124. CARSON, PIRIE, SCOTT AND COMPANY BUILDING. CHICAGO, ILLINOIS, U.S. LOUIS SULLIVAN (ARCHITECT). 1899–1903 C.E. IRON, STEEL, GLASS, AND TERRA COTTA. (3 IMAGES)
This building makes the leap into modern architecture, embracing Industrial Age materials, inventions, and innovations; as well as INTENTIONALLY BREAKING ties with the architectural past.

Sullivan focused on "tall buildings" (the forerunners of skyscrapers)

During the 19th c., architects used historical revival styles. Sullivan considered this dishonest and argued the FORM FOLLOWS FUNCTION, meaning that a building's function should be clearly reflected in its form.

Original function was as a department store. Today it is a Target.
FORM/FUNCTION

- Tripartite

- 1. decorative, open, easily-accessible ground level and first floor

- 2. infinite number of stories for offices, all should look the same because they serve the same function

- 3. distinct attic story and cornice line, to cap/mark off vertical endpoint and set it apart from other buildings in the cityscape
Art Nouveau decorative program

cast-iron ornamentation covers the corner entryway and ground level exterior. floral, elaborate, intricate

industrial material reflects organic forms (characteristic of art nouveau)
Sullivan invented his own ornamentation, richly ornate vegetal designs made of cast iron.

Decorative program also served to distinguish the building from the others around it, as well as attract shoppers.

rather than emphasizing the upward, vertical lines to accentuate the height of the skyscraper (as would usually be done), Sullivan highlights the ground-floor level entryway to draw shoppers into the store.
contents

- each dot is a vertical steal beam
- oblique entry
The Chicago Fire of 1871 flattened almost 4 sq. miles in central Chicago. Rebuilt with efficiency in mind, and that means to build up.

How building up became possible: (1) steel girder framing, like an endoskeleton, so the building can have a "skin" of glass windows (2) the development of the elevator. (Before steel girder framing, a building's walls supported the building)