

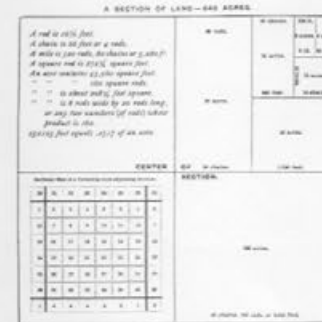
The Making of the American Landscape

EDGES OF THE EXPERIMENT

Edited by
Hans Gremmen
Fw:Books



ALFALFA FARMING IN THE SALT RIVER VALLEY, ARIZONA TERRITORY — photograph unknown, ca. 1903. Irrigation permitted rapid expansion of farming in the Salt River Valley in central Arizona. Here native Saguaro cacti were left in the fields as farmers grow and harvest their crop of alfalfa hay in North Phoenix, Arizona Territory

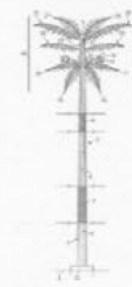


The territorial grid established by Thomas Jefferson with the Land Ordinance of 1785

The Making of the American Landscape

In the early 1950's the Czech born sociologist Nathan K. Mendelsohn envisioned his City-of-the-Future. In order to try out his community theories Mendelsohn bought 330 km² of Mojave desert land. The construction of California City began: a massive grid was laid out, with water lines, a power grid and street signs. A Central Park with the world's largest plastic lined lake, golf courses and a grid of model homes were realized. from his model home Mendelsohn watched the city grow.

CALIFORNIA CITY — Elian Somers, 2010



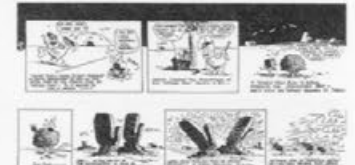
LEVELLAND OIL FIELD #1, HOCKLEY COUNTY, TEXAS — Mishka Henner, 2013

Edges of the Experiment

We construct the future, and the things we create reflect who we are. But they also create us in a way. The things we build are an extension of our body and our mind. They also end up being methods that guide the way we live. The cities we construct are an outgrowth, our constructed habitat, but also our containment vessel, defining our perimeters and limits. It is a cart and a horse. — MATTHEW COOLIDGE



CAPTAIN BEEFHEART — Anton Corbijn, 1980



KRAZY KAT — George Herriman. A comic which appeared in print in American newspapers between 1913 and 1944



ALL STREETS — Ben Fry, Fathom Information Design, 2008



CHINATOWN — Roman Polanski, 1974

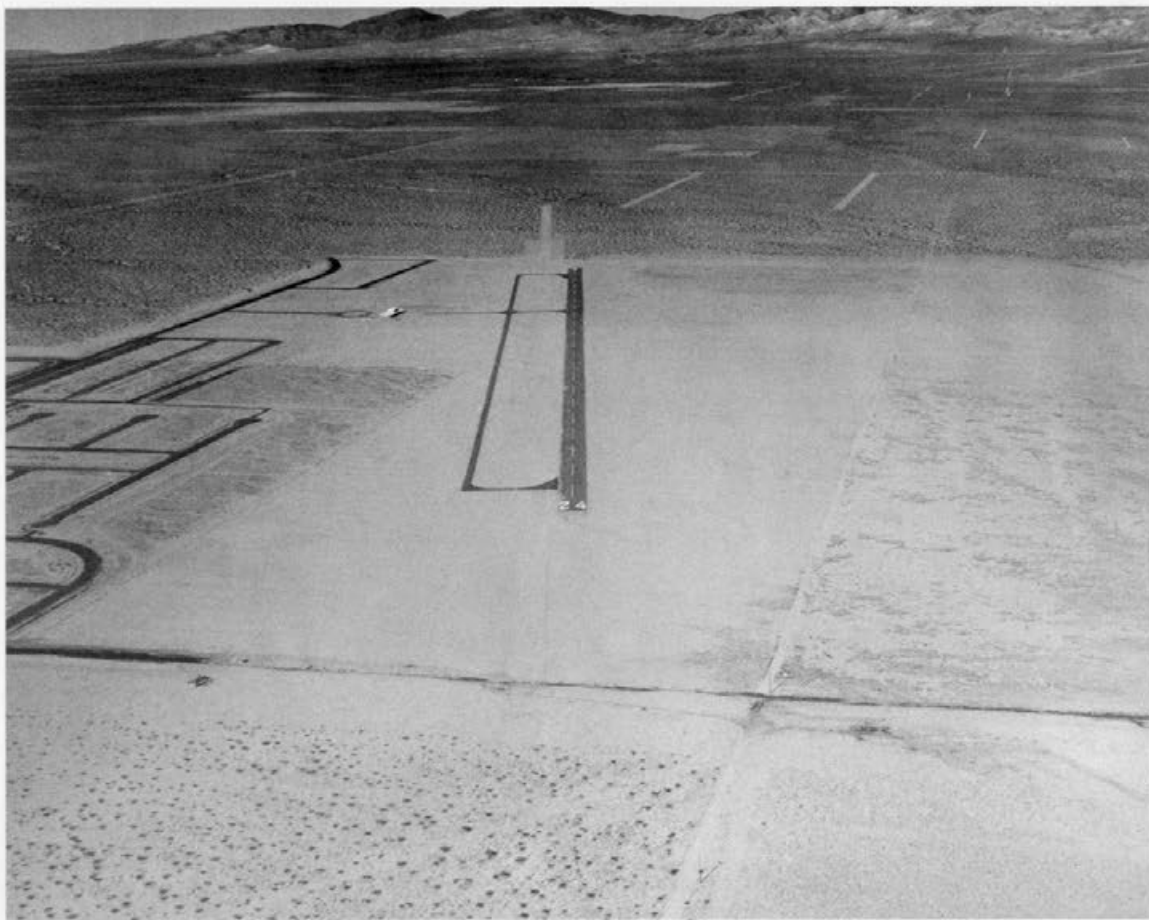




Elian Somers



California City



Elian Somers

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California City

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California City



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Elian Somers



Elia Somers

California City

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Mendelsohn launched an ambitious sales campaign. An air bridge to L.A. was initiated to fly the new pioneers. Actors figured in the City-of-the-Future. Promotional advertising proclaimed the developer's theory on limitless water in the desert.