

Mall Maker

Victor Gruen, Architect of an American Dream

M. Jeffrey Hardwick

UNIVERSITY OF PENNSYLVANIA PRESS

Philadelphia

Contents

Introduction	THE GRUEN EFFECT	1
1	ESCAPING FROM VIENNA TO FIFTH AVENUE	8
2	HOW MAIN STREET STOLE FIFTH AVENUE'S GLITTER	48
3	WARTIME PLANNING FOR POSTWAR PROSPERITY	72
4	SEDUCING THE SUBURBAN AUTOIST	91
5	A "SHOPPERS' PARADISE" FOR SUBURBIA	118
6	PLANNING THE NEW "SUBURBSCAPE"	142
7	SAVING OUR CITIES	162
8	THE SUBURBANIZATION OF DOWNTOWN	193
Conclusion	"THOSE BASTARD DEVELOPMENTS" AND GRUEN'S LEGACY	210
	NOTES	225
	INDEX	269
	ACKNOWLEDGMENTS	275