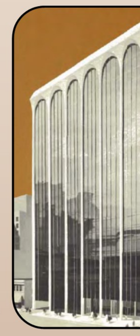
WHERE THE MAD MEN ARE

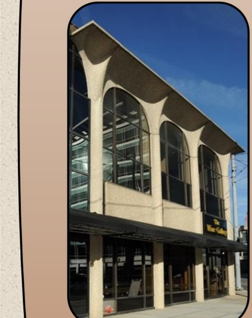
Showcasing Mid Century Modern design in downtown Dayton, Ohio

While the AMC drama *Mad Men* may have you believe that the mid-century era revolved slowly around the advertising industry's epicenter on Madison Avenue, the truth is that modern design permeated all corners of America, not the least of which are right here in Dayton, Ohio. In the interest of preserving these treasures, our Advanced Spatial Analysis class has worked with the City of Dayton to recognize, document, and market Mid-Century Modern landmarks in the downtown Dayton area.



Grant-Deneau Tower original sales brochure cover, courtesy City of Dayton.

Mid-century in America is generally referred to as the years following World War II and preceding the moon landing in 1969. Scholars attribute the influx of Modernism into the American aesthetic in part to European expatriates who migrated to America during the war. Modernism is loosely defined in *American Architecture: An Illustrated Encyclopedia* as "styles in which emphasis in design is placed on funtionalism, rationalism, and up-to-date methods of construction." Conservative subcategories of Modernism include Miesian, New Formalism, and Wrightian. Radical Modernist styles include Neo-Expressionism, Brutalism, and Googie. Style elements common to Modernism include a lack of ornamentation, streamlined cubic forms, flat roofs, metal windows, glass curtain walls, smooth exterior wall treatment, open floor plans, and vertical or horizontal orientations.



The Wine Gallery, 5 W. Monument Ave.

The Ohio Modern: Dayton Area Survey report prepared by the Heritage Architectural Associates for the Ohio Historic Preservation Office of the Ohio Historical Society recorded representative designs constructed between 1940 and 1970. Of the more than 500 historic properties documented, approximately 17 lie within the borders of downtown Dayton as defined by the Great Miami River to the north and west, US-35 to the south, and Wayne Avenue to the east.

The Century Bar, 10 S. Jefferson St.

As a class, we have explored the history of these buildings, documented their defining characteristics, and mapped their locations in relation to area resources. Not to cause alarm, but it appears the Mad Men are all about town, if you just take a look.

Bell Tower at Sinclair Community College.

SINCLAIR COMMUNITY COLLEGE

444 W. Third St.

MID-CENTURY MODERN RESTAURANTS

ANTIOCH SHRINE CENTER

107 E. First St.

SENIOR RESOURCE CENTER

105 S. Wilkinson St.

MONTGOMERY COUNTY MEDICAL SOCIETY

40 S. Perry St.

WINE BAR

5 W. Monument Ave.

CHAMINADE-JULIENNE

505 S. Ludlow St.

DAYTON SAFETY BUILDING

335 W. Third St.

PRICE STORES

48-52 S. Jefferson St.

GRANT-DENEAU TOWER

40 W. Fourth St.

131 NORTH JEFFERSON BUILDING

131 N. Jefferson St.

IBM BUILDING

33 W. First St.

Sinclair Community College

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GEO 2210: Advanced Spatial Analysis

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LEED CERTIFICATION

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PAUL DENEAU

RED CROSS

370 W. First St.

Dayton-Montgomery County Courts Building

41 N. Perry St.