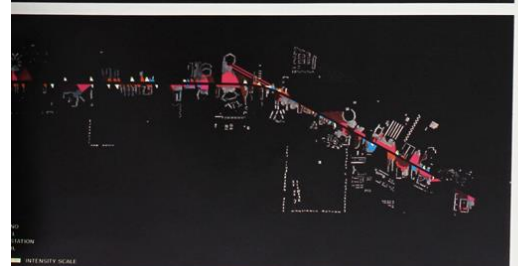
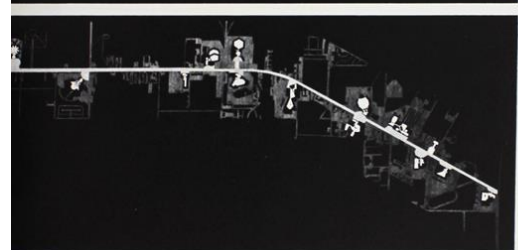
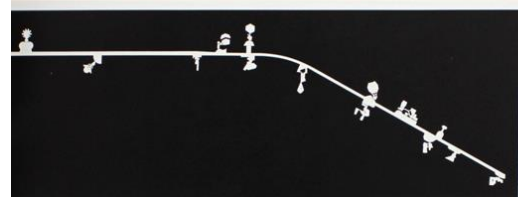
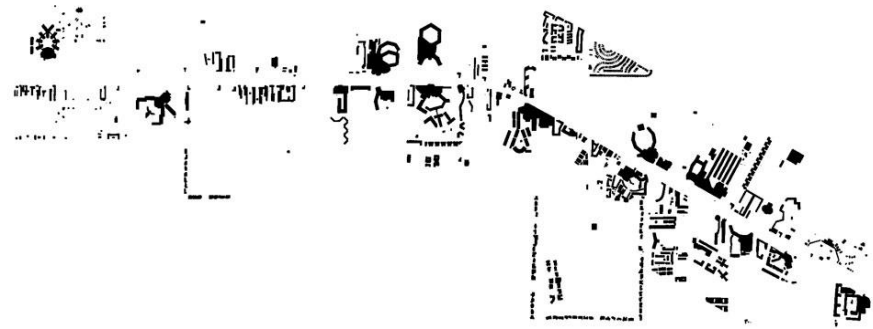


# A HOUSE FOR THE TOURIST, THE TRAVELER & THE GAMBLER

## Learning from Las Vegas Commercial Strip & Communal Streets



### LAS VEGAS AS A PATTERN OF ACTIVITIES

A city is a set of intertwined activities that form a pattern on the land. The Las Vegas Strip is not a chaotic sprawl but a set of activities whose pattern, as with other cities, depends on the technology of movement and communication and the economic value of land. We term it sprawl, because it is a new pattern we have not yet understood. The aim here is for us as designers to derive an understanding of this new pattern.

The questions are: How can the traditional city planning methods for depicting activity patterns (land-use and transportation maps) be adapted to a city such as Las Vegas? How can they be made useful as inspiration sources and design tools for urban designers? What other methods are there for coming to an understanding of the city as an activity system?

In search of answers, we shall experiment with different techniques for representing the following:

1. Las Vegas and the Strip as phenomena in the space economy, national and local.
2. Land use and intensity of use for the region in general and the Strip in detail.
3. The linkages between activities on and around the Strip.
4. Movement and stopping systems for auto, transit, pedestrian, rail, and air for the region and for pedestrian, transit, and auto for the Strip.
5. Volume and flow of different types of traffic at different time periods.
6. The relation between activities and movement at different scales along the Strip.
7. The Strip as recreation system, a promenade.

These studies will give us a broad understanding of why things are where they are in Las Vegas.

38. Buildings
39. Ceremonial space
40. Noll's Las Vegas
41. Map of Las Vegas Strip showing intensity of communication by building type; suggests how the quality of space between road and building or sign is intensified at night.

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In 1968, American architects Robert Venturi, Denise Scott Brown, and Steven Izenour, led a design studio at Yale University, centered around the commercial strip of the city of Las Vegas. The set of observations and analytical drawings from their studio, published in the 1972 book, *Learning from Las Vegas*. The book gained its reputation for introducing new methodologies of recording an urban fabric and mostly for expanding the boundaries of the discourse on architecture by including the emerging commercial language.

Using this design research benchmark as its point of departure, *A House for the Tourist, the Traveler & the Gambler* will center around inventing housing typologies not only for a distinct user, but also within a unique urban setting. Applying both urban and architectural scales, the studio will address the relationship between housing, temporality, commercial vs. communal space and communication. Projects from this studio will be considered for future publication.