

J O H N · C · B · M O O R E
A R C H I T E C T
11 EAST 44TH STREET, NEW YORK

April 5th, 1935

Professor Edwin Avery Park,
Bennington College,
Bennington, Vermont.

My dear Professor Park:

I understand from Francis Roudebush that he has told you of a recent venture of mine, and that you expressed interest to hear more about it from me in detail.

I have prepared a talk on architectural design to be given before groups of non-professional people, treating the subject from an analytical rather than a critical or appreciative point of view. For use in connection with the talk I have assembled photographs of the most expressive examples of architecture I could find, grouping these four on a slide, for discussion under various headings. The headings, such as climate, site, use, etc., correspond with considerations of practical design as the architect has to apply them (although unfortunately not so simply isolated from one another). The subject is a digression from a more professional study I am now making with a grant from the Carnegie Corporation.

I have found that this approach to architectural design lifts it from a discussion of styles or taste to an analysis of the merits of designs in meeting given problems.

I have shown the slides at Sarah Lawrence College before an open forum of the Arts, where most of the subject matter was brought out in discussion.

I have also recently in Cambridge discussed the subject more fully myself and answered questions at the end of the hour. Considerable interest was expressed in both instances.

I feel very strongly, as I am sure you do too, the need for more sympathetic interest on the part of the public in the problems which designers have to solve.

June 10 or 13
17 or 20

if with satisfactory we may have talk with in
May or 1st of June.

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If you should feel that a discussion of this nature would fit into the program of any forum or group that you have at Bennington College, I should be happy to hear from you.

With warm regards to you and Mrs. Park, believe me

Sincerely yours,

John C. B. Moore

April 12, 1935

Mr. John C. B. Moore, Architect
11 East 44th Street
New York, New York

My dear Mr. Moore:

I am very happy having got in touch with you through Francis Roudebush, for it is true that we should be interested to have you give a talk here at Bennington. I was already acquainted with your approach to the subject of architecture from the conversations we had together in New York, and it represents precisely a point of view that I should be glad to have demonstrated to the students. It is, in fact, the way we go at all of our thinking in design here.

I have no idea, since you do not mention it, what you are accustomed to charge for your lectures, so that I must tell you that our regular fee is \$25 plus traveling expenses and board and lodging while you are here. If you should care to come, the best train from New York leaves at eight o'clock in the morning and one can return the following day, arriving in New York at eight in the evening. It means giving two days to the enterprise. If you feel inclined to consider coming, I can offer you the following dates: June 10, June 13, or June 17. If none of these dates is satisfactory, we may be able to find one in the last week in May. I shall be glad to hear from you and we shall reserve whatever date you select. Personally, I hope very much that you will find that you can come, since, besides the interest in the lecture, Mrs. Park and I should be delighted to see you again.

Sincerely yours,

Edwin Avery Park
Art Division

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OFFICE OF BENNINGTON COLLEGE	
<i>CG</i>	
DATE <i>5-11-35</i>	

May 10th, 1935

Miss Catherine Jones,
Secretary to the President,
Bennington College,
Bennington, Vermont.

Dear Miss Jones:

I received in due course your letter of April 23rd.
I am looking forward to my trip to Bennington on June 3rd
and will take the train from Grand Central at 8.30 that
morning. I look forward also to being your guest at
the College.

The title which I have given my little talk is
"The Better Half of Architecture". I shall keep the
lecture within the ^{time} limits which you set.

Sincerely yours,

John C. B. Moore