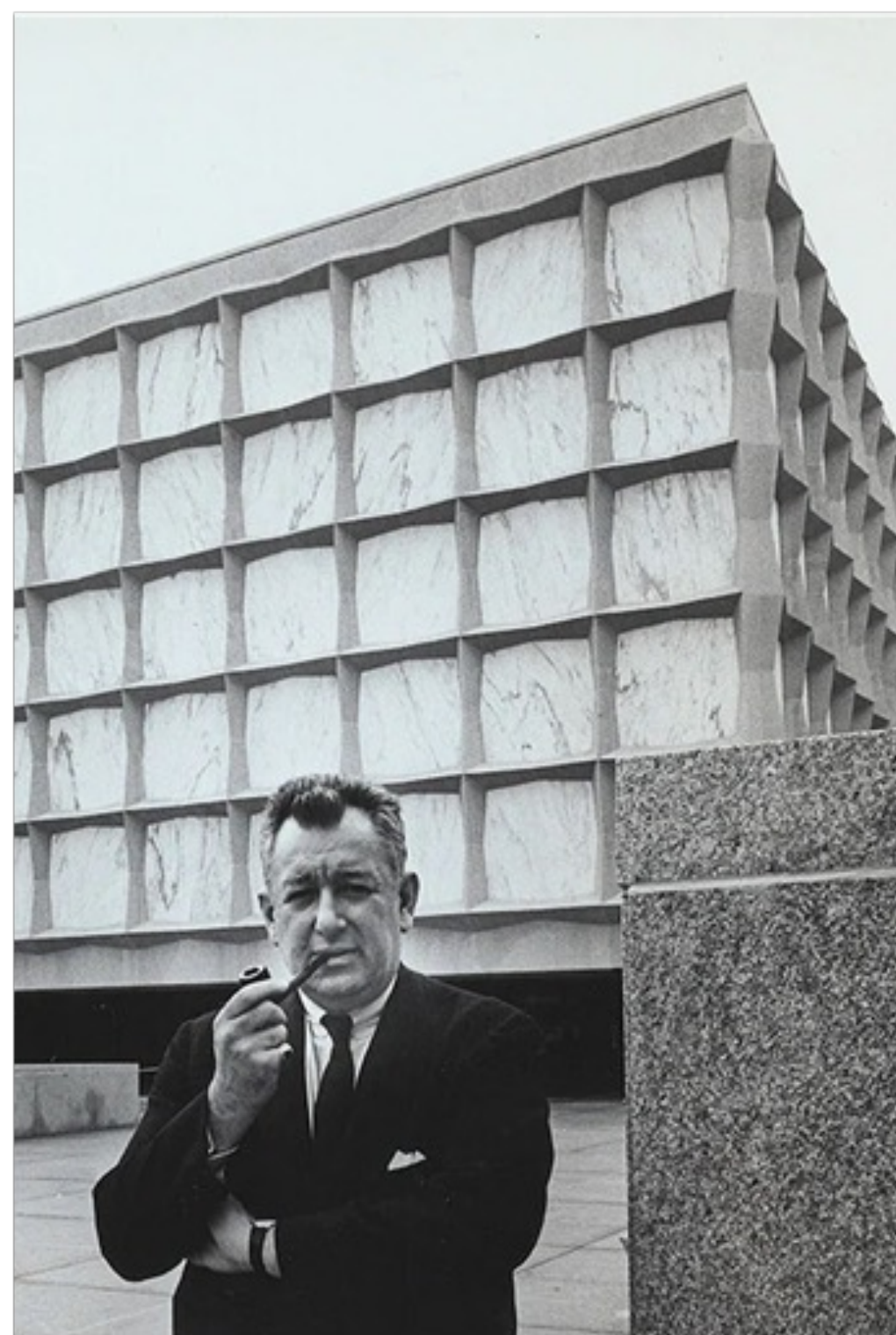


W.E.B. DuBois Library (1973)
UMass Amherst



HISTORY & MISSION

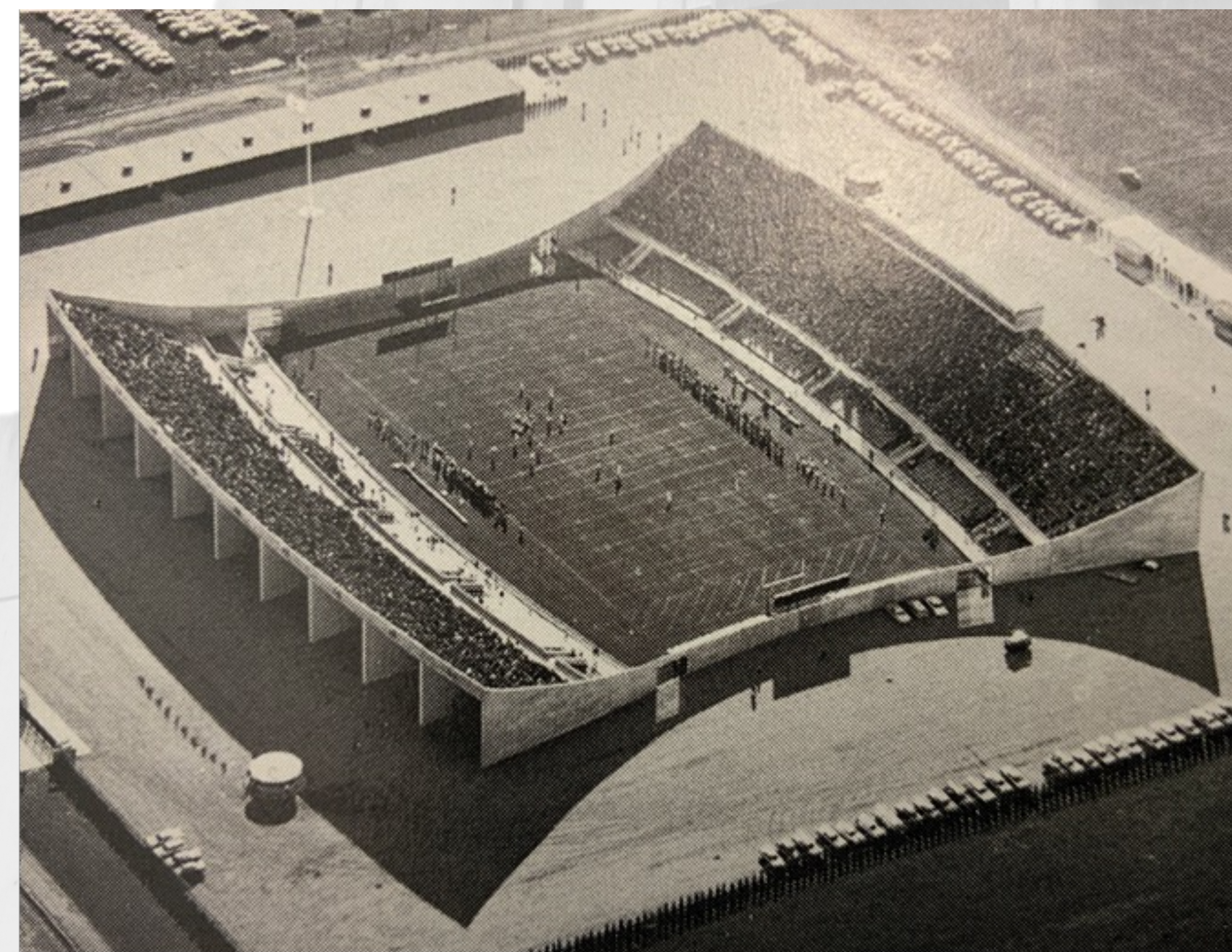
WHY BRUTALISM at UMass?



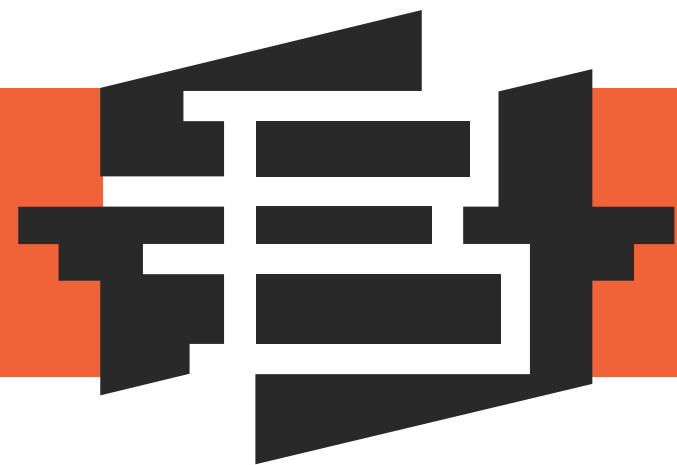
Gordon Bunshaft (1909-1990)



Lever House (1952)
New York, New York



McGuirk Alumni Stadium (1965)
UMass Amherst

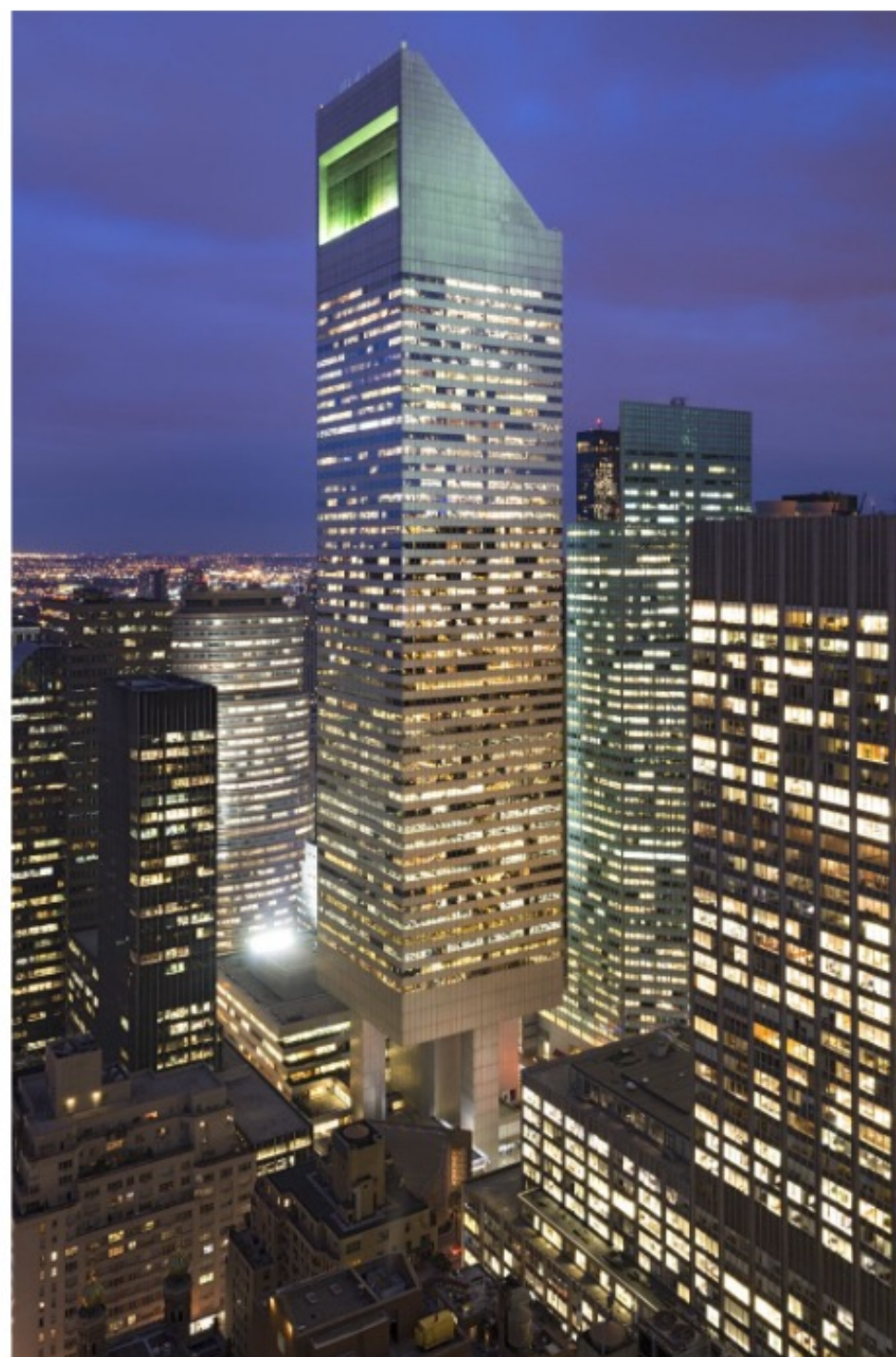


HISTORY & MISSION

WHY BRUTALISM at UMass?



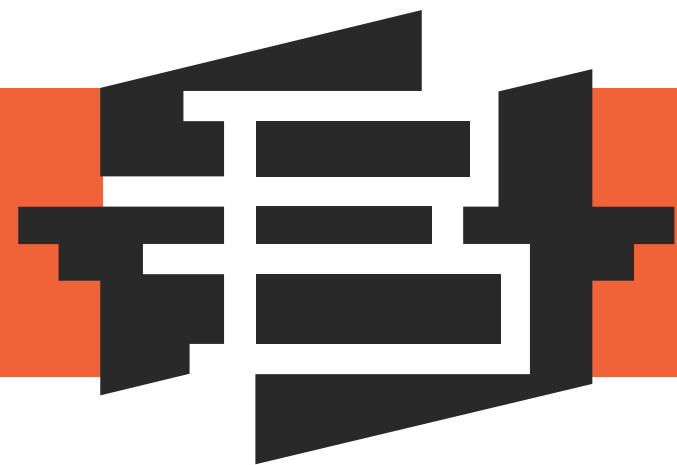
Hugh Stubbins (1912-2006)



CitiGroup Center (1974)
New York, New York

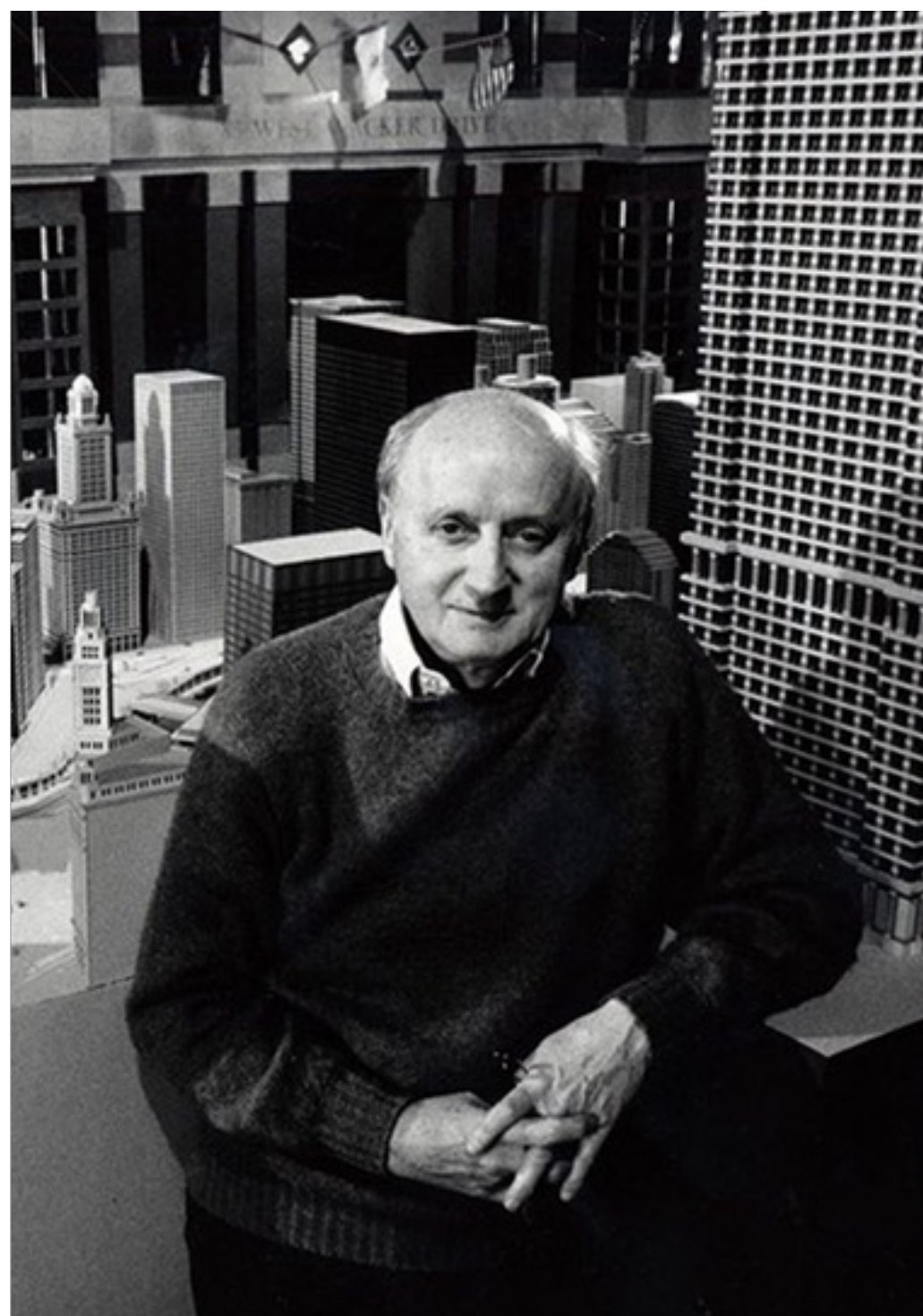


Southwest Residential Area (1966)
UMass Amherst



HISTORY & MISSION

WHY BRUTALISM at UMass?



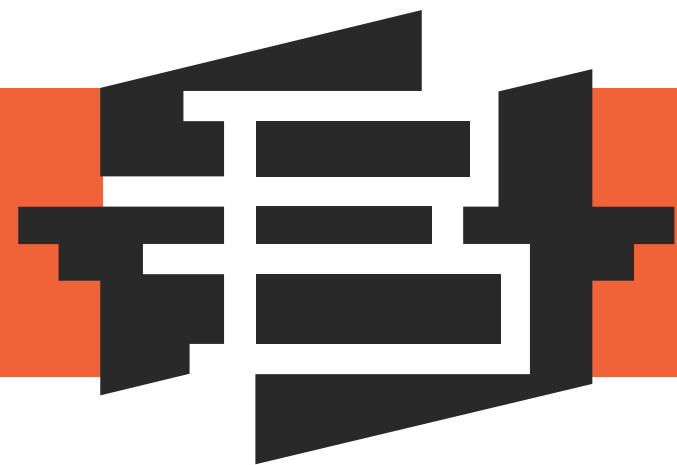
Kevin Roche (1922-2019)



Ford Foundation (1967)
New York, New York



Fine Arts Center (1975)
UMass Amherst



HISTORY & MISSION

WHY BRUTALISM at UMass?



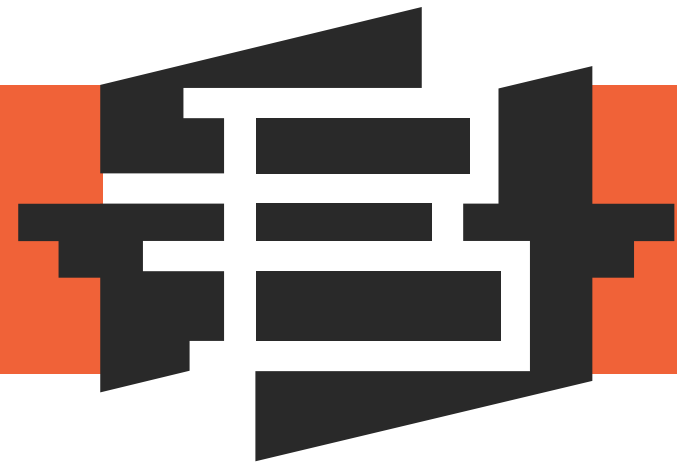
Whitmore Administration Building (1967)

Campbell and Aldrich



Lederle Graduate Research Tower (1972)

Campbell and Aldrich



HISTORY & MISSION

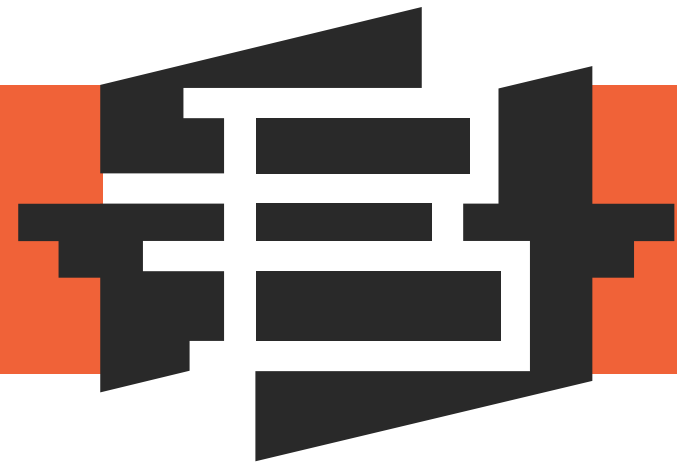
WHY BRUTALISM at UMass?



Herter Hall (1969)
Coletti Brothers

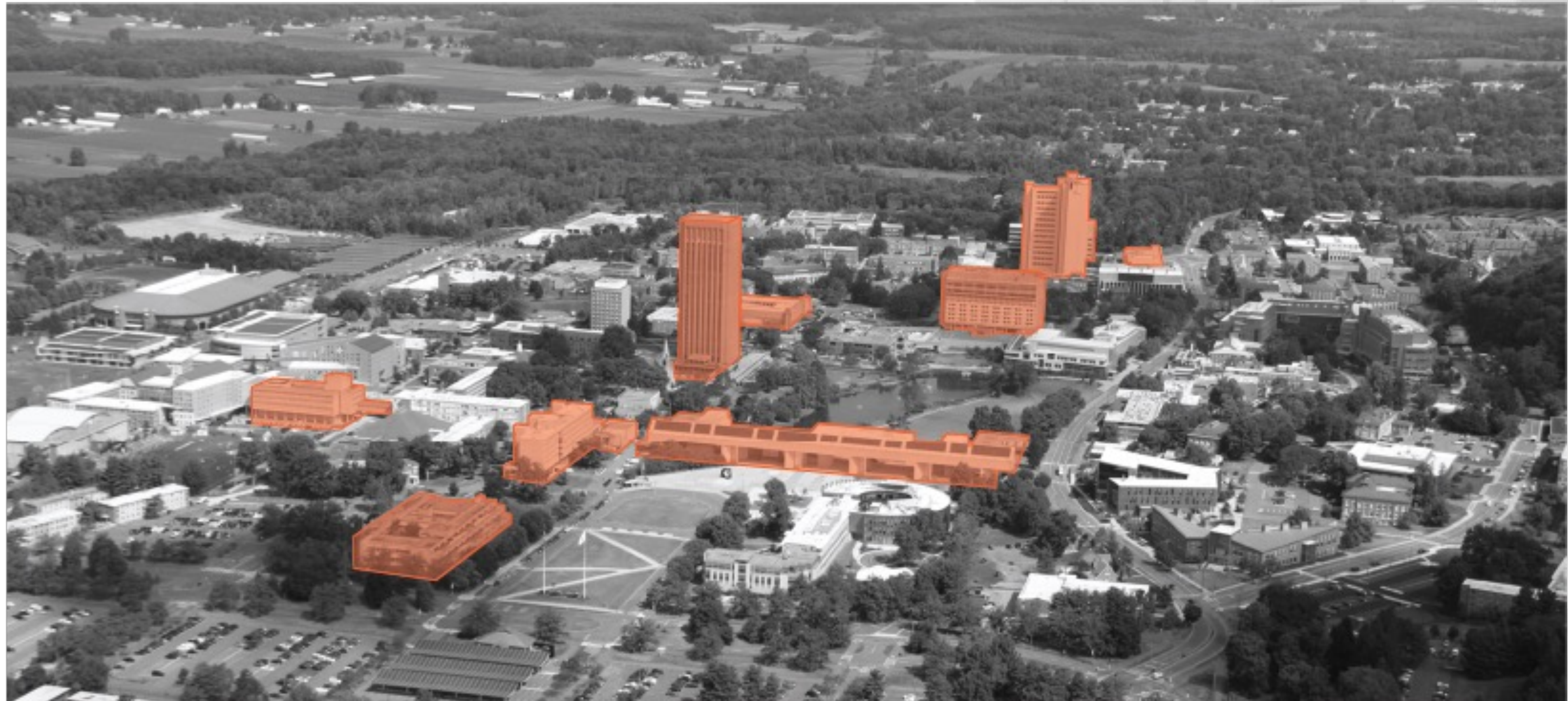


Tobin Hall (1972)
Coletti Brothers

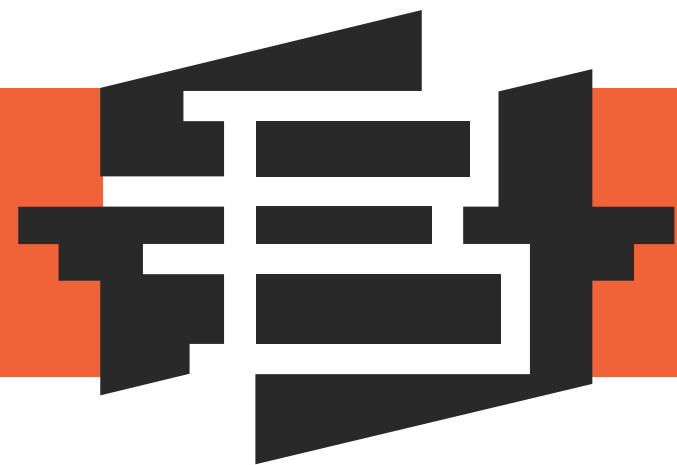


HISTORY & MISSION

WHY BRUTALISM at UMass?



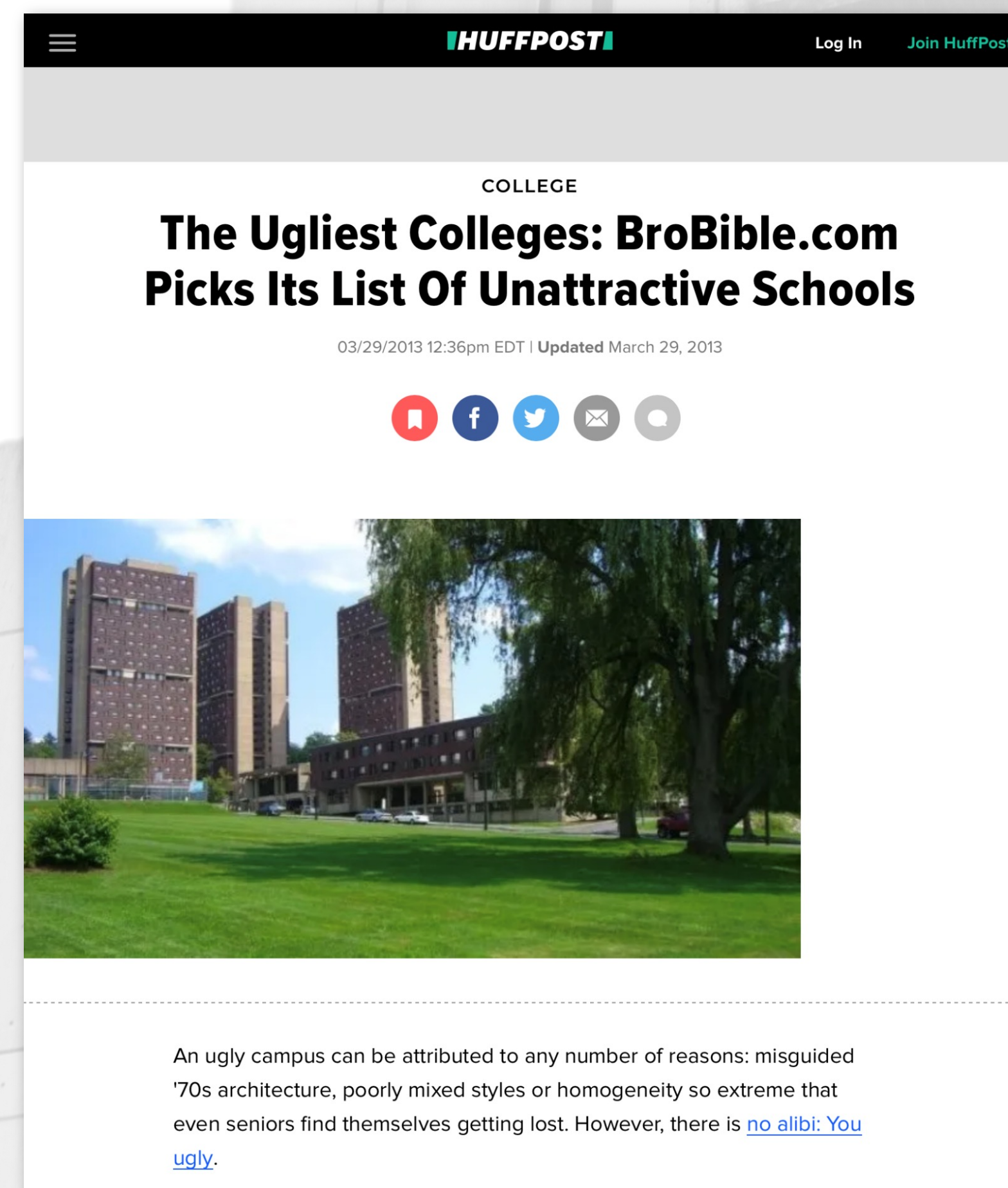
Brutalist Buildings on the Core UMass Amherst Campus

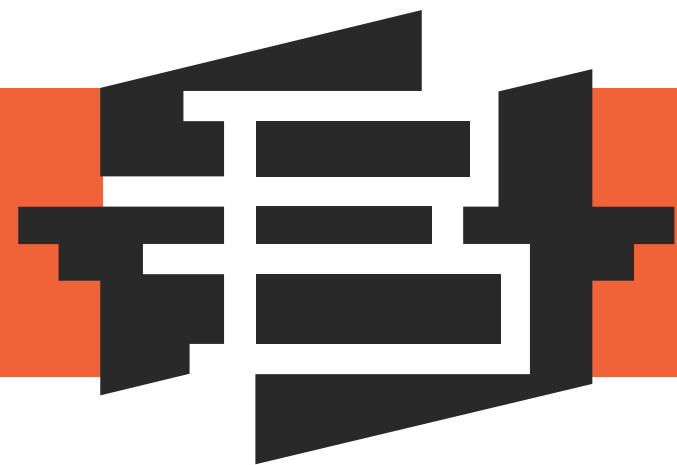


HISTORY & MISSION

OBSTACLES

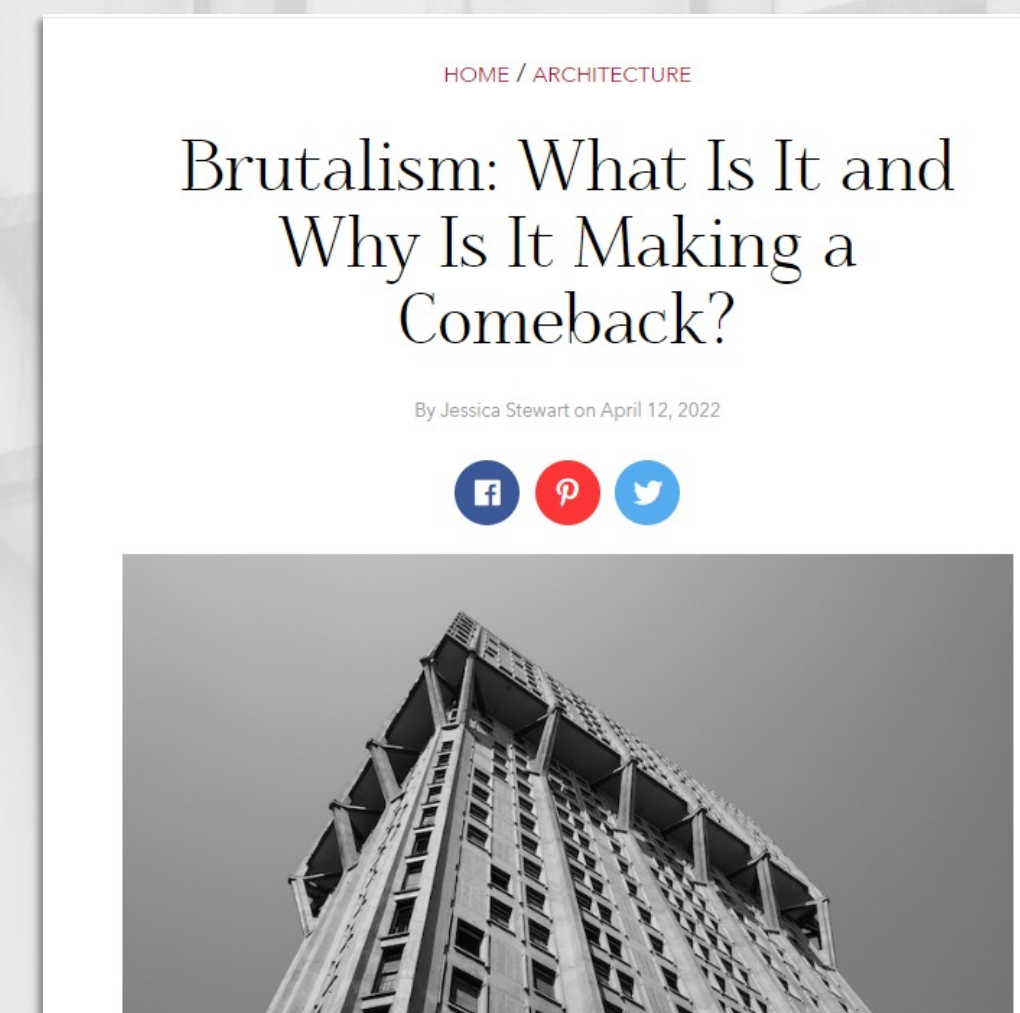
- Negative Perception of Brutalist Buildings
- Lack of Education about Brutalism and Modernism at UMass
- Worsening Condition of Concrete Buildings after 50+ Years

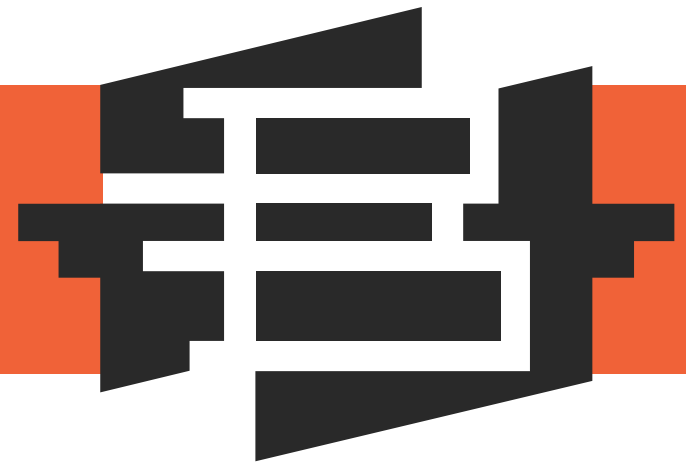




HISTORY & MISSION

BRUTALISM'S COMEBACK

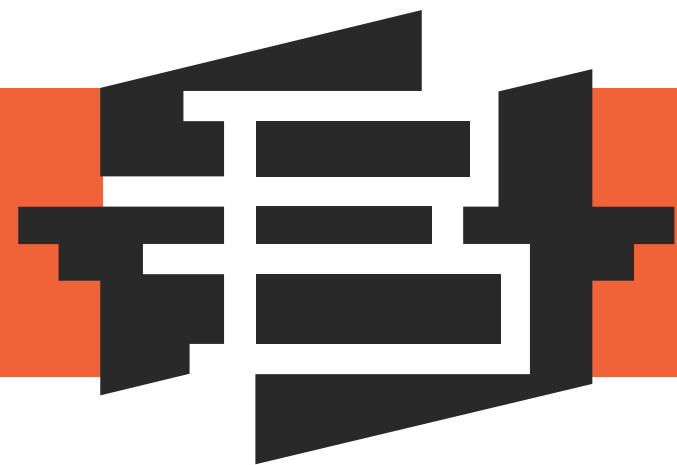




HISTORY & MISSION

- Brutalism has Nine Lives!
- “Cats of Brutalism”
- Popular Instagram Page Combining Cat Photos with Iconic Brutalist Architecture





HISTORY & MISSION

BRUTALISM'S COMEBACK

ARCHITECTURE, CATS 12 MONTHS AGO

Instagram Account Combines Brutalist Architecture With Giant Cats And The Result Is Adorable (87 Pics)

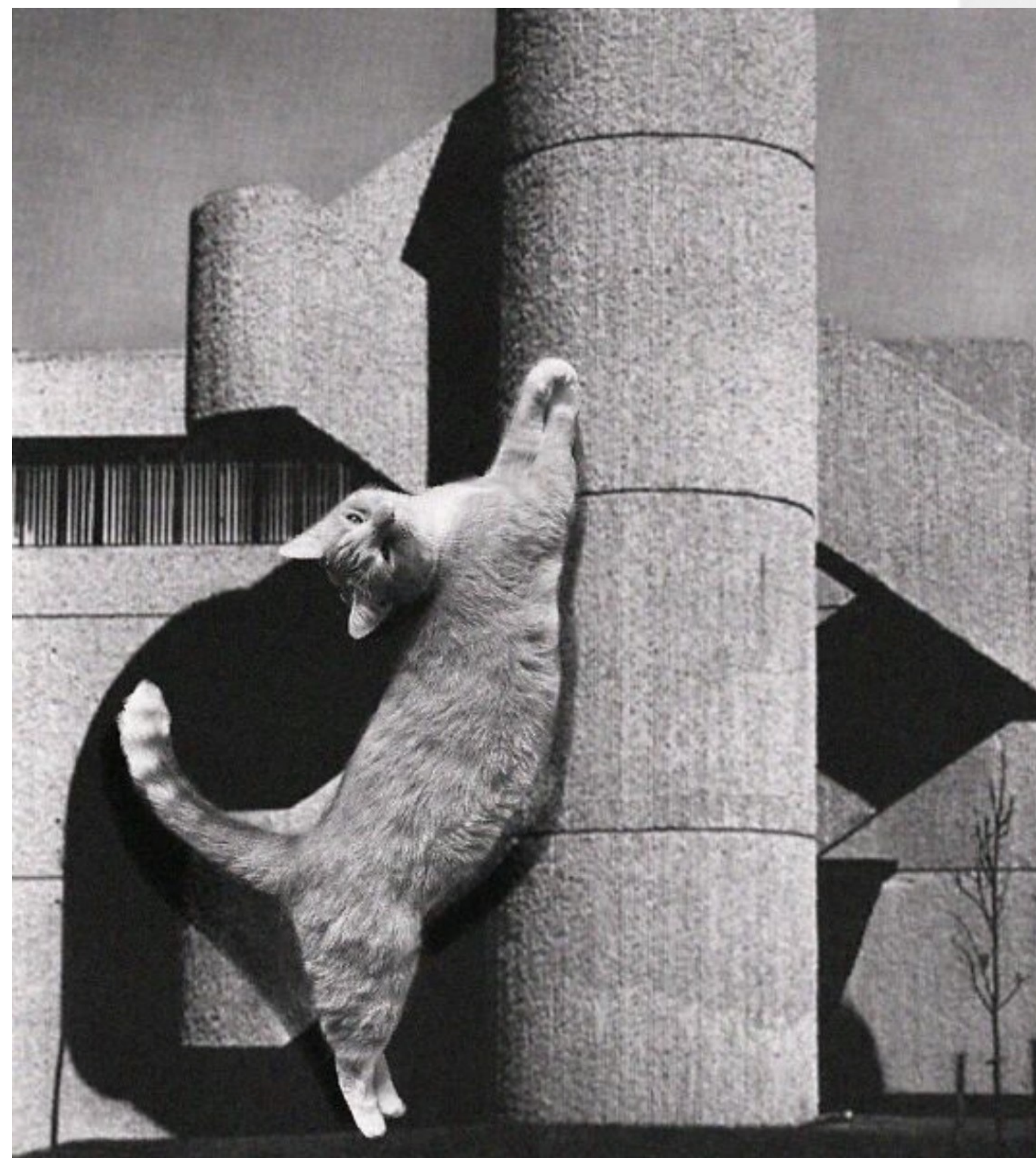
Interview With Artist

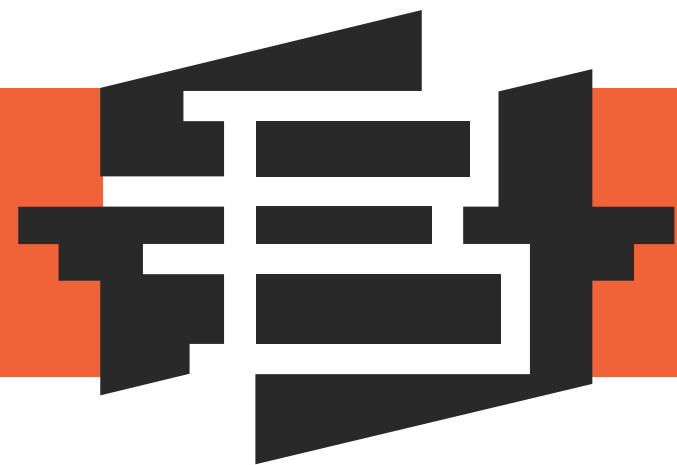


Hidrélèy

PRO MEMBER

We all know that a cat will sit where it fits, but if they were huge, couldn't that become a little bit problematic? Well, you should never underestimate a cat's ability to curl up in the most unexpected places, and this Instagram





HISTORY & MISSION

ORIGINS

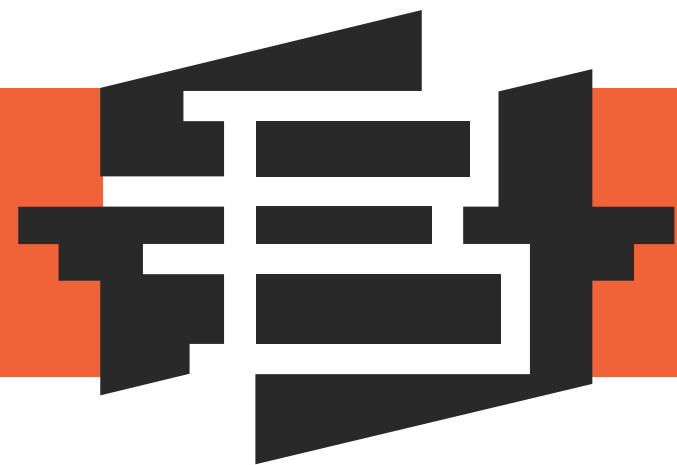
WORK ABOUT SEARCH BLOG CONNECT
INSTAGRAM | FLCKR | BLOG ARCHIVE | MEDIA

DARREN BRADLEY
PHOTOGRAPHY

UMASS Amherst: The Reluctant Modernists



- Noted Architectural Photographer Makes Blog Post Entitled “UMass Amherst: The Reluctant Modernists”
- Alleges UMass Amherst Not Embracing Brutalist Legacy
- Brutalist Buildings Missing From Promotional Materials

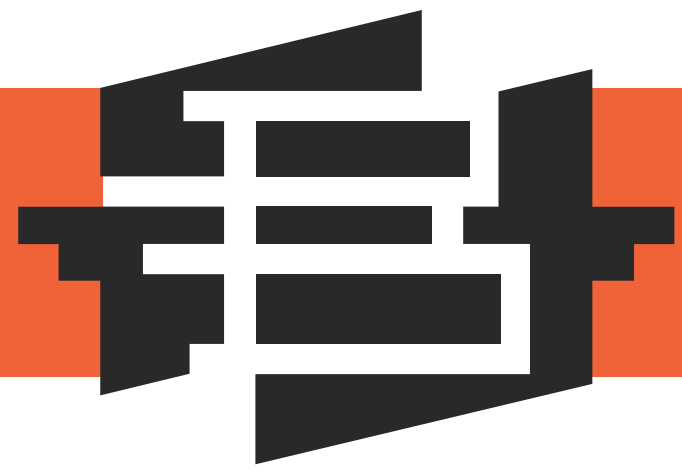


HISTORY & MISSION

ORIGINS



- Collaboration Between UMass Amherst and UMass Dartmouth
- Advocacy group of Faculty, Staff, and Students
- Executive Committee comprising staff and faculty from UMA and UMD Art, Architecture, History & Capital Projects Groups
- Dedicated to Celebrating, Preserving and Reimagining our Brutalist Architecture



HISTORY & MISSION

MISSION

- Raising Awareness of the Relevance and International Significance of our Brutalist Heritage
- Foster Pride in our Campuses
- Advocate for Preservation of Our Brutalist Structures





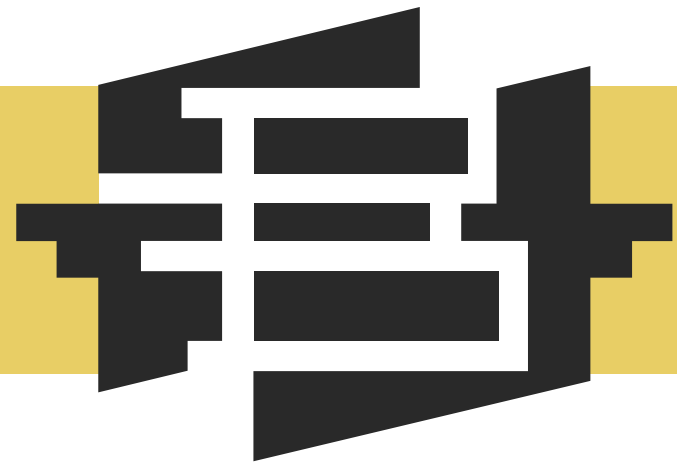
UMass|BRUT CAMPAIGN

HISTORY & MISSION

EVENTS & EFFORTS

FUTURE & GOALS

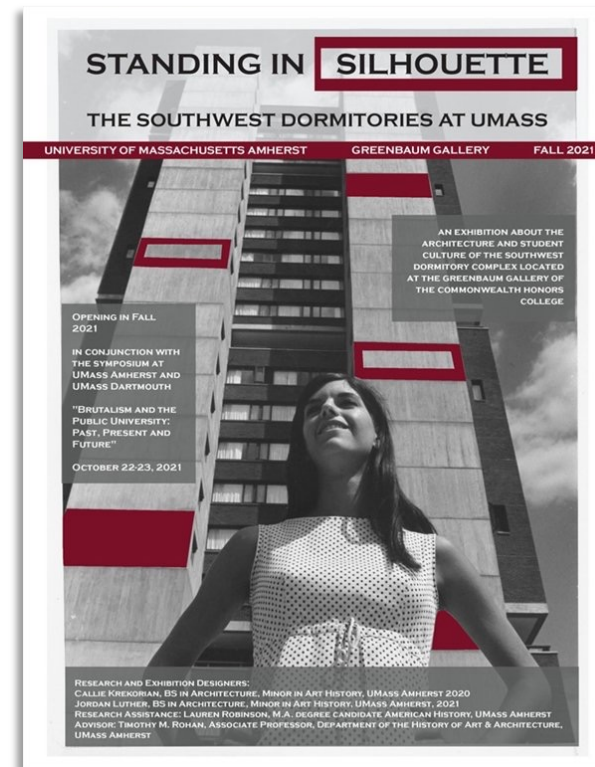




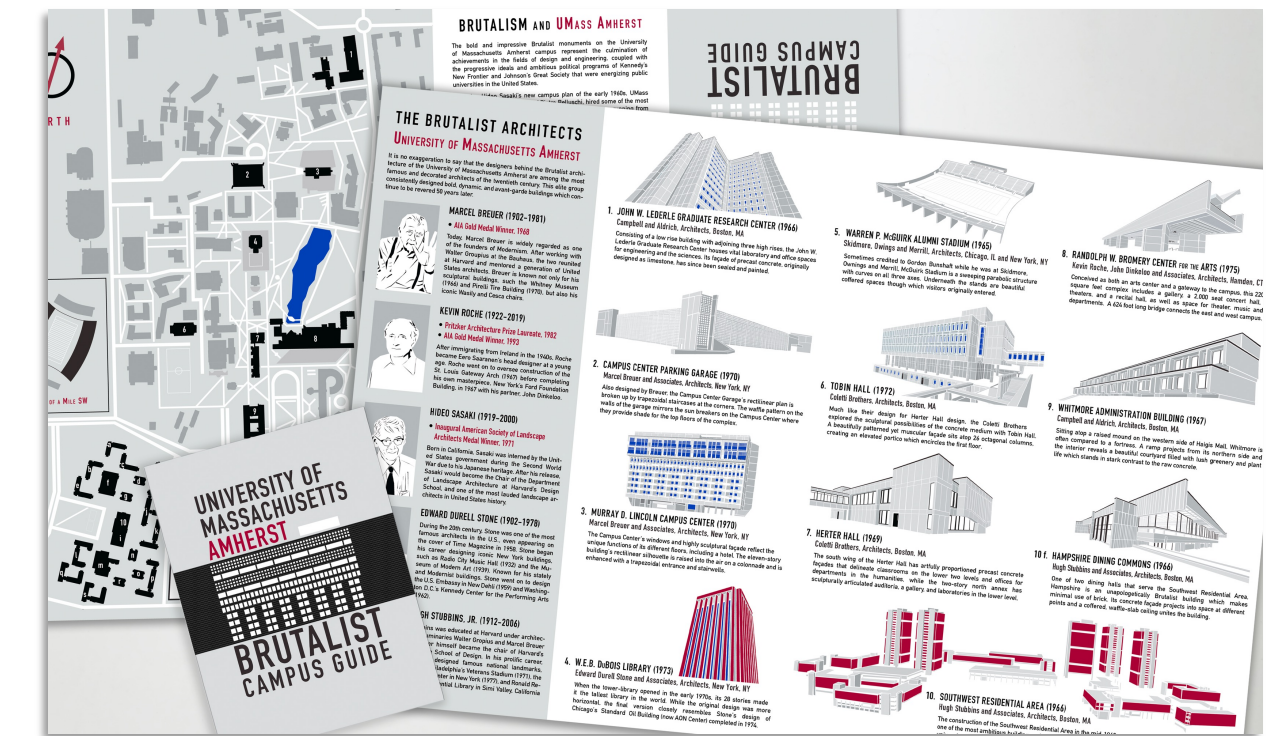
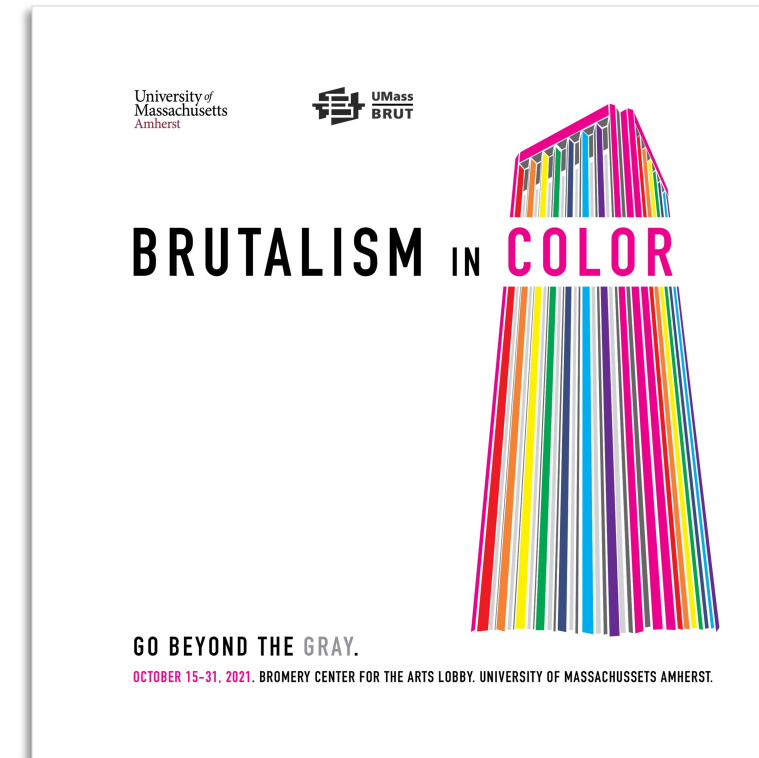
EVENTS & EFFORTS



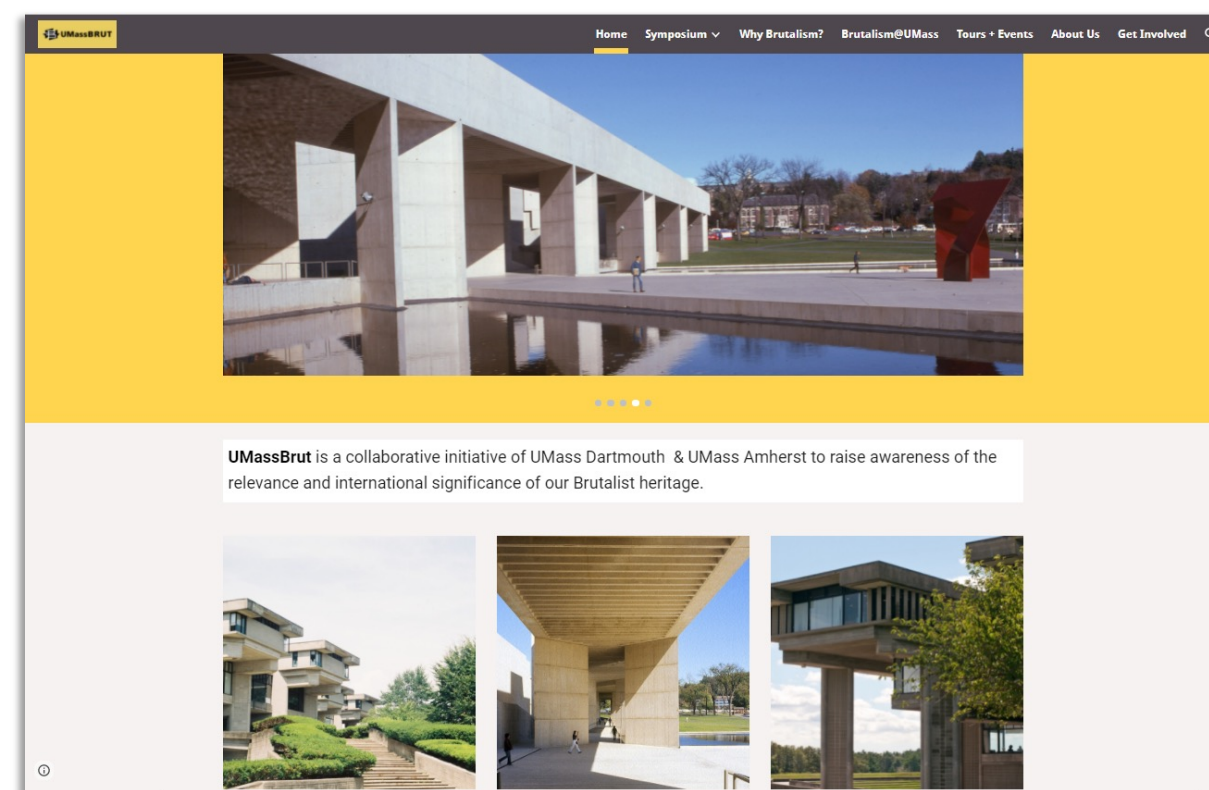
BRUT BITES



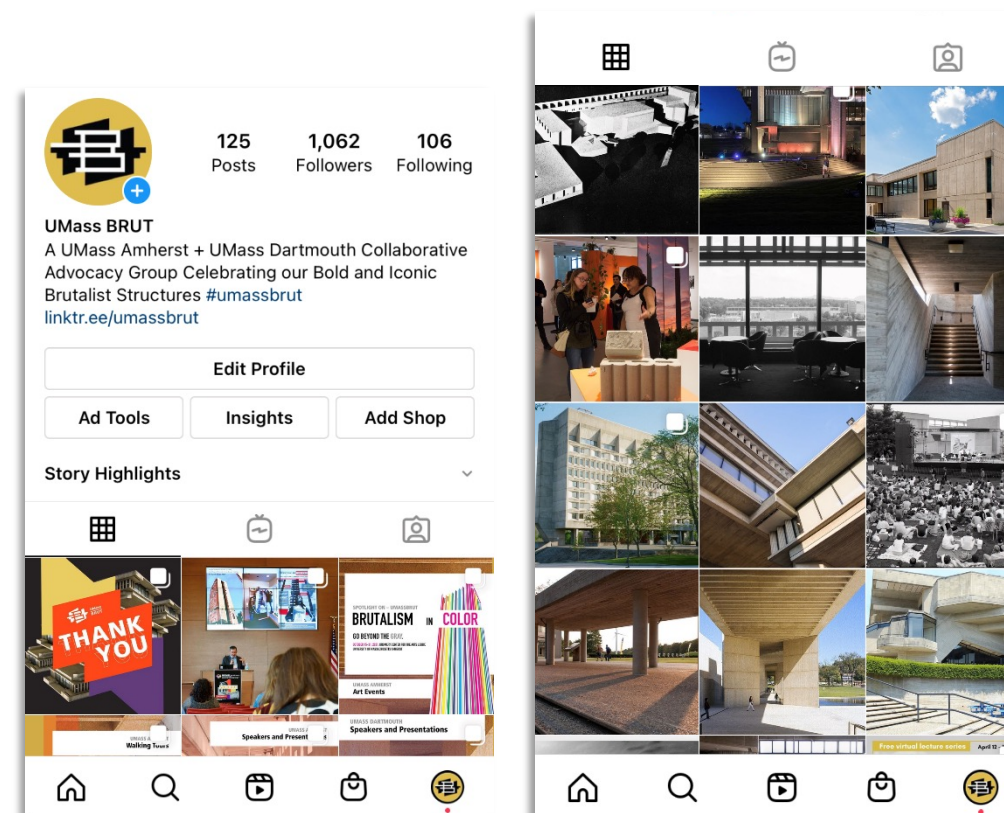
EXHIBITS



CAMPUS GUIDES



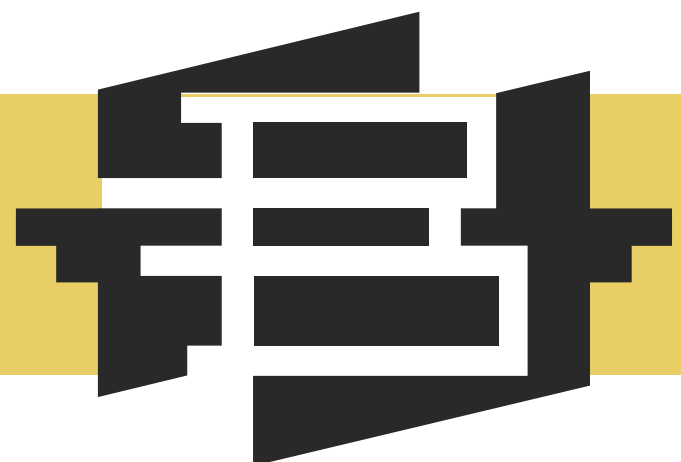
WEBSITE



SOCIAL MEDIA



SYMPOSIUM



EVENTS & EFFORTS

BRUT BITES

- 4 Virtual Talks on UMass Brutalism by Professors and Campus Planners
- Presented in Conjunction with Amherst Historical Society, The Jones Library, and the UMass Public History Program
- Public and Institutional Attendees

FREE VIRTUAL LECTURE SERIES

"BRUT BITES"

Four Monday lunchtime talks on UMass Amherst's modernist architecture:

4/12: UMass Then/Now (all talks at 12pm EST)
Ron Michaud & Ludmilla Pavlova-Gillham

4/19: The History & Cultures of the Southwest Residential Areas
Timothy Rohan

4/26: Unbuilt UMass: A History of the Master Plans
Ludmilla Pavlova-Gillham

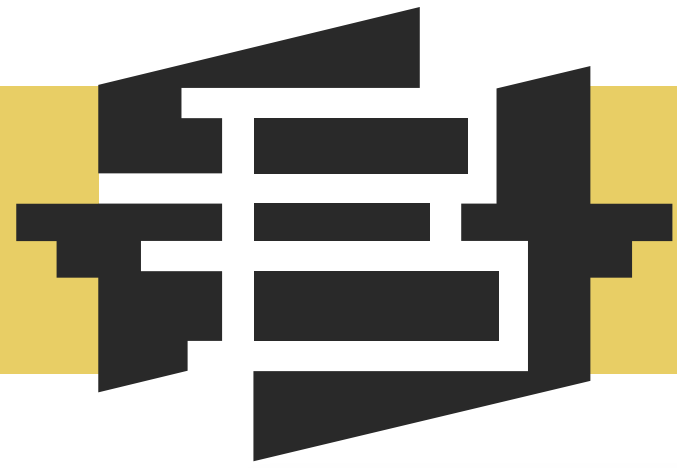
5/3: The History of the Randolph W. Bromery Fine Arts Center
L. Carl Fiocchi and Margaret Vickery

REGISTER: [HTTPS://BIT.LY/3ML0SZQ](https://bit.ly/3ML0SZQ)



PRESENTED BY: THE AMHERST HISTORICAL SOCIETY & MUSEUM, THE JONES LIBRARY, UMASS BRUT, & THE UMASS PUBLIC HISTORY PROGRAM

Questions: umassph@gmail.com



EVENTS & EFFORTS

EXHIBITS

University of
Massachusetts
Amherst



BRUTALISM IN COLOR

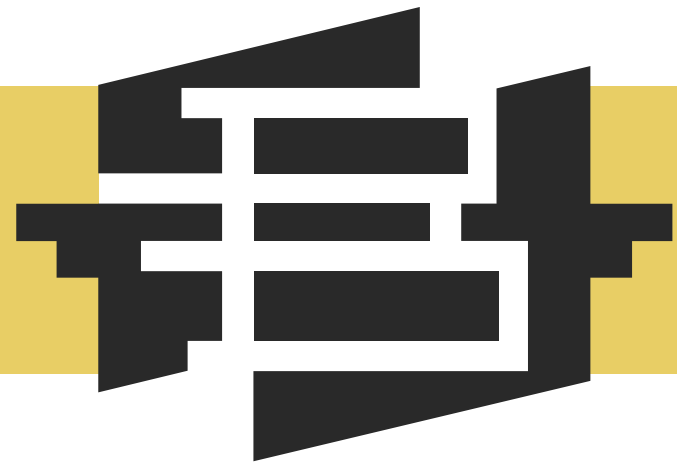


GO BEYOND THE GRAY.

OCTOBER 15-31, 2021. BROMERY CENTER FOR THE ARTS LOBBY. UNIVERSITY OF MASSACHUSETTS AMHERST.

“Brutalism in Color”

- Bromery Center for the Arts, October 2021
- Highlighting Use of Color in the Brutalist Buildings of UMass Amherst and UMass Dartmouth
- Dispelling Perceptions of Brutalism as “Gray” or “Drab”



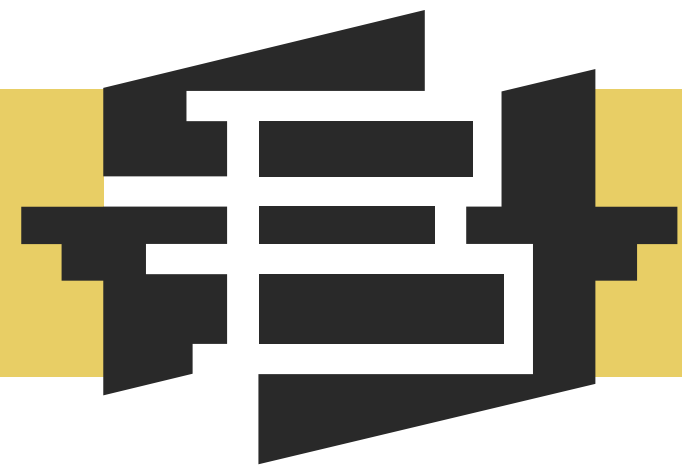
EVENTS & EFFORTS

CAMPUS GUIDES



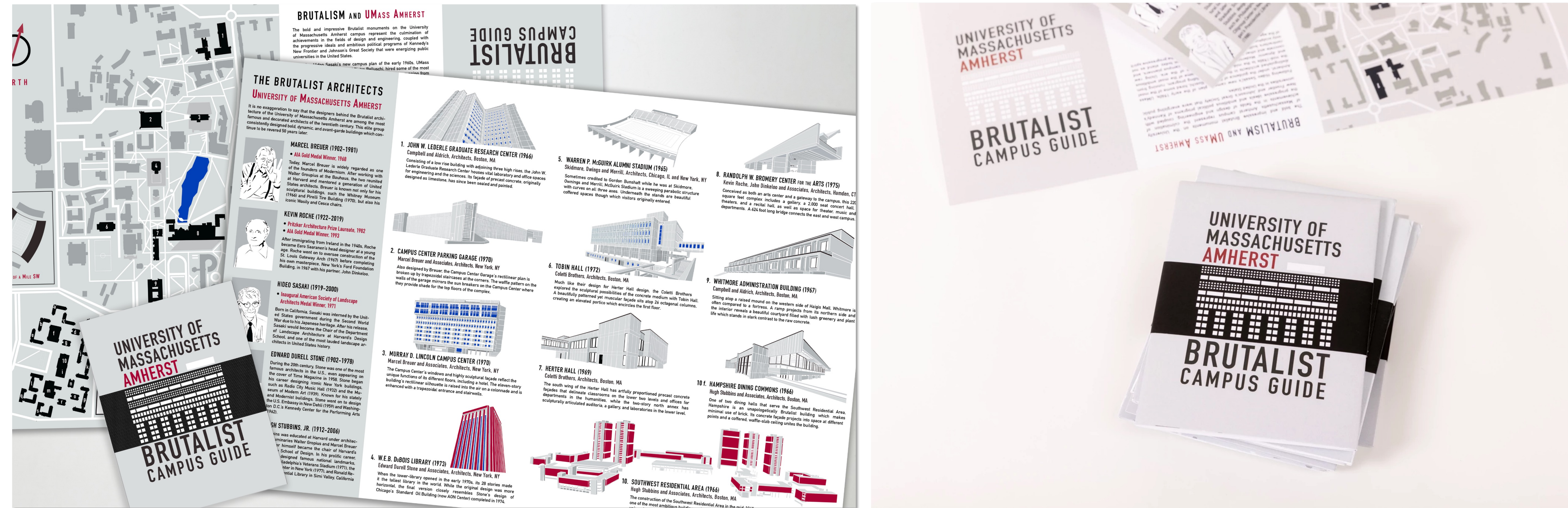
UMass Amherst Brutalist Campus Guide

- **UMass Amherst Brutalist Campus Guide**
- Foldable Map with Illustrations and Information on Our Brutalist Buildings
- Biographies and Portraits of UMass Amherst's Brutalist Architects

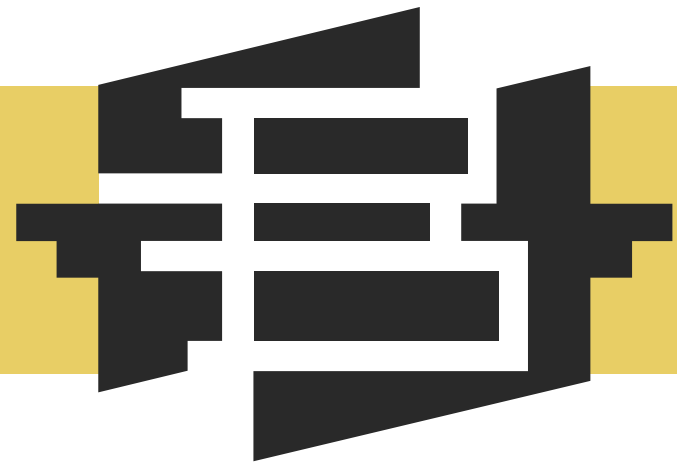


EVENTS & EFFORTS

CAMPUS GUIDES



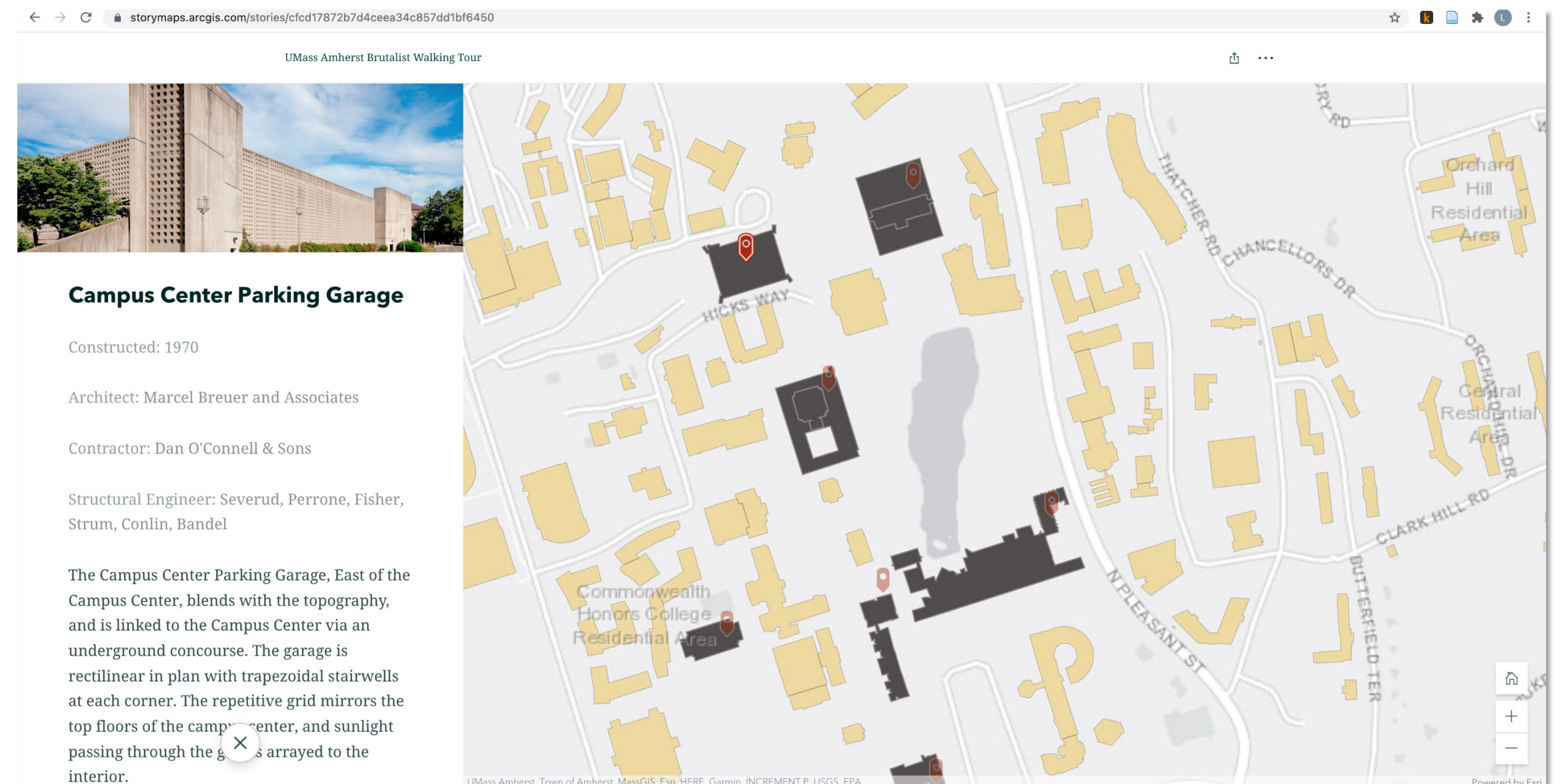
UMass Amherst Brutalist Campus Guide

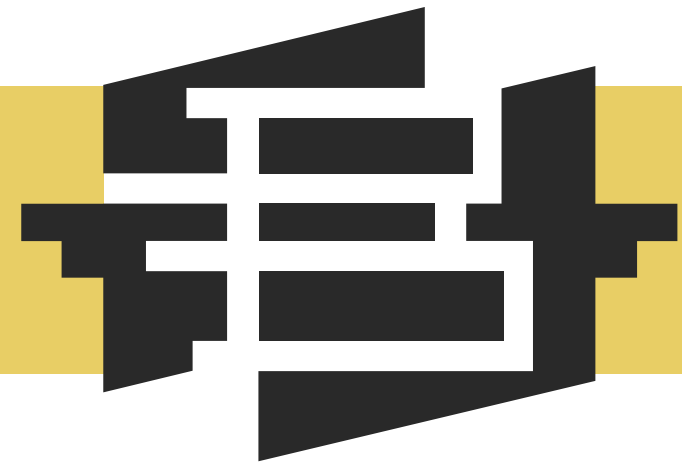


EVENTS & EFFORTS

CAMPUS GUIDES

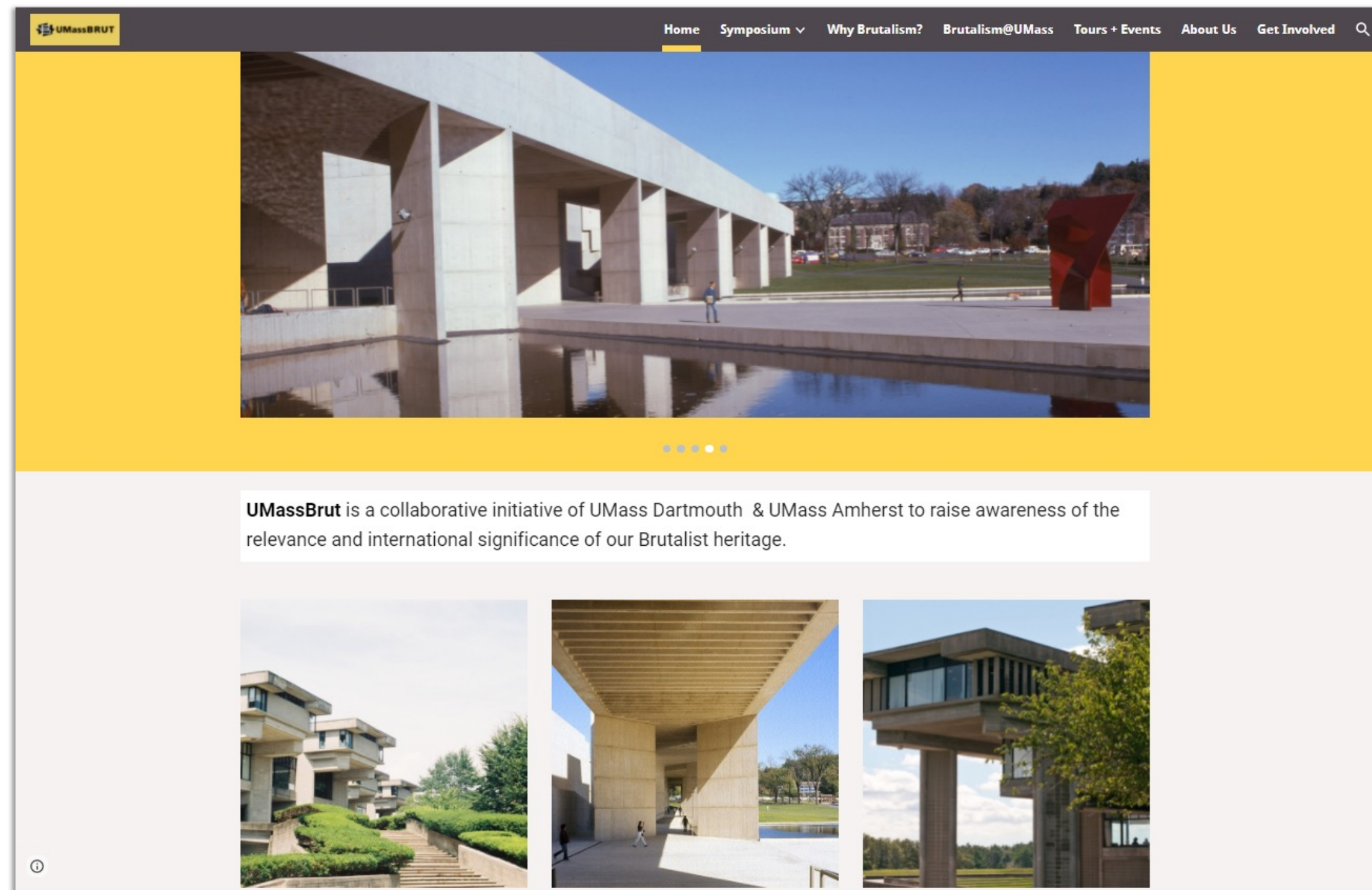
- “UMass Amherst Brutalist Walking Tour”
- www.umass.edu/cp/brut-tour
- Online Story Map and Guide to the Brutalist Buildings on Campus
- Provides a Self-Guided Walking Tour of Brutalist Buildings





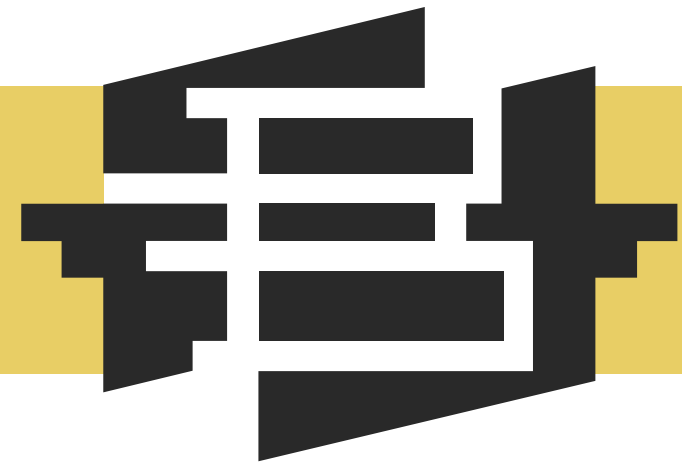
EVENTS & EFFORTS

WEBSITES



- www.umassbrut.org
- www.umass.edu/cp/umass-brut
- Information on the Organization and Events
- Professional Photographs of Brutalist Buildings

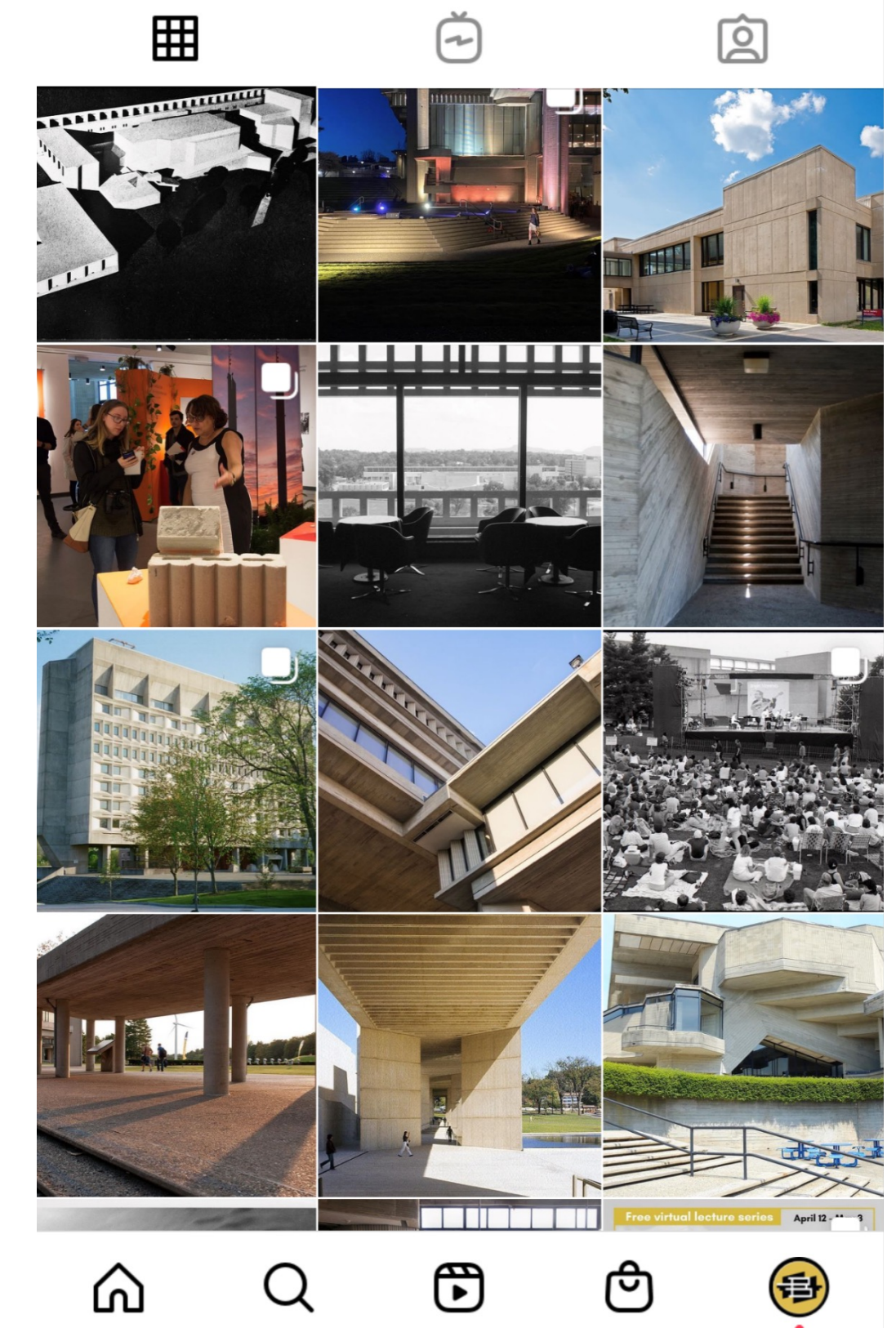
- www.umassbrut.org

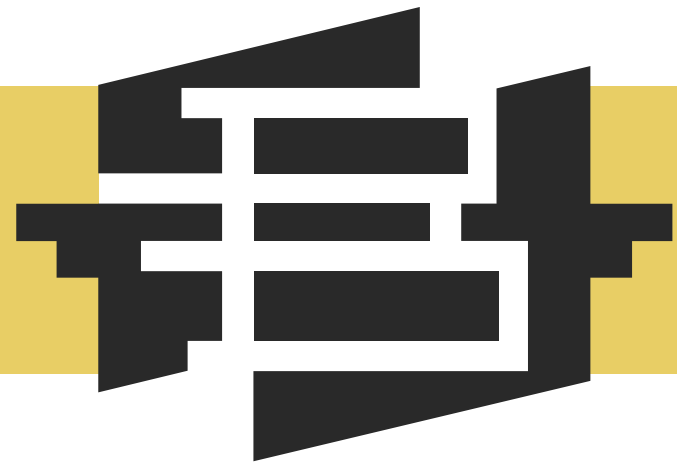


EVENTS & EFFORTS

SOCIAL MEDIA

- **@umassbrut** on Instagram
- **www.facebook.com/umassbrut**
- Over 1,000 Unique Followers on Instagram
- Please Follow Us!



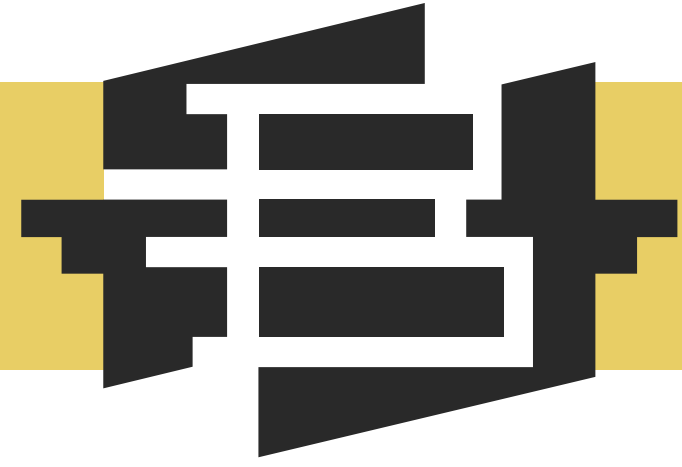


EVENTS & EFFORTS

SYMPOSIUM

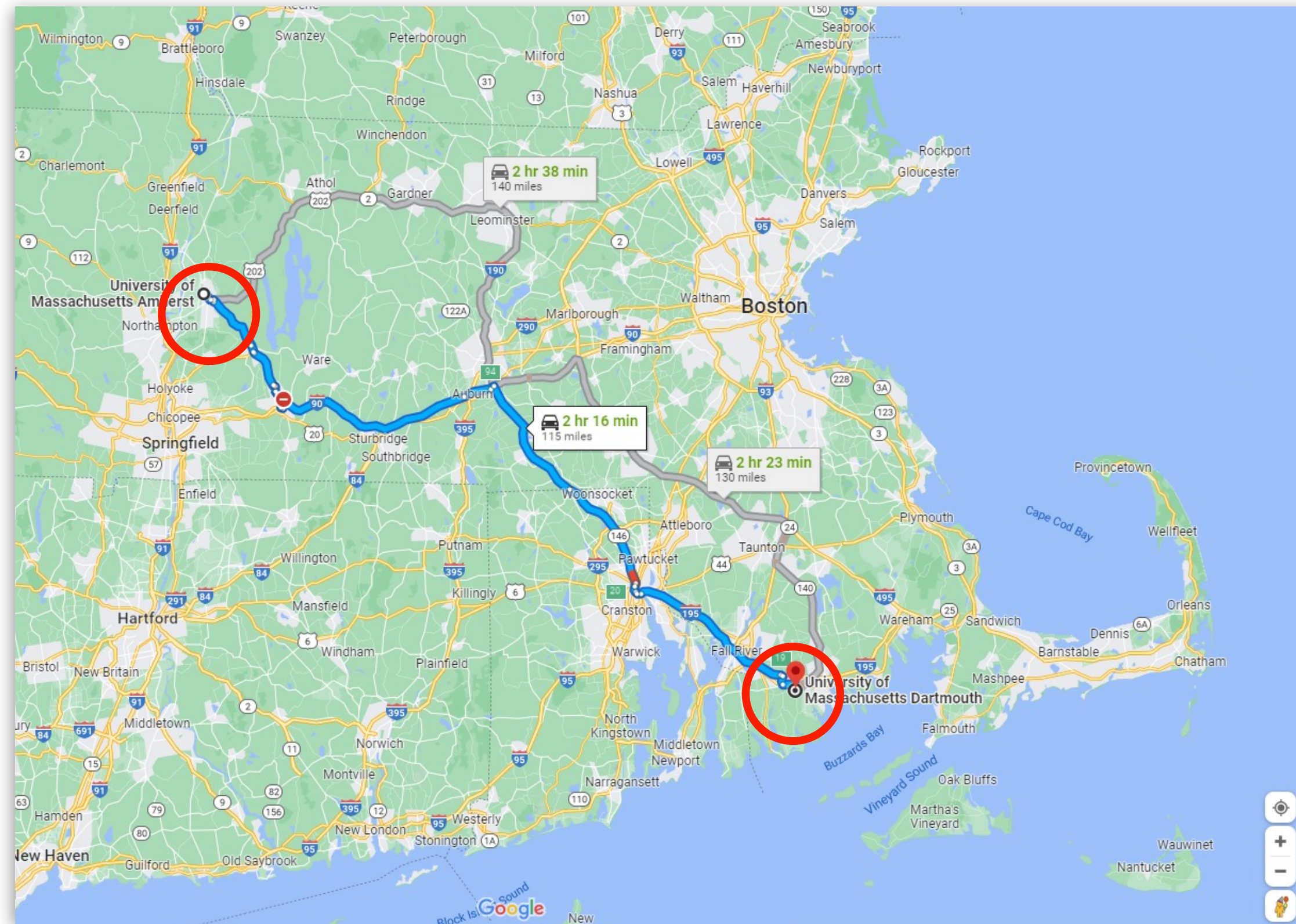
- “Brutalism and the Public University: Past, Present and Future”
- October 22nd and 23rd, 2021
- Two-Day Symposium at UMass Dartmouth and UMass Amherst
- Sold Out Event with 100s of Attendees



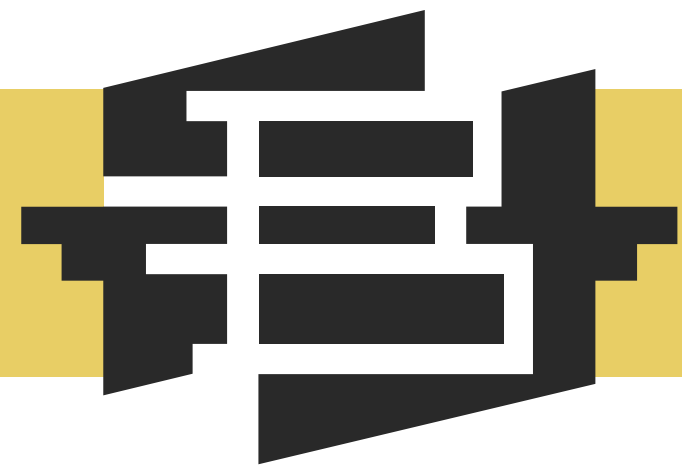


EVENTS & EFFORTS

SYMPOSIUM



- Two Consecutive Days on Two Campuses
- 166 Miles Apart
- Coordination Between Staff, Administrators, and Faculty of Two Large Universities



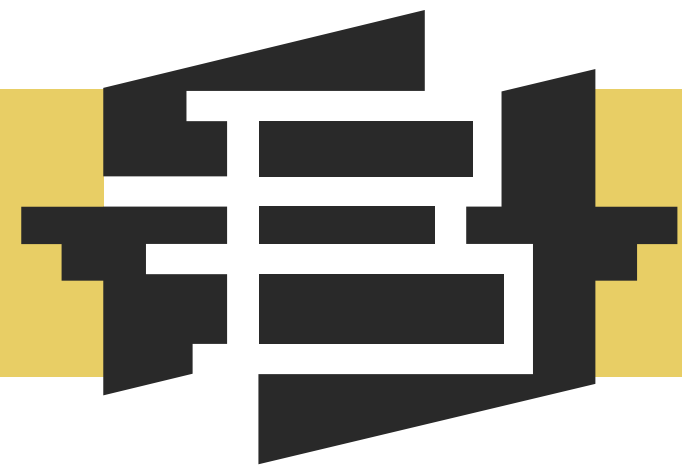
EVENTS & EFFORTS

SYMPOSIUM

- Academic Paper Sessions and Panels
- Keynote Speakers from the **Getty Conservation Institute**
- 4 Art Exhibitions
- 5 Different Tours of UMass Dartmouth and UMass Amherst Brutalism



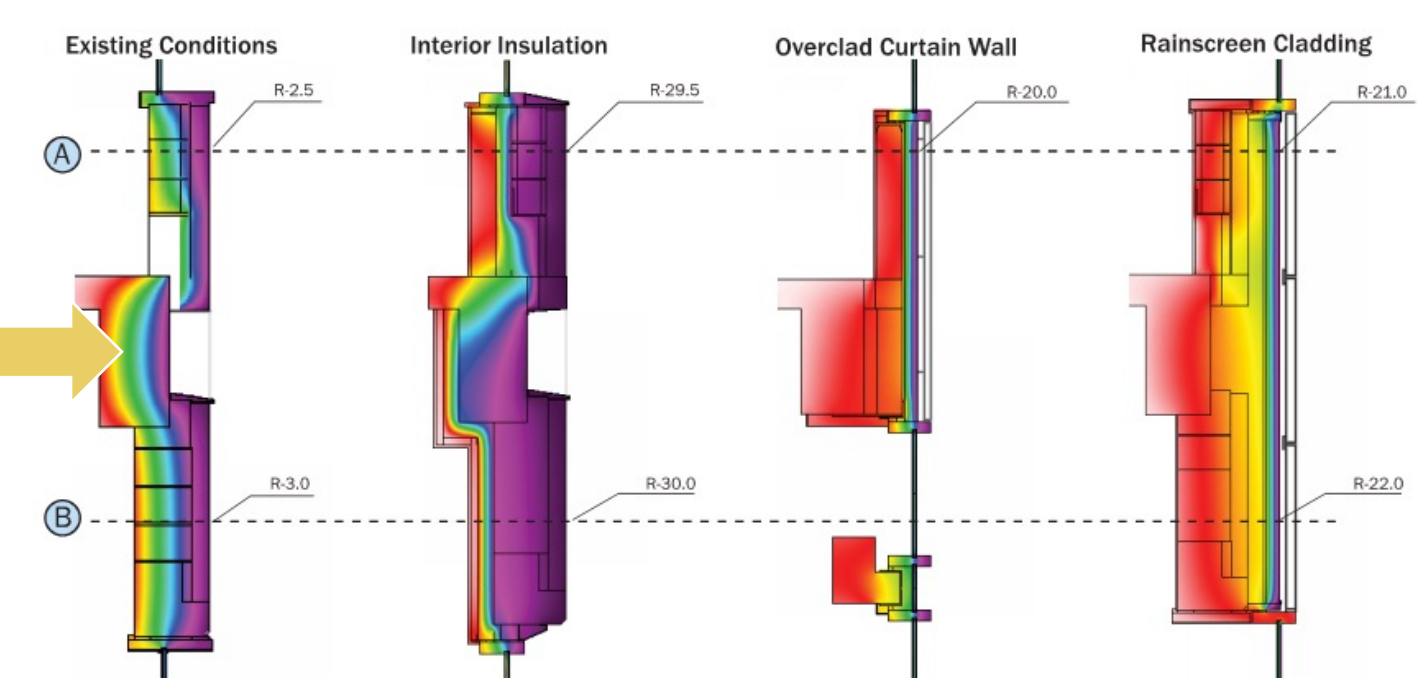
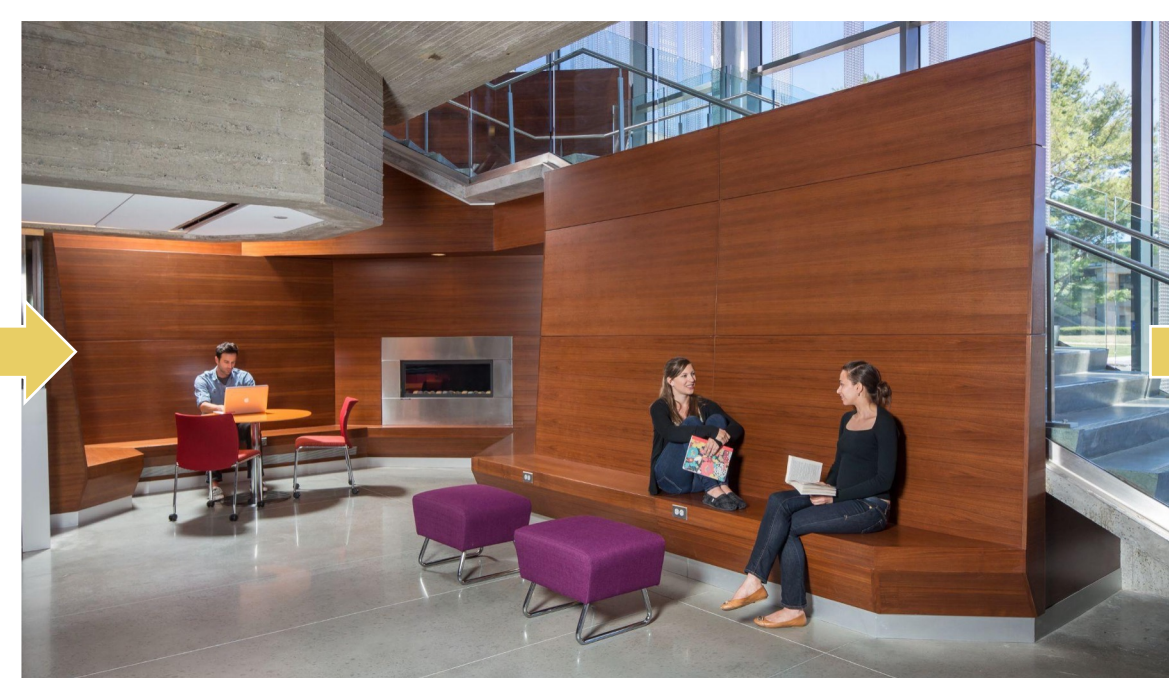
Professor Timothy Rohan of UMass Amherst
Symposium Day One



EVENTS & EFFORTS

SYMPOSIUM

DAY ONE

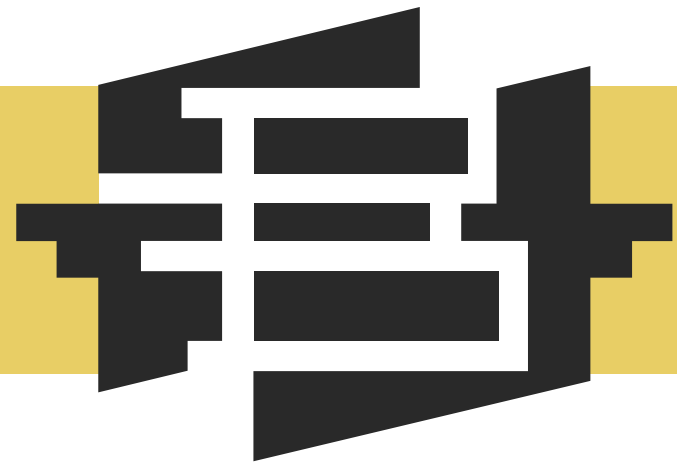


Reconsidering Brutalism

**Sense of Place: Landscape Design
and its Vital Role in Framing
Brutalist Architecture**

Humanizing the Brutalist Interior

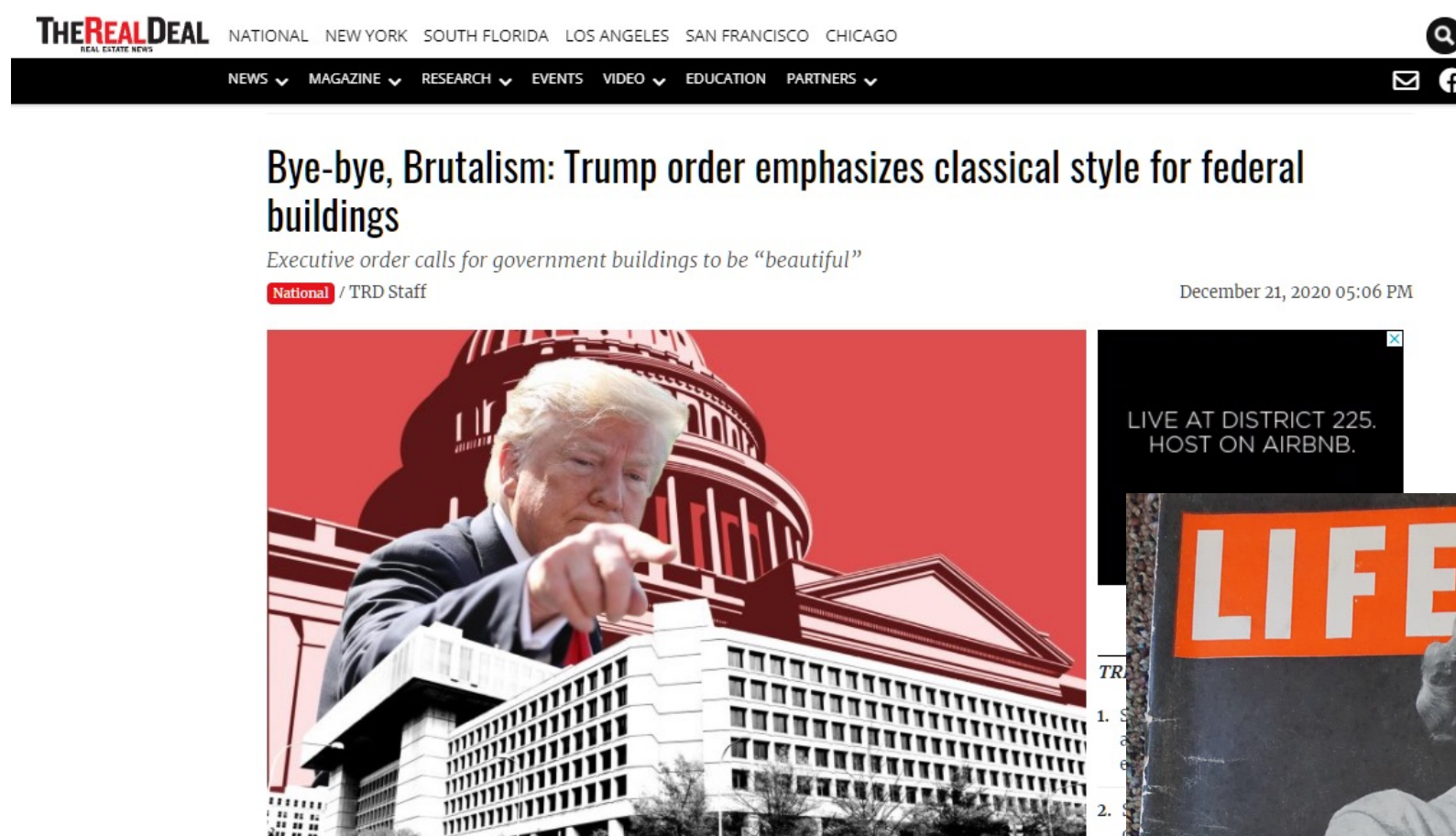
**Designing for Adaptation and
Sustainability**



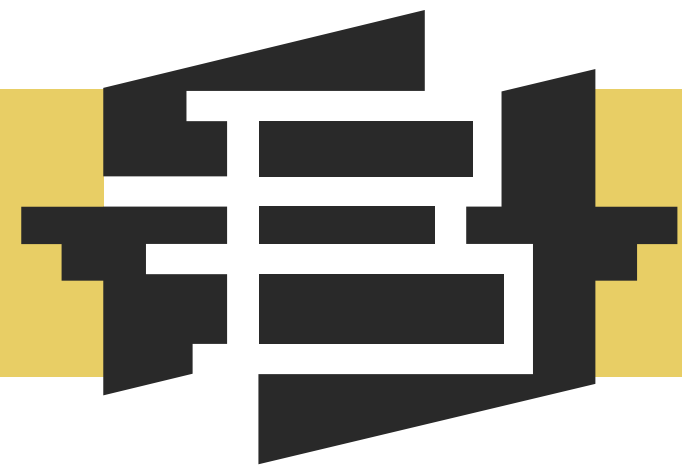
EVENTS & EFFORTS

SYMPOSIUM

DAY ONE



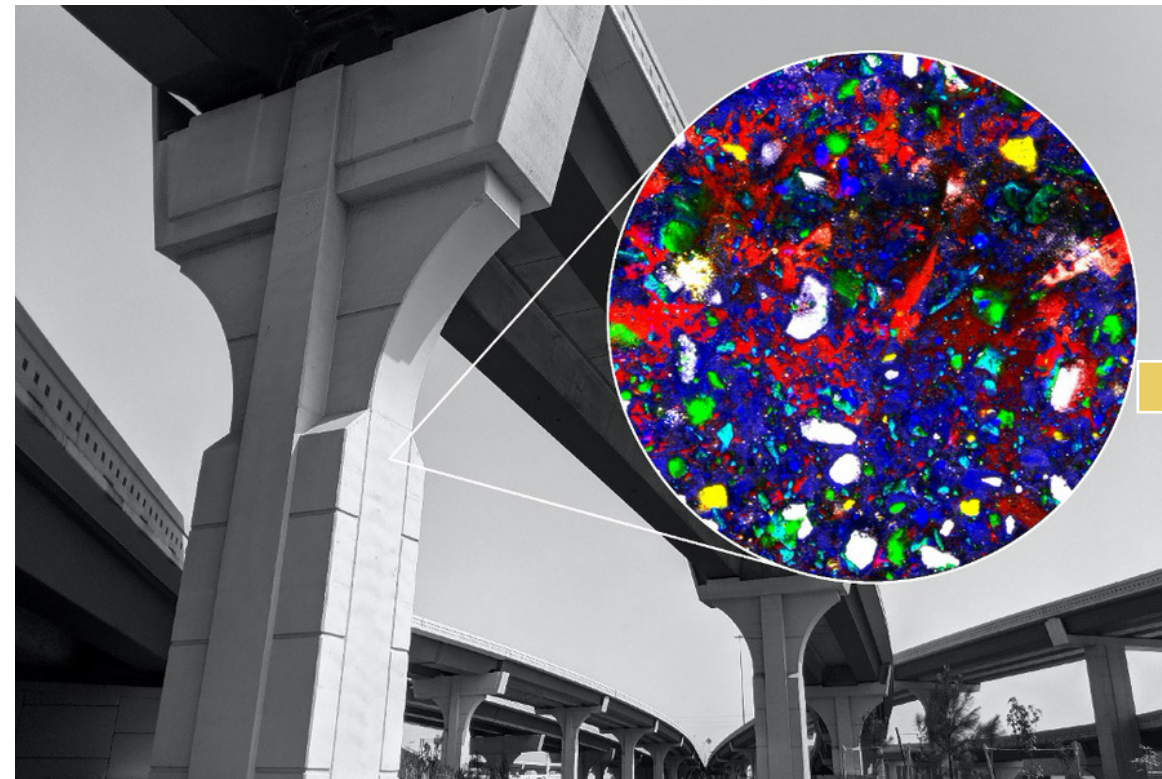
- **“Reconsidering Brutalism”**: Historical Context and Changing Perspectives of Brutalist Architecture on Colleges Campuses in the U.S.
- **“Sense of Place”**: the Role of Landscape Architecture and Design in Framing Brutalist Architecture and Public Space
- **“Humanizing the Brutalist Interior”**: Use of Color and Graphics in Paul Rudolph’s Claire T. Carney Library renovation at UMass Dartmouth
- **“Designing for Adaptation and Sustainability”**: Building Reuse is Climate Change Action



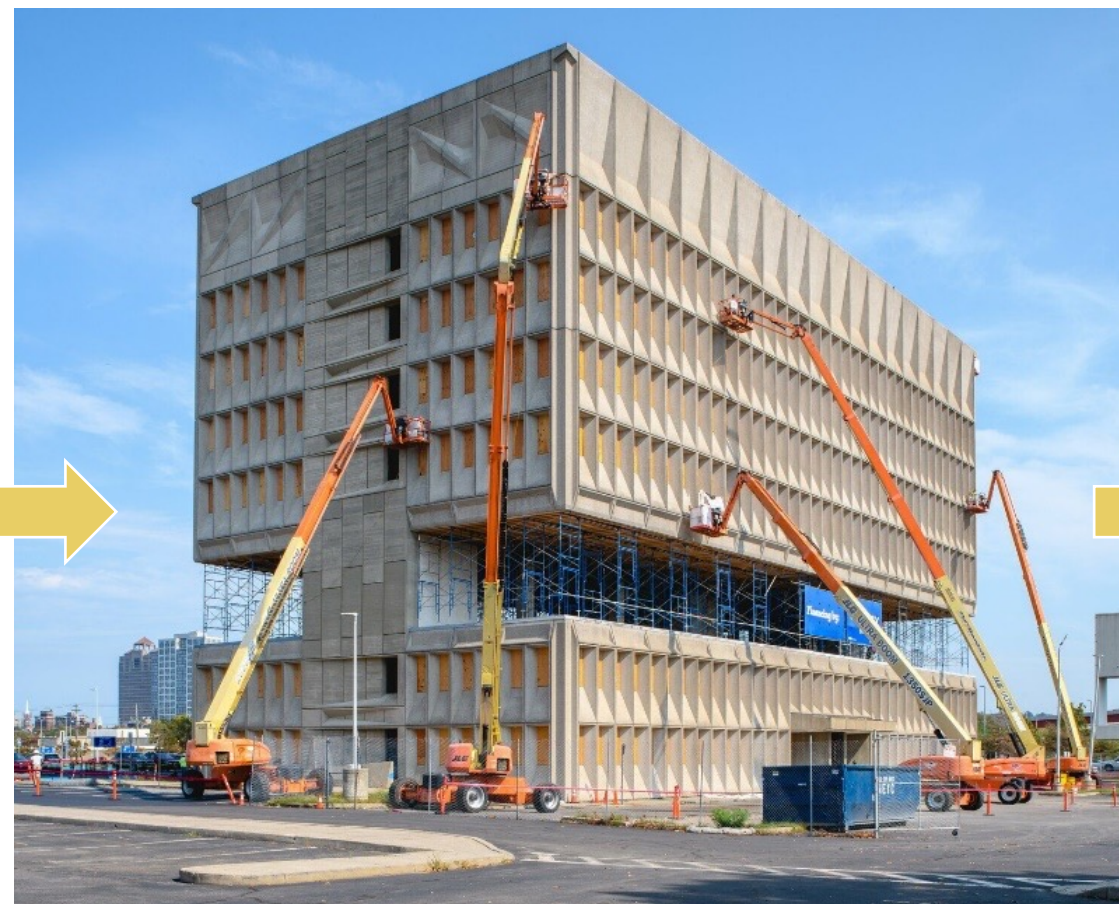
EVENTS & EFFORTS

SYMPOSIUM

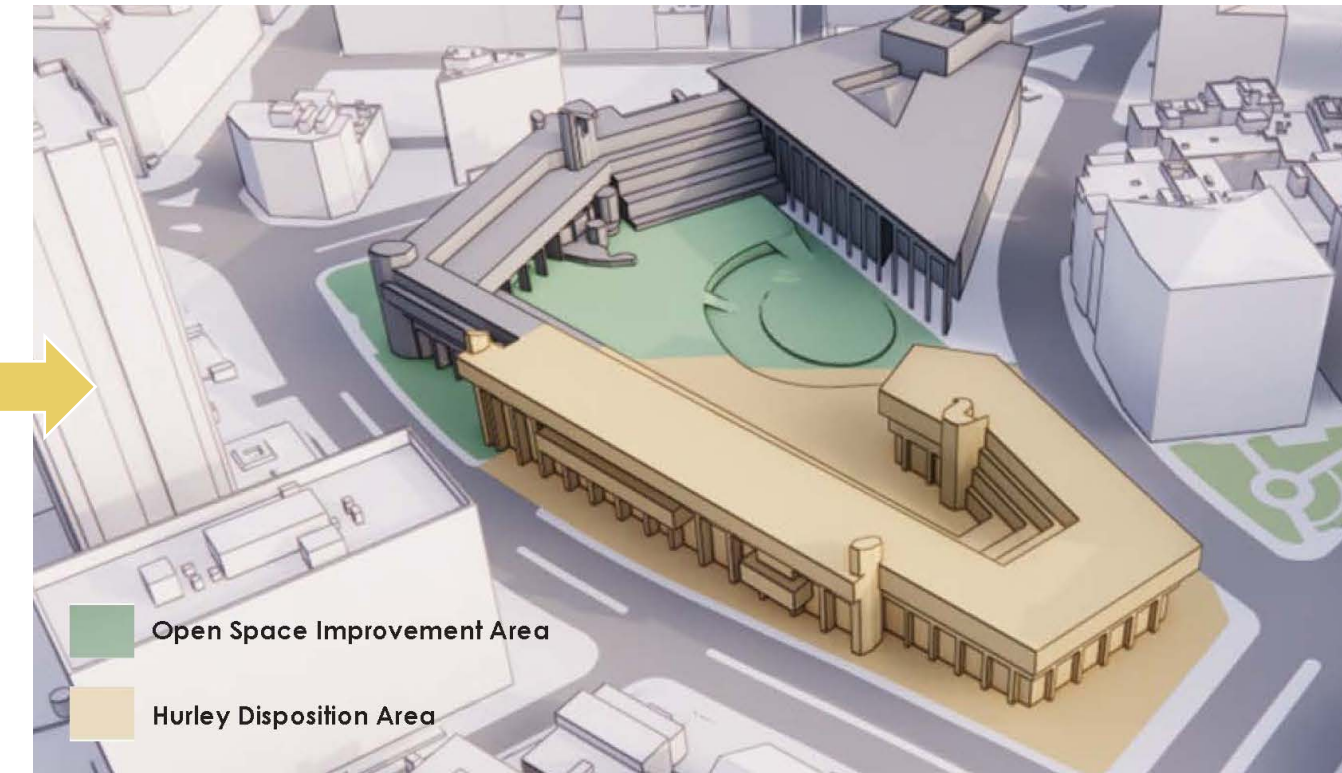
DAY TWO



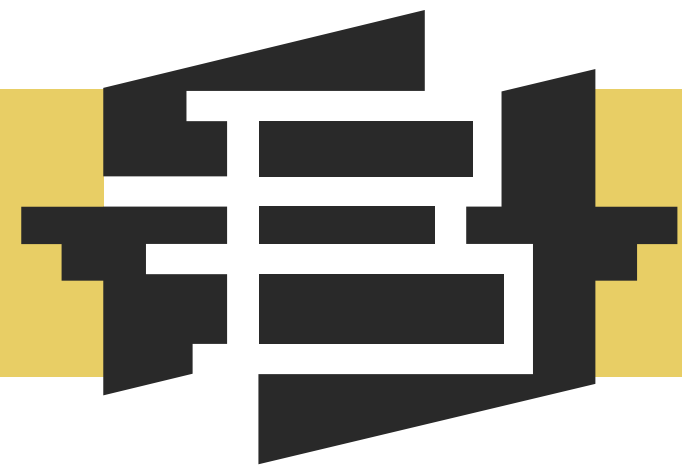
Conserving Concrete



Addressing the Technical Challenges



Moving Forward

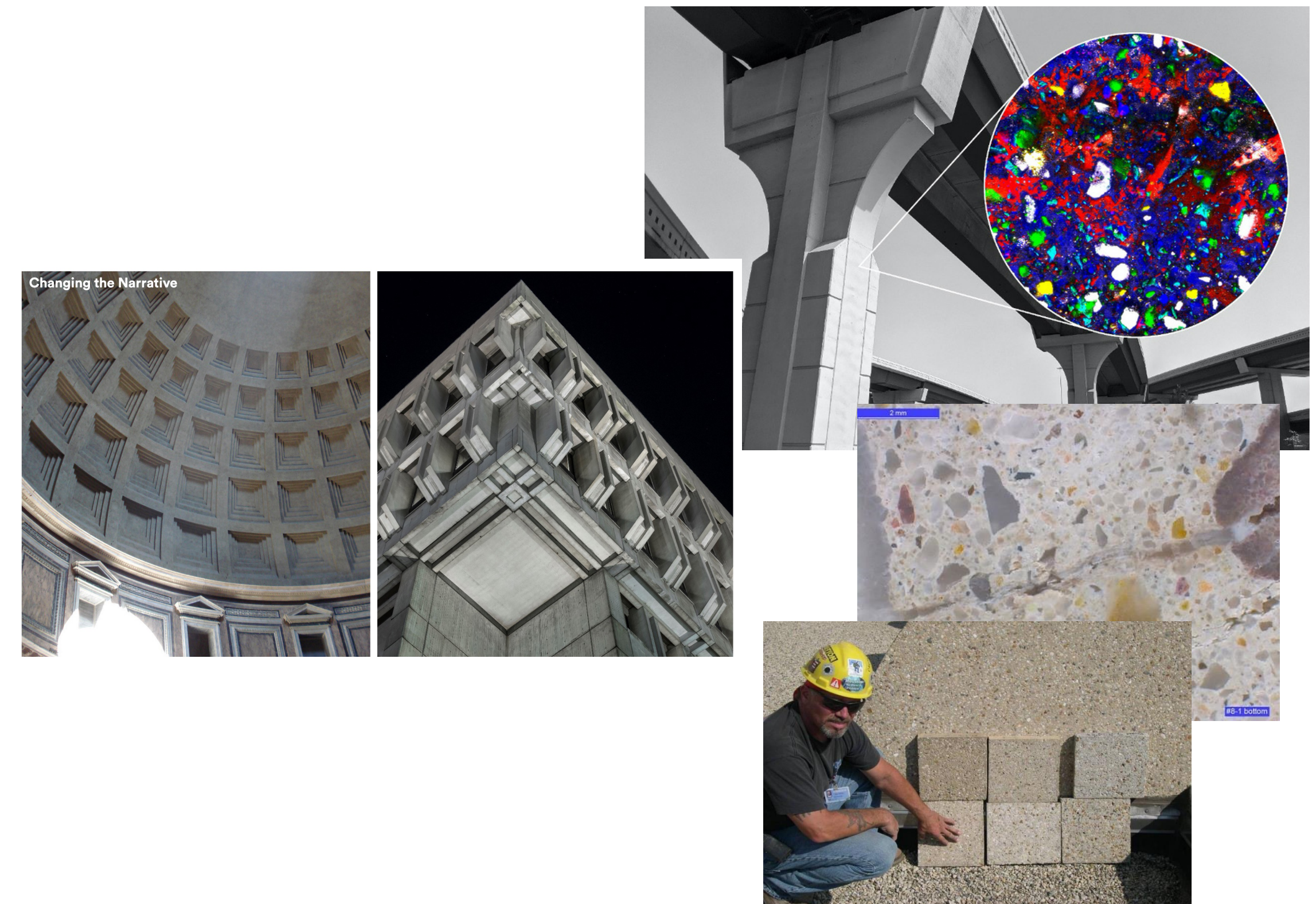


EVENTS & EFFORTS

SYMPOSIUM

DAY TWO

- **“Conserving Concrete”**: Science, Technologies, Materials Research & Project Mock-Ups for Concrete Repair & Conservation
- **“Addressing the Technical Challenges”**: UMass Solutions to many Challenges (water infiltration, hazmat, structural, windows, appearance, historic structures)
- **“Moving Forward”**: Changing the Narrative and Public Opinion in Support of Responsible Stewardship, Planning and Management of UMass Brutalist Buildings





UMass|BRUT CAMPAIGN

HISTORY & MISSION

EVENTS & EFFORTS

FUTURE & GOALS



FUTURE & GOALS

INTERVENTIONS



- Buildings Constructed between 1959-1973 Represent about Half (1/2) of GSF of UMass Amherst
- Brutalist Buildings Not Going Away
- Preserving/Renovating Brutalist Buildings Part of Carbon Mitigation Strategies



FUTURE & GOALS

INTERVENTIONS

- Claire T. Carney Library at UMass Dartmouth (renovation/addition 2011-13)
- Designed by Paul Rudolph, 1966
- \$35 Million Renovation and Addition
- **DesignLAB Architects, Boston, MA**



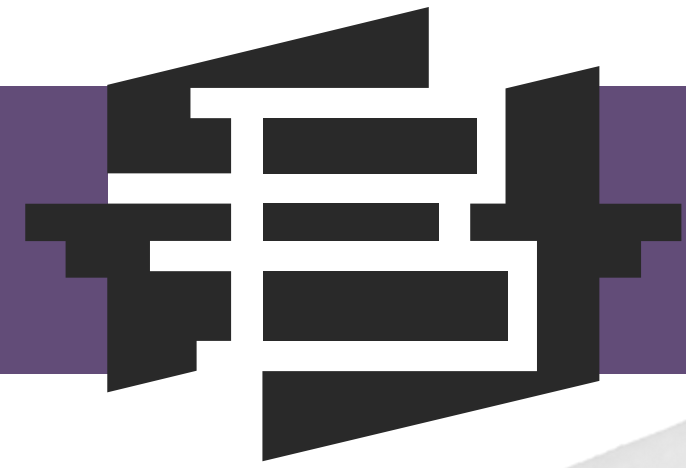
Claire T. Carney Library
UMass Dartmouth

FUTURE & GOALS

INTERVENTIONS



- DesignLAB Architects Interventions:
- Bold Graphic Signage
- Replacement energy efficient Glazing
- Introduction of Wood
- Brightly-Colored Furniture
- New Lighting
- Fabric and Tapestries



FUTURE & GOALS

INTERVENTIONS





FUTURE & GOALS

INTERVENTIONS



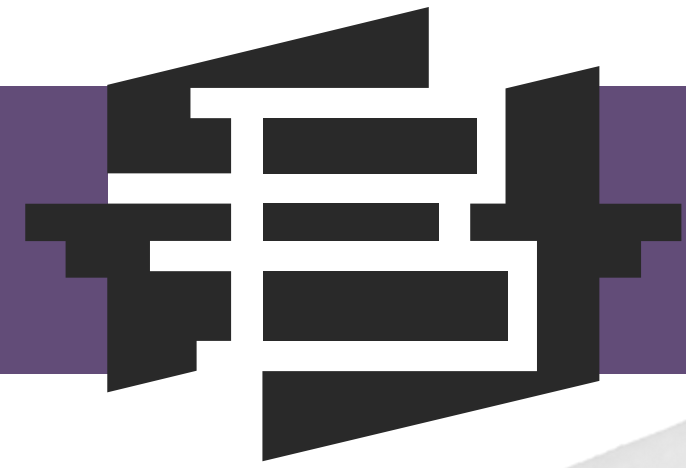
FUTURE & GOALS

INTERVENTIONS



Fine Arts Bridge, Bromery Center for the Arts
UMass Amherst

- Fine Arts Bridge at UMass Amherst (renovation 2020-2022)
- Designed by Kevin Roche, 1975
- \$11 Million Interior Renovation
- **DesignLAB Architects, Boston, MA**



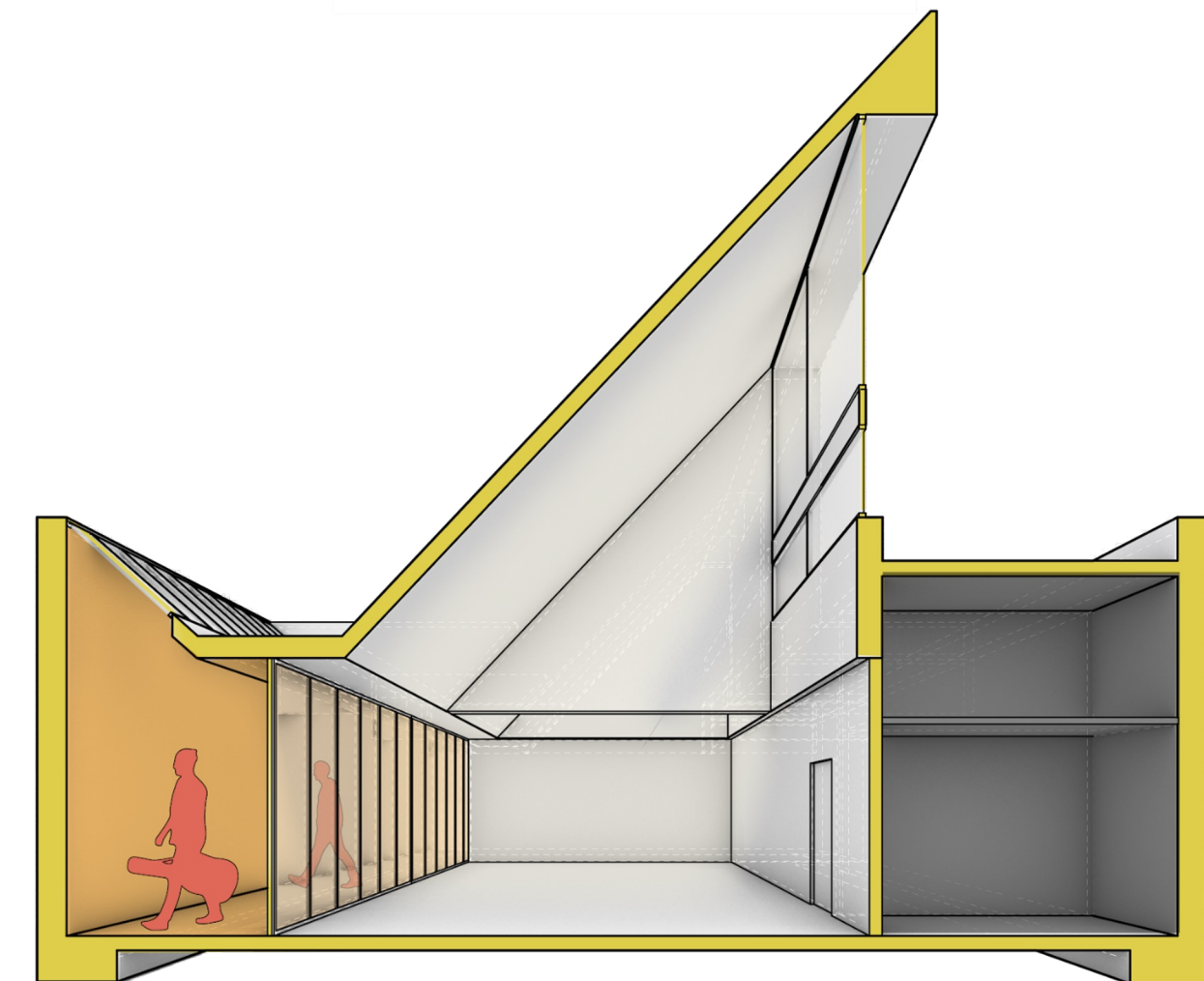
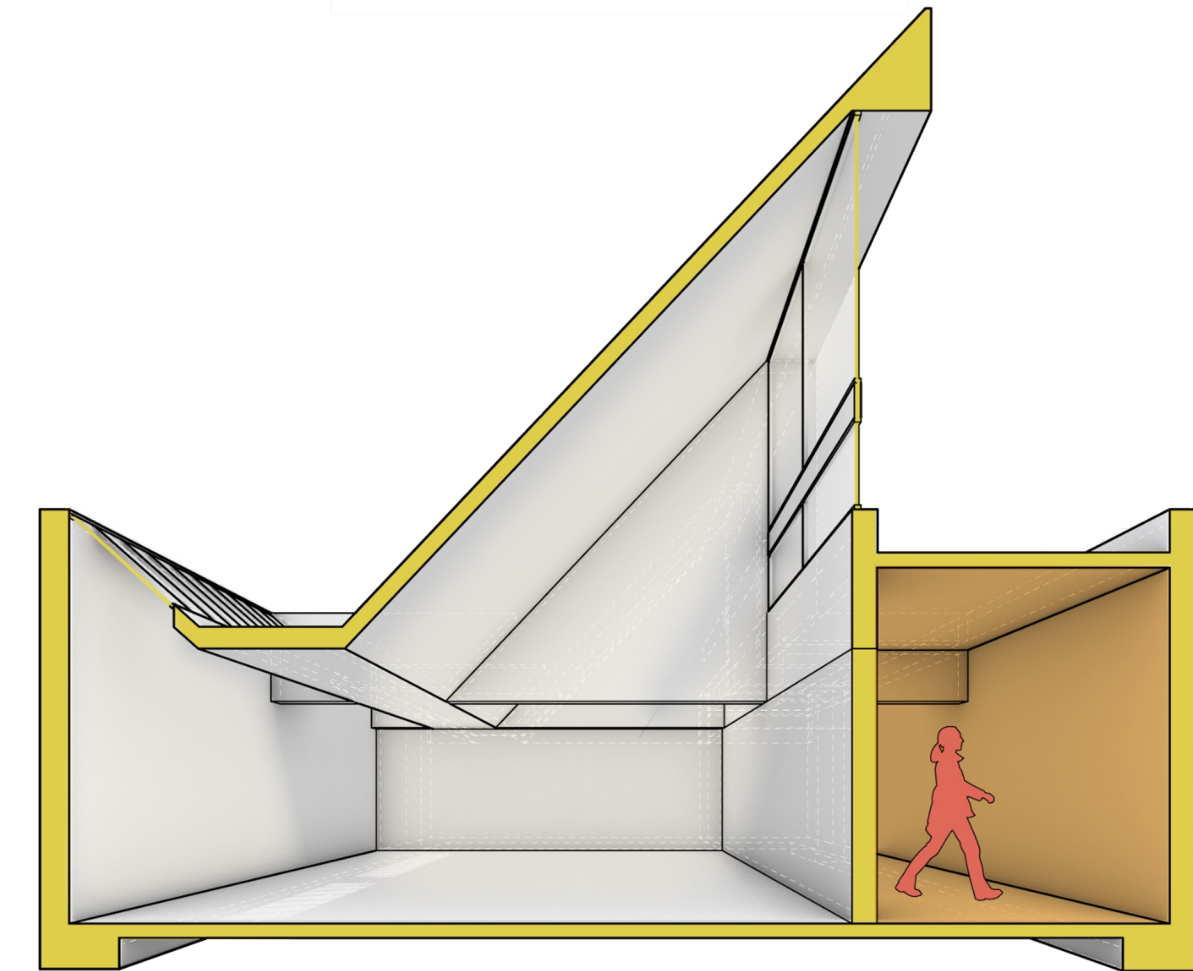
FUTURE & GOALS

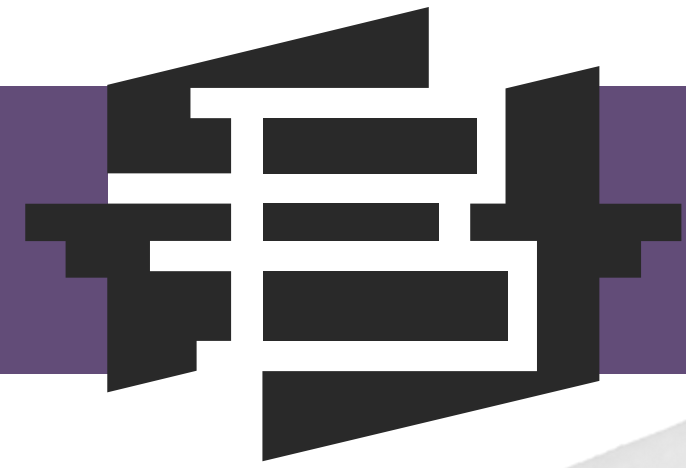
INTERVENTIONS



Fine Arts Bridge (c. 1975)
UMass Amherst

UMass BRUT C A M P A I G N

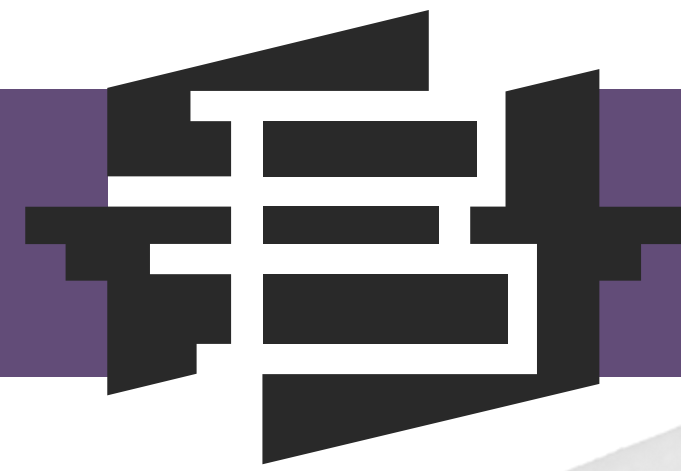




FUTURE & GOALS

INTERVENTIONS





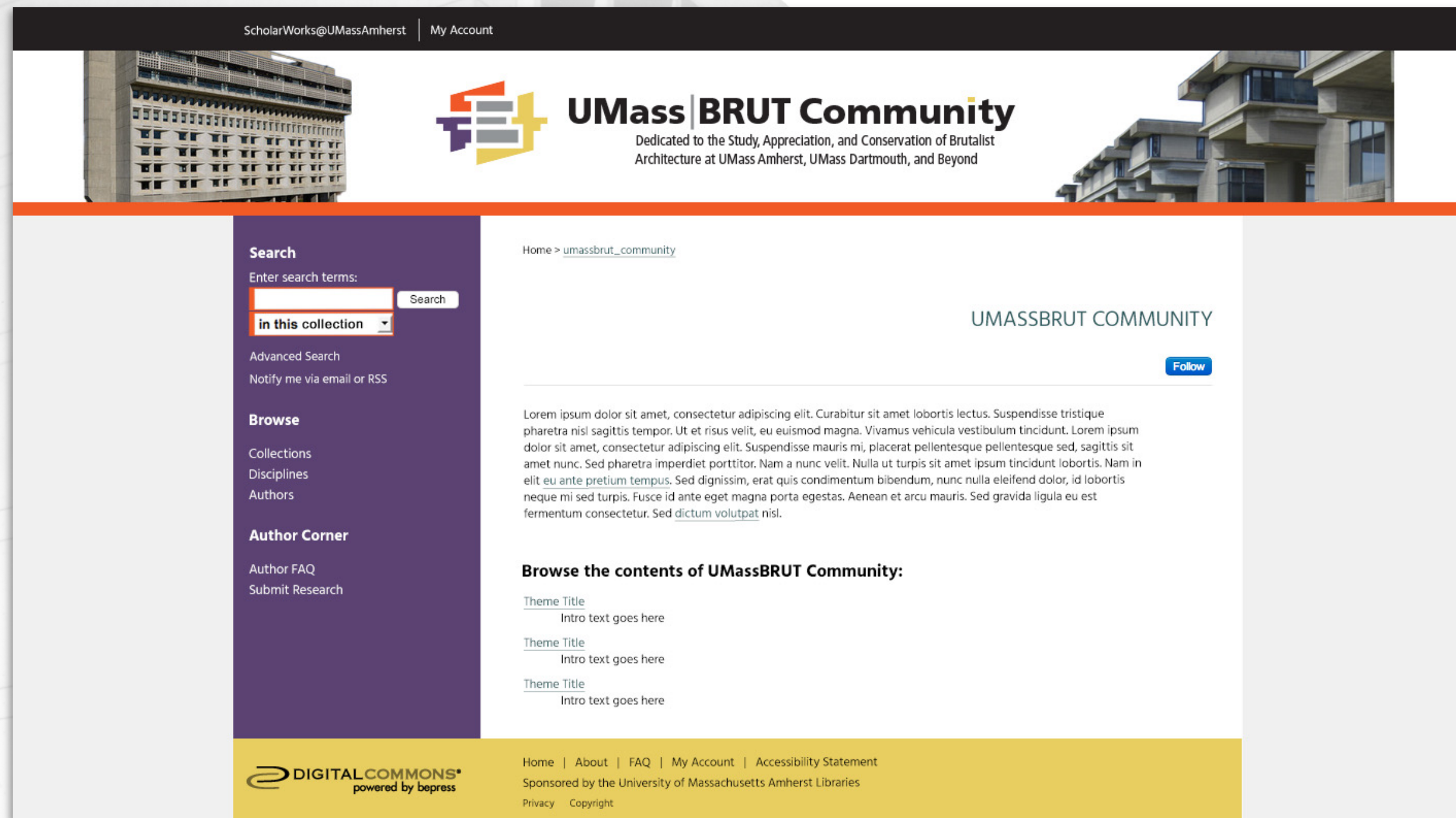
FUTURE & GOALS

INTERVENTIONS



FUTURE & GOALS

- Working to Incorporate UMass Lowell and UMass Boston into Our Campaign
- Research into Concrete Preservation with Support from the **Getty Conservation Institute**
- Hands-on Demonstrations & Training with **Association for Preservation Technology (APT) Northeast**
- **ScholarWorks Website for Brutalism Scholarship (Coming Soon)**



ScholarWorks Website

FUTURE & GOALS

- Nominated for **Docomomo Inventory Award**
- Assisting Other Institutions with Brutalism Awareness and Education
- Further Advocacy with the Public, State Stakeholders & Community Organizations
- Projection Mapping Event on October 29th, 2022

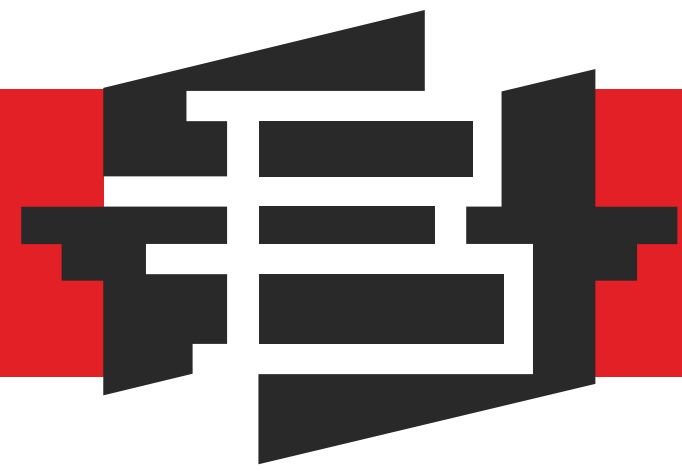




FUTURE & GOALS



Krzysztof Wodiczko's Projection Art Event, 1986
UMass Amherst Fine Arts Bridge



QUESTIONS & INPUT?

- Questions? Comments?
- Links and Email:
- **www.umassbrut.org**
- **www.umass.edu/cp/umass-brut**
- **@umassbrut** on Instagram
- **umassbrut@umass.edu**
- Thank You for Your Interest and Support!

