POLITECNICO DI TORINO
Repository ISTITUZIONALE

# Women Contribution through the Pages of “Domus” (1946-1968): Architecture and Urban Planning

*Original*
Women Contribution through the Pages of “Domus” (1946-1968): Architecture and Urban Planning / Garda, EMILIA MARIA; Stella, Annalisa; Serra, Chiara. - STAMPA. - (2016), pp. 37-38. (Intervento presentato al convegno MoMoWo 2nd International Conference-Workshop tenutosi a Ljubljana nel 3-4-5 ottobre 2016).

*Availability:*
This version is available at: 11583/2715632 since: 2020-01-31T12:33:23Z

*Publisher:*
France Stele Institute of Art History ZRC SAZU

*Published*
DOI:

*Terms of use:*

This article is made available under terms and conditions as specified in the corresponding bibliographic description in the repository

*Publisher copyright*
default_conf_editorial [DA NON USARE]

-

(Article begins on next page)

12 October 2024

# MoMoWo 2nd INTERNATIONAL CONFERENCE-WORKSHOP

## Women Designers, Architects and Engineers between 1946 and 1968

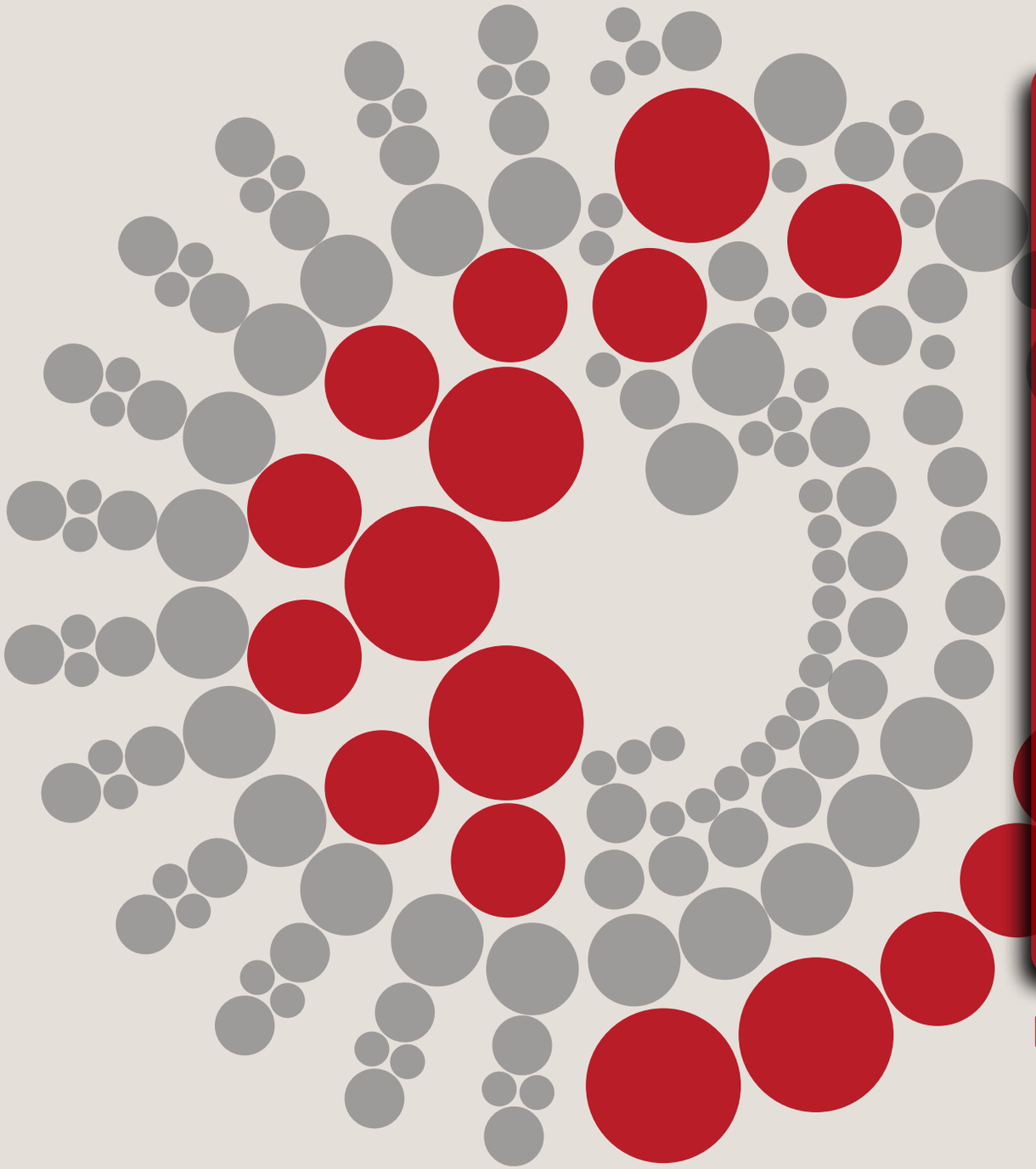
# PROGRAMME AND ABSTRACTS

Research Centre of Slovenian Academy of Sciences and Arts // Slovenia
France Stele Institute of Art History

Ljubljana, 3-4-5-October 2016

MOMOW
WOMEN'S CREATIVITY SINCE THE MODERN MOVEMENT

Co-funded by the Creative Europe Programme of the European Union



# MoMoWo 2nd INTERNATIONAL CONFERENCE-WORKSHOP

Women Designers, Architects and Engineers between 1946 and 1968

## PROGRAMME AND ABSTRACTS

Research Centre of Slovenian Academy of Sciences and Arts // Slovenia
France Stele Institute of Art History

Ljubljana, 3-4-5-October 2016

MOMOW
WOMEN'S CREATIVITY SINCE THE MODERN MOVEMENT

Co-funded by the Creative Europe Programme of the European Union

**Alain Bonnet** is professor of history of contemporary art at the University of Grenoble (UPMF). He studies the history of the artistic institutions in the nineteenth century, the history of the arts education and the formation of the social image of the artists in the art of the nineteenth century. He has published books on the Ecole des beaux-arts of Paris and on the reform of 1863, on the representation of the community of artists, on the official encouragements for the artistic travels, not to mention papers in scientific reviews and catalogs of exhibition. He has also, as a curator, organized various exhibitions.
* alain.bonnet@univ-grenoble-alpes.fr

**Sara Levi Sacerdotti**, Master in Public Policy Analysis. Graduated in Political Sciences in Torino (Italy). She had training and job experiences abroad. Since 2005 she has been project manager in SiTI, coordinating a research team. She has technical skills in design and management of multidisciplinary projects for territorial development, public policy evaluation, socio economic research, scenarios methodology, benchmarking and territorial compet tiveness. She is experienced in tourism management methodologies, in SiTI she coordinates the Research Unit working on national and international projects related to sustainable tourism management, tourism analysis, socio economics studies.
* levi@siti.polito.it



# MoMoWo 2nd INTERNATIONAL CONFERENCE-WORKSHOP

## Women Designers, Architects and Engineers between 1946 and 1968

## PROGRAMME

# Day 1. 3rd October 2016

## I Education and Publishing

- Registration 9.00–10.00

- **Welcome to Ljubljana** 10.00–10.20
  Dr. Mimi Urbanc, Deputy Director of ZRC SAZU
  Doc. dr. Helena Seražin, MoMoWo Slovenia
  Prof. dr. Emilia Garda, MoMoWo Project Leader,
  Politecnico di Torino, Italy

- **Women Equal to Men** 10.20-11.00
  *Florence Hobson Fulton. Architect* - Tanja Poppelreuter and Ryan McBride, University of Ulster, Belfast

  *Elena Luzzatto Valentini, the First Italian Woman Architect* - Monica Prencipe, Università Politecnica delle Marche, Ancona

  Discussion 11.00-11.15: MoMoWo – Caterina Franchini

- Coffee 11.15-11.30



I Education and Publishing

- **Leafing Through the Pages of Specialized Magazines Seeking for Women Architects and Designers** 11.30-12.30
  *Women Contribution through the Pages of "Domus" (1946-1968)*: Design - Caterina Franchini, Politecnico di Torino, DIST

  *Women Contribution through the Pages of "Domus" (1946-1968)*: Architecture and Urban Planning - Emilia Garda, Chiara Serra and Annalisa Stella, Politecnico di Torino, DISEG

  *Design and Women through the Pioneering Magazine "Stile industria" (1954-1963)* - Annalisa Barbara Pesando, Politecnico di Torino, DAD

  *A Portrait of the Female Mind as a Young Girl* - Iva Maria Jurić, independent architect

  Discussion 12.30-12.45: MoMoWo – Maria Helena Souto

- Lunch 12.45-14.00

- **Education** 14.00-14.20
  *First Generations of Women in Architecture and Design at University of Ljubljana* – Helena Seražin, ZRC SAZU, France Stele Institute of Art History

  Discussion 14.20-14.30: MoMoWo – Ana Mária Fernández García

- **Presentation and Perception of Women Architects and Designers** 14.30-15.30
  *A Storytelling Overlooked: Feminisms, Modernity and Dissemination* - Daniela Arias Laurino, Universidad Politécnica de Cataluña , PhD candidate

  *Exclusion and Inclusion in Dutch Design History. Female Designers in the Goed Wonen (Good Living) Foundation 1946-1968* - Ilja S.Meijer, VU University, Amsterdam, PhD candidate

  *AMS. The Work of Alison Margaret Smithson (1928-1993)* - Alessandra Como and Luisa Smeragliuolo Perrotta, University of Salerno

  Discussion 15.30-15.45: MoMoWo - Marjan Groot

- Tea 15.45-16.00

- **Presentation of WPS Project** 16.00-16.15
  *Supporting Women in Urban Development. WPS Prague* - Milota Sidorova

- **Documentary** 16.15
  *The Makeable Landscape and Society. Gender, Representation, and the Male Architect as Post-war Hero* - Marjan Groot, VU University, Amsterdam

  Discussion 16.40-17.00: MoMoWo – Marjan Groot

- **Opening of the Exhibition** 19.00
  ***To the Fore. Female Pioneers in Slovenian Architecture and Design*** – ZRC SAZU, France Stele Institute of Art History and Slovene Centre of Architecture

- Dinner 20.00

# Day 2, 4th October 2016

## II Politics, Policies and Political Regimes

### II Politics, Policies and Political Regimes

**Position of Women Architects in Socialist Countries of Eastern Europe**
10.00-11.15

*Women's Contribution in Architectural History of Rijeka during the 1950s and 1960s* - Lidija Butković Mićin, University of Rijeka, Faculty of Humanities and Social Sciences

*Role of Women in Architecture after WW2 in Slovenia. Olga Rusanova* - Andreja Benko and Larisa Brojan, independent architects and researchers

*Exploring Female Contribution to Slovenian Conservation in the 1950s and 1960s. Case Study of Cistercian Abbey of Kostanjevica na Krki Reconstruction* - Barbara Vodopivec, ZRC SAZU, France Stele Institute of Art History

Discussion 11.00-11.15: MoMoWo – Helena Seražin

Coffee 11.15-11.30

**Position of Women Architects in Western Europe** 11.30-12.45

*Marion Tournon Branly and Eliane Castelnau Tastemain. Two Leading Figures in French Architecture* - Stéphanie Mesnage, Université de Strasbourg, ARCHE

*Juana Ontañón. An Architect Woman in Asturias* - Esther Rodriguez Ortiz, University of Oviedo

*(Re)discovering the Objects and Actions of Lina Bo Bardi* - Mara Sanchez Llorens, University Nebrija, Madrid

Discussion 12.30-12.45: MoMoWo – Caterina Franchini

Lunch 12.45 -14.00



### III Research and Industries

**Developing Industrial Design** 14.00-15.15

*An Improbable Woman. Portuguese New State's Dictatorship and Design Leadership* - Maria Helena Souto, IADE – Universidade Europeia

*Gaby Schreiber and the British Overseas Airway Corporation (BOAC)* - Paddy O'Shea, Kingston University Modern Interiors Research Centre

*Stanka Knez, m. Lozar – A Slovenian Textile Designer in the Early Socialist Yugoslavia* - Maja Lozar Štamcar, National Museum, Ljubljana

Discussion 15.15-15.30: MoMoWo – Helena Seražin

Tea 15.30-15.45

**Poster presentation** 15.45-16.05

*Female Design History in Croatia, 1930-1980: Context, Production, Influences* - Ana Bedenko, Maja Kolar and Maša Poljanec, Croatian Designers Association

**Interview** 16.15

*Interview with civil engineer prof. dr. Darinka Battelino* – Barbara Vodopivec and Katarina Mohar

## Day 3. 5th October 2016

III Research and Industries

**Developing Architecture and Interior Design** 10.00-12.30

**Typologies** 10.00-11.00

*Vera Cirkovic's Contribution to Educational Architecture in Yugoslavia* - Vladana Putnik, University of Belgrade, Faculty of Philosophy

***Remarkable Public Health Service Architecture by Architect Zoja Dumengjić*** - Zrinka Barišić Marenić, University of Zagreb, Faculty of architecture

*Feeling at Home. Elisabeth (Kaatje) de Lestrieux's Personal Housing Designs* - Florencia Fernandez Cardoso, Fatima Pombo and Hilde Heynen, ULB-KU Leuven

Discussion 11.00-11.15: MoMoWo – Maria Helena Souto

Coffee 11.15-11.30

**Approaches** 11.30-12.30

*Three Projects for Council Houses by Lina Bo Bardi. From Virtual* - Vincenza Garofalo, University of Palermo

*Matilde Ucelay Maortua. Single-family House for Vincente Sebastian Llegat* - Starlight Vattano, University of Palermo

*Egle Renata Trincanato. Unbuilt* - Francesco Maggio, University of Palermo

Discussion 12.30-12.45: MoMoWo – Sara Levi

Lunch 12.45-14.00

**Innovation in Landscaping** 14.00-14.55

*Italy-England 1946-1954. Maria Teresa Parpagliolo, Landscape beyond Borders* - Lucia Krasovec Lucas, Politecnico di Milano, Scuola di architettura e società

*Architect Juta Krulc, Garden Designer* - Maja Kržišnik, ndependent researcher

Discussion 14.40-14.55: MoMoWo - Ana Mária Fernández García



Tea 14.55-15.10

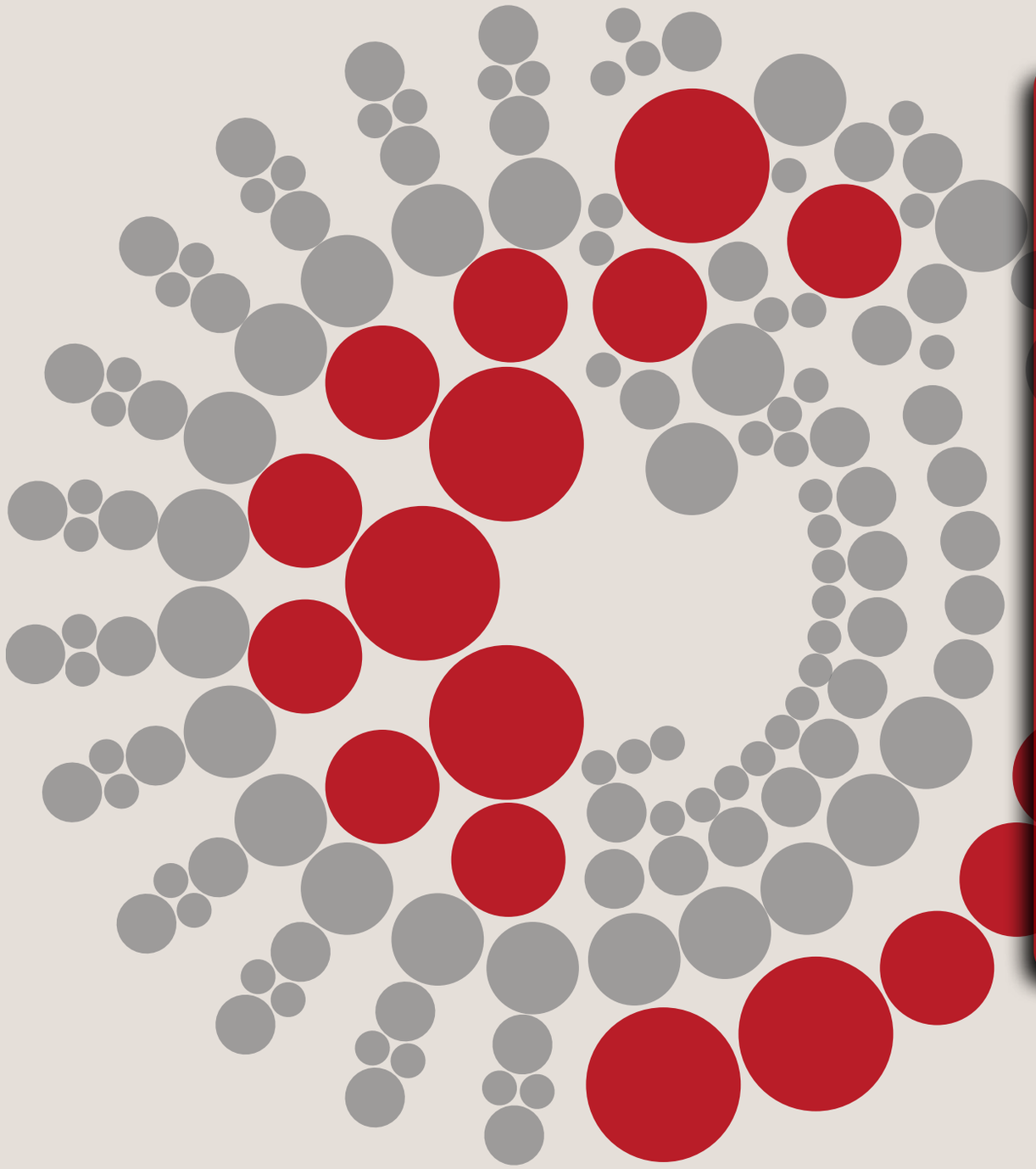
**Presentation of the MoMoWo Publications** 15.10-15.30

*MoMoWo · Women · Architecture & Design Itineraries across Europe* - Sara Levi Sacerdotti, Helena Seražin, Emilia Garda and Caterina Franchini, editors

*MoMoWo · Women · 100 Works in 100 Years. European Women in Architecture and Design · 1918-2018* - Ana Mária Fernández García, Helena Seražin, Caterina Franchini and Emilia Garda, editors

Clousure 15.30-15.45: next MoMoWo activities - Emilia Garda and Helena Seražin

Drinks



# MoMoWo 2nd INTERNATIONAL CONFERENCE-WORKSHOP

Women Designers, Architects and Engineers between 1946 and 1968

## ABSTRACTS

**Hilde Heynen** is Full Professor of Architectural Theory at the University of Leuven. Her research focuses on issues of modernity, modernism and gender in architecture. She is the author of Architecture and Modernity. A Critique (MIT Press, 1999) and the co-editor of Back from Utopia. The Challenge of the Modern Movement (with Hubert-Jan Henket, 010, 2001), Negotiating Domesticity. Spatial productions of gender in modern architecture (with Gülsüm Baydar, Routledge, 2005) and The SAGE Handbook Architectural Theory (with Greig Crysler and Stephen Cairns, Sage, 2012). She regularly publishes in journals such as The Journal of Architecture and Home Cultures.



## Women Contribution through the Pages of «Domus» (1946-1968)

## Design

**Caterina Franchini**, *Politecnico di Torino - DIST*
* caterina.franchini@polito.it

## Architecture and Urban Planning

**Emilia Garda, Chiara Serra and Annalisa Stella**, *Politecnico di Torino - DISEG*
* emilia.garda@polito.it; chiara-serra@polito.it; annalisa.stella09@gmail.com

These two papers present the results of a first systematic and critical survey on the representation of women in «Domus» between the resumed of the magazine in January 1946 (n. 205) and its 40th anniversary in 1968 (n. 459). Leafing through the pages of 255 magazine issues - published on a monthly and bi-monthly basis by the Editoriale Domus (Milan) - the first paper focuses mainly on articles dealing with product design and interior design, while the second on architecture and urban planning. «Domus» was founded in 1928 by architect Gio Ponti and Barnabite Father Giovanni Semeria in order to popularize modern lifestyle in home design. During its first period of publication (1928-1945), it also dealt with topics considered of interest to women, such as the art of homemaking, gardening and cooking. Over the years, through its various editors, this legendary architecture and design magazine has explored a wide range of fields including applied arts, industrial design, architecture and urban planning with an international perspective. It always promoted original and innovative works and soon became a reference magazine with its affiliated periodical «Casabella» (1933-1964) and «Stile Industria» (1954-1963). The publication of «Domus» ceased in 1945 due to the war and it was resumed with a new look in 1946 under the direction of architect Ernesto Nathan Rogers (member of the renowned firm BBPR), replaced by Gio Ponti from January 1948. The editorial staff saw the constant presence of Lisa Ponti Licitra (Milan, 1922) before and after the war. As an artist and writer, Gio Ponti's daughter played a prominent role in the history of «Domus» for many years and became its editor in January 1985. In the post-war period, the magazine embraced new cultural trends and other women joined the editorial staff, contributing articles about works designed by women. Taking into account that the 1950s and 1960s were marked in Italy by an extraordinary vitality in architecture and design, both papers aim to offer a comparison between the first period (1928-1945) and the second (1946-1968) of «Domus», in terms of quantity and quality of articles published about works by women.

**Keywords:** Domus; women designers; women architects; women in editorial staff; Lisa Ponti Licitra

- **Caterina Franchini**, Assistant Professor (RTdA), PhD, MSc, D.Arch. She graduated in Architecture from the Politecnico di Torino and received the PhD in History and Criticism of Architectural and Environmental Heritage. She has also received an MSc in Conservation of Historic Towns and Buildings (R. Lemaire Centre for Conservation-KUL). She is Assistant Professor in History of Architecture at the POLITo-DIST where she has been teaching History of Visual Communication and Design since 2011. Her research interests include twentieth-century History of Architecture and Design, Modern Movement cultural heritage and gender studies. She has been a speaker at numerous international symposia and she is the author of several essays and books.

- **Emilia Garda**, Associate Professor, PhD, MsC, Architect. She is an architect; Ph.D. in Building Engineering; Specialist in Architecture, Technology and Urban Areas for developing countries (Politecnico di Torino, Italy); Master in Culture technologique des ingénieurs et des architectes du XXe siècle (Institut Français d'Architecture-IFA, Paris). She is Associate Professor in Design and Building technology in architectural design at the POLITo-DISEG. She has been teaching Building design since 1998. She is the author of numerous essays and books. Her research interests include twentieth century history of building technology, conservation and restoration of Modern Movement architectural heritage and gender studies in architecture and engineering.

- **Chiara Serra**, Research assistant, BA, MA, Civil Engineer. She graduated in Civil Engineering from the Politecnico di Torino and received the Engineering licence. She is research assistant at the POLITO-DISEG Department of Structural, Geotechnical and Building Engineering. She is working on the implementation of the European project MoMoWo-Women's creativity since the Modern Movement, dedicated to gender studies on women architects, civil engineers and designers from 1918 until today. Her research interests include the Modern Movement architectural heritage and gender studies in twentieth-century architecture and engineering.

- **Annalisa Stella**, PhD candidate, MA, is an architect. She graduated at Politecnico of Turin and she is a PhD candidate at the Architecture, Built Environment and Construction Engineering Doctoral Program, Politecnico di Milano. She collaborates in the activities of the European project MoMoWo-Women's creativity since the Modern Movement and she is an assistant in the teaching activities of architectural Design Unit at Politecnico di Torino. Her research interests include architectural design and critics and the role of drawing and representation in the development of the design and creative process.



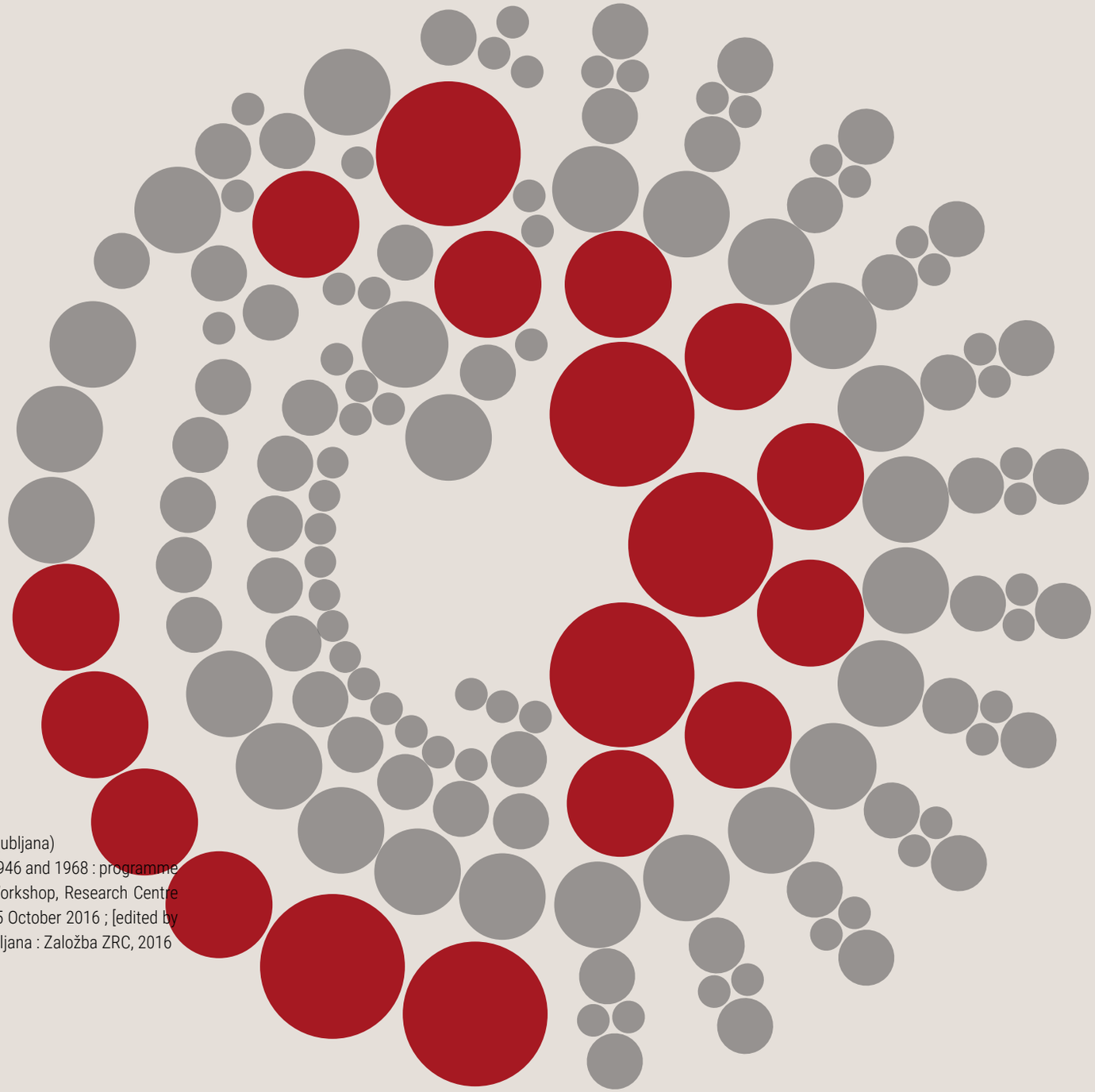
## Three Projects for Council Houses by Lina Bo Bardi. From Virtual Reconstruction to Graphical Analysis

**Vincenza Garofalo**, *University of Palermo, Department of Architecture*
* vincenza.garofalo@unipa.it

The paper deals with the studies conducted in 1951 in Brazil by Lina Bo Bardi on the issue of council houses for the people. The three examples were never realized but help to describe the poetry of the architect to spread a "rational" way of living, from a small house until to an urban complex. The first project concerns a small house with a close relationship between architecture and nature. The second project concerns three housing units that embody the idea of the housing cell as a constituent piece of a community. The housing typologies to which the architect has referred are the indigenous Maloca, community house used by the Amazon natives, the Italian peasant house with its living and the domkommuna (communal house), settlement model realized in the Soviet Union between 1925 and 1932, modular cell designed for a full Community lifestyle. The third project concerns an urban complex which is based on a typology of economic houses on pilotis designed inside regular lots. Through the critical reading of the architect's sketches it was possible to virtually reconstruct the projects of the houses. Graphical analysis allowed to understand the geometric compositions and to highlight the relations between the parties.

**Keywords**: representation; Lina Bo Bardi; redrawing; graphical analysis

- **Vincenza Garofalo**, born in Palermo, Architect, Assistant Professor in Representation at the University of Palermo since 2014. She received PhD in Surveying and Representation of Architecture and the Environment at the University of Palermo. Since 1996 she carries out architectural and archaeological surveys in Italy and researches in Surveying and Representation of Historical Architecture participating in national and international research projects, presenting the results at national and international conferences. Her research concerns also the study of Modern unbuilt Architecture through the representation and the graphical analysis. Since 2003 she teaches Representation of Architecture and Digital Communication of Architecture and Landscape.

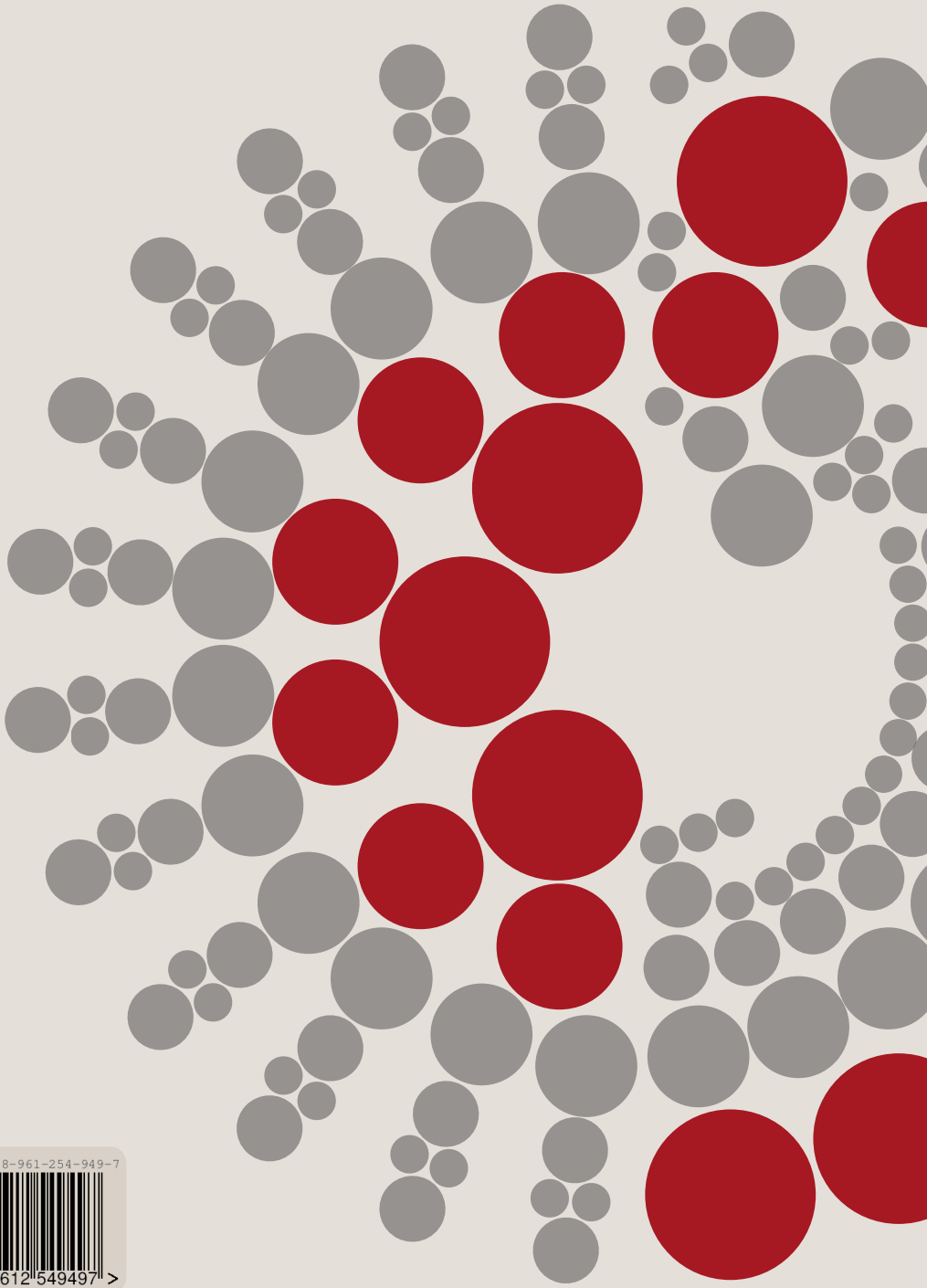


CIP - Kataložni zapis o publikaciji
Narodna in univerzitetna knjižnica, Ljubljana

7.071-055.2(082)

MOMOWO International Conference-Workshop (2 ; 2016 ; Ljubljana)
Women designers, architects and engineers between 1946 and 1968 : programme and abstracts / MoMoWo 2nd International Conference-Workshop, Research Centre of Slovenian Academy of Sciences and Arts, Slovenia, 3-4-5 October 2016 ; [edited by Helena Seražin, Caterina Franchini and Emilia Garda]. - Ljubljana : Založba ZRC, 2016

ISBN 978-961-254-949-7
1. Gl. stv. nasl. 2. Seražin, Helena
286618112



ISBN 978-961-254-949-7

9 789612 549497 >