

# Googie

Space age optimism mixed with new technologies and materials.



LAX Theme Building (1961)  
by Pereira & Luckman with  
Paul R. Williams & Welton  
Becket

## Googie

### at a Glance

Googie is a futuristic style that emerged in the late-1940s and became prominent throughout the 1950s and 1960s. It's characterized by space age iconography, dramatic forms, geometric patterns, and tall neon signs. The style was popular with commercial buildings like diners, bowling alleys, and gas stations.

#### What Makes it Googie?

- Extravagant rooflines
- Large signage
- Bright colors
- Mixture of natural and synthetic materials
- Space age iconography (stars, atoms, etc.)

#### Googie Architects

- John Lautner
- Armét & Davis
- Helen Fong



## WHAT KIND OF NAME IS GOOGIE?

The style's name is from the John Lautner-designed Googie's coffee shop in Los Angeles. It was first coined by architecture critic Douglas Haskell in 1953. Googie architecture is also known as coffee shop modern or

## GOOGIE BUILDINGS TO KNOW

#### Norms on La Cienega

*Armét & Davis*

#### Cinerama Dome

*Welton Becket & Associates*

#### Seattle Space Needle

*John Graham Jr. & Victor Steinbruek*

#### Pann's Restaurant

*Armét & Davis*

#### TWA Hotel (Formerly TWA Flight Center)

*Eero Saarinen*

#### Anaheim Arena

*Adrian Wilson & Associates*

#### Hope International University

*Armét & Davis*

