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Paul Sahre

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Paul Sahre : Leisurama Now: The Beach House for Everyone 1964- before purchasing it in order to gage whether or not it would be worth my time, and all praised Leisurama Now: The Beach House for Everyone 1964-:

0 of 0 people found the following review helpful. If you love montauk you'll love this bookBy ElizabethThis book was a hit at Christmas. My husband's grandmother owned a leisurama house (although she didn't know that was even what it was called) and everyone spent the evening thumbing through the pages. Well done with lots of info and pictures.0 of 0 people found the following review helpful. Three StarsBy Estevan LaraNot very many pictures of the original Leisurama homes as I hoped for.0 of 0 people found the following review helpful. Amazing!By L. A. CorradiI was intrigued that someone wrote a book about these simple little "catalog" home from the 60's. The photos are amazing

and the story of how they came to be, even MORE so.

"It was the ultimate turnkey operation down to the color-coordinated toothbrushes in the bathroom. All you needed were your clothes and a six-pack" Frank Tauma, Montauk real estate broker Who doesn't dream of owning a second home at the beach? Well, in the early 1960s, it was a snap even for the working class. For as little as \$590 down and \$73 a month, you could walk into Macy's and leave with a fully furnished house. All you needed to move in was a key and some groceries. Each house came complete with furniture, appliances, a 45-piece Melmac dinner service, plastic glasses, and fifty pieces of stainless-steel flatware, plus towels, napkins, placemats, beds, pillows and sheets, even toothbrushes. The homes also promised low maintenance with redwood siding and interior paneling that never needed painting and had lifetime guarantees. In *Leisurama*, author Paul Sahre uncovers the mystery of this legendary slice of architectural Americana and lovingly documents its forty-year history with a treasure trove of text, photographs, historical documentation, and oral histories. Two hundred and fifty *Leisurama* houses were built at Culloden Shores in Montauk, Long Island. Most of the homes have since been converted to year-round occupancy, and with very few exceptions, all have been enlarged and redecorated, while the once barren shore is now forested. In a sweet paradox, these once very affordable homes that were looked down upon by more well-to-do neighbors are now desirable and expensive, even "collectable." Their rich legacy lives on in the affordable pages of *Leisurama*.

Fantasy beach cottages are nothing new, but mass-marketing them was novel back in the 1960s, when you could obtain a prefabricated house complete with furniture, linens and melamine dishes for \$600 down and \$75 a month. *Leisurama Now: The Beach House for Everyone* by Paul Sahre serves as a visual archive of the experiment in mail-order houses that became a reality for scores of families--and many of these midcentury gems are still standing in Montauk in Long Island. -- Metropolitan Home, August 1, 2008 With all this talk about lifestyle, you would think our generation invented it. *Leisurama Now: The Beach House for Everyone*, by NYC graphic design who's-who Paul Sahre, reminds us that our version is a pale imitation of the post-World War II originals...Not only does Sahre's assiduous homage gather more fuels to fight tear-down culture, it also makes us rethink colored Formica. -- ELLE, May 2008 In 2001, when graphic designer Paul Sahre rented a summer home in Montauk, his retreat turned out to be a relic: it was one of only 200 or so cookie-cutter beach houses built in the mid-1960s as part of the *Leisurama* housing project. Sold by Macy's, *Leisurama* homes were both affordable and all-inclusive; their boxy, simply designed interiors came fully furnished and accessorized -- all buyers needed were 'groceries and a key.' The houses were immensely popular but ultimately unprofitable, and thus sadly short-lived. Sahre's fascinating study of *Leisurama*'s brand identity, marketing effort, and mid-century modern design presents a passionately visual and contextually dense study. All told, it's a revelatory history of how prefab became fabulous. About the Author Graphic designer, illustrator, and educator Paul Sahre established his design company in New York in 1997. He teaches graphic design at the School of Visual Arts and has designed book jackets for authors including Rick Moody, Chuck Klosterman, Ben Marcus, and Victor Pelevin. He is a frequent contributor to the New York Times Op-Ed page and is the co-author of *Hello World: A Life in Ham Radio*.