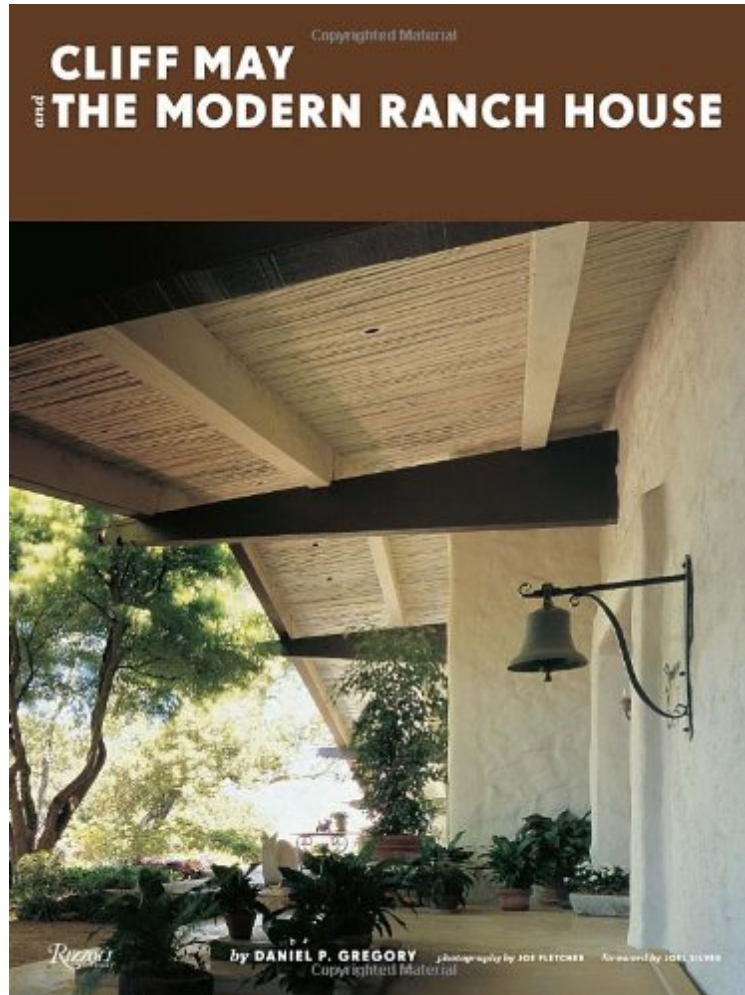


Cliff May and the Modern Ranch House

Daniel P. Gregory

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Daniel P. Gregory : Cliff May and the Modern Ranch House before purchasing it in order to gage whether or not it would be worth my time, and all praised Cliff May and the Modern Ranch House:

14 of 14 people found the following review helpful. Terrific retrospective on the "Father" of Ranch House design By Roger V. Meeker Another stunning effort by Rizzoli International Publications documents the career and widespread influence of Cliff May on mid-20th century residential architecture. Dan Gregory's text is informative and entertaining, and provides excellent insight regarding the early-California ranchos influences and thinking behind May's design ideas. Joe Fletcher's photography offers a lot of diversity, showing both contemporary period shots as well as numerous beautiful modern-day views of many of May's most significant residential designs. Floor plans, original sketches and renderings are also included, which makes "The Modern Ranch House" a wonderfully diverse and comprehensive retrospective on May. When one realizes that May was never formally trained as an architect, his

broad influence is even more amazing. As fulfilling and singular in its coverage of May's career as this book is, this reader was left wanting for even more. Highly recommended. 1 of 1 people found the following review helpful.
Beautiful book! By Nord This book is beautifully edited and art directed getting to the heart of Cliff May...who he was as a person as well as the motivations and culture that influenced the homes he designed. One leaves a read through (a very enjoyable vacation day in my case) with the sense his career spanned a rich season in America where talent and entrepreneurial spirit could join forces to make amazing things (eminently livable homes in this case) come to life. 0 of 0 people found the following review helpful. Better pass on this one. By M Brown Not what I thought it would be. Rather dreary and uninteresting to put it mildly. The brown on the cover should have been my first sign. Looks nice buried under the rest of my books.

Cliff Mays modern homes epitomize the indoor-outdoor lifestyle characteristic of the American Dream, fusing the open plan/open living philosophy with the traditional ranch house. Starting in the 1930s, the modern ranch house took the country by storm, migrating from California to Arizona, and Cliff May was the chief proponent of this style. His long, low designs managed to be both modern and traditional, celebrating a casually elegant, indoor-outdoor lifestyle, and drawing inspiration from California's Spanish Mexican ranchos while embracing the latest technological gadgetry. With their low profile, large carports and garages, patios, and expansive horizontality, Mays modern ranch houses became synonymous with the nascent California lifestyle and were enthusiastically promoted by the popular Sunset magazine throughout the U.S. He personally designed and built more than 1,000 homes and commercial buildings, and over 18,000 designs are attributed to his office, including the Robert Mondavi Winery and the offices of Sunset. Complete with new color photography, Cliff May and the Modern Ranch House celebrates the best of Mays work, from his start building homes during the Depression to how he evolved a brand of regional modernity that fulfilled the public's desire for informal living in the 1950s and 1960s.

"Gregory and Fletcher bring May back to the attention of architectural mavens with a well-written, highly informative text and photographs of May's houses as they exist today." ~Modernism "...the overdue reappraisal of Cliff May...has enough recently photographed houses to suggest that the Ranch's relevance isn't lost on everyone." ~Architectural Digest "The mod yet traditional abodes designed by Cliff May, the style's chief progenitor, seamlessly fuse indoors and outdoors--the epitome of California easy living." ~Angeleno "...tells the colorful tale of this self-taught architectural Johnny Appleseed who scattered the ranch style from coast to coast." ~Men's Vogue About the Author Daniel P. Gregory is Senior Home Editor at Sunset magazine. He has a Ph.D. in architecture from UC Berkeley. Joe Fletcher is a photographer based in the Bay Area with clients that include Wallpaper*, Dwell, and Interior Design magazines.