

# ADOLF LOOS

AUGUST SARNITZ



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## ADOLF LOOS (I) #BASICART

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Widely regarded as one of the most significant prophets of modern architecture, **Adolf Loos** (1870–1933) was a star in his own time, known throughout Vienna as an outspoken, audacious dandy and moralist who defied the establishment and repudiated the popular and ornamental Vienna Secession style. **His work not only represented the beginning of Modernism**, with its stark, unornamented style, **but also revolutionized architecture** by introducing the concept of “spatial plan” architecture, which allowed for economizing space by designating room sizes and heights based on their purposes. Loos also published numerous essays during his lifetime, the most notable of which is the oft-misunderstood *Ornament and Crime*.

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#### The author:

**August Sarnitz** is a practicing architect and professor of history and theory of architecture at the Akademie der Künste in Vienna, Austria. Among his many publications include books on R.M. Schindler, Lois Welzenbacher, Ernst Lichtblau, E. A. Plischke and Adolf Loos.

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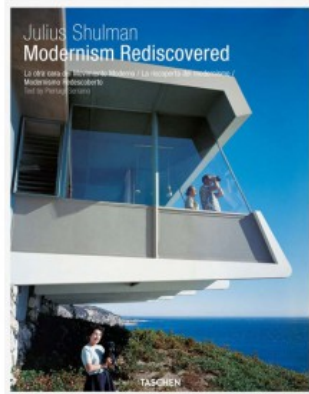
**Peter Gössel** runs an agency for museum and exhibition design. He has published TASCHEN monographs on Julius Shulman, R. M. Schindler, John Lautner, and Richard Neutra as well as several architecture titles in the Basic Art Series.

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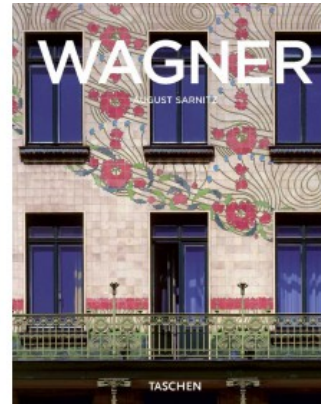
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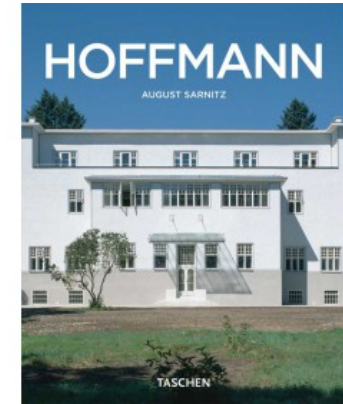
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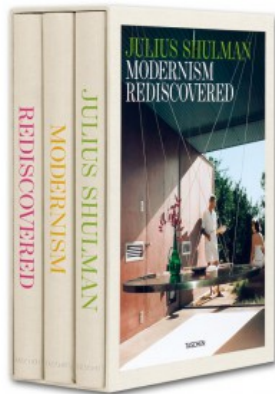
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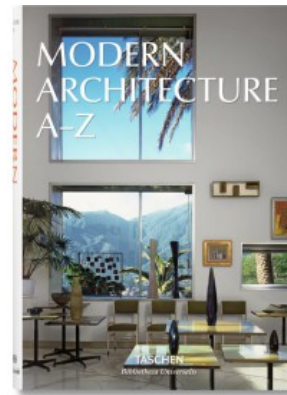
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