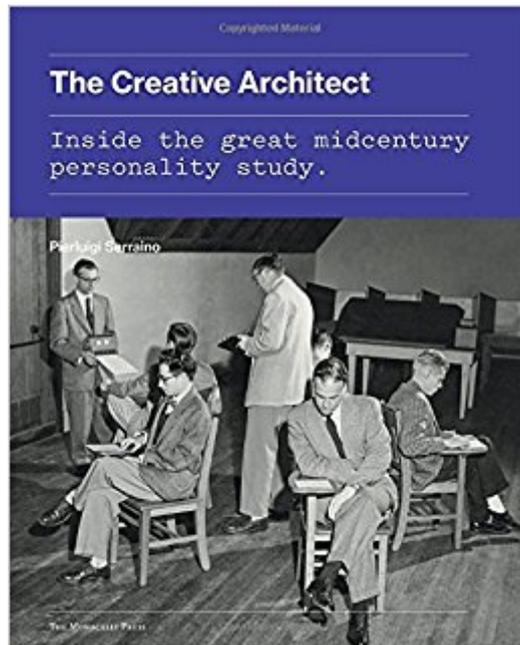


The book was found

# The Creative Architect: Inside The Great Midcentury Personality Study



## Synopsis

An unknown episode in the annals of modern architecture and psychology—a 1950s University of California, Berkeley, evaluation of creativity with subjects including Eero Saarinen, I.M. Pei, Philip Johnson, and 37 other major architects—is published for the first time. The story of midcentury architecture in America is dominated by outsized figures—Richard Neutra, George Nelson, Louis Kahn—who were universally acknowledged as creative geniuses. Yet virtually unheard of is the intensive 1958–59 study, conducted at the Institute of Personality Assessment and Research at the University of California, Berkeley, that scrutinized these and dozens of other famous architects in an effort to map their minds. Deploying an array of tests reflecting current psychological theories, the investigation sought to answer questions that still apply to creative practice today: What makes a person creative? What are the biographical conditions and personality traits necessary to actualize that potential? The study's findings have been gathered through numerous original sources, including questionnaires, aptitude tests, and interview transcripts, revealing how these great architects evaluated their own creativity and that of their peers. In *The Creative Architect*, Pierluigi Serraino charts the development, implementation, and findings of this historic study, producing the first look at a fascinating and forgotten moment in architecture, psychology, and American history.

## Book Information

Hardcover: 248 pages

Publisher: The Monacelli Press (June 14, 2016)

Language: English

ISBN-10: 1580934250

ISBN-13: 978-1580934251

Product Dimensions: 7.7 x 1.1 x 9.6 inches

Shipping Weight: 2 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars [See all reviews](#) (1 customer review)

Best Sellers Rank: #101,366 in Books (See Top 100 in Books) #42 in [Books > Arts & Photography > Architecture > Individual Architects & Firms](#) #45 in [Books > Arts & Photography > Architecture > Criticism](#) #89 in [Books > Arts & Photography > Architecture > History](#)

## Customer Reviews

This is undoubtedly the best book I have read on creativity. This is because the book is based on a solid study as opposed to suppositions. It provides interesting insights onto the work habits of some

major architects and their personalities which are rarely covered elsewhere. One of the most interesting results was that when architects were asked to name their major influences, the person mentioned in most books about them was not in the list. It also explains how innovation is not a group activity because groups actually stifle the creativity of individuals. The origins of personality tests in Nazi Germany is an interesting insight. The last chapter about creativity and its traits is a fascinating read. There is a lot of really useful information in the book. It took me one week to read, and then another week to reread two of the most interesting chapters. There is a video on YouTube where Jon Cleese discusses creativity and mentions this book.

[Download to continue reading...](#)

The Creative Architect: Inside the Great Midcentury Personality Study Architect's Essentials of Contract Negotiation (The Architect's Essentials of Professional Practice) Maurice Fatio: Palm Beach Architect (The American Architect) An Architect's Guide to Construction: Tales from the Trenches Book 1 (An Architect's Guide - Tales from the Trenches) Unseen Midcentury Desert Modern Midcentury Houses Today Cape Cod Modern: Midcentury Architecture and Community on the Outer Cape Modern Originals: At Home with MidCentury European Designers A Is for Atom: A Midcentury Alphabet What's Your Creative Type?: Harness the Power of Your Artistic Personality The Great Brain Book, The: an Inside Look at the Inside of Your Head Capturing Personality in Pastel David Bowie Anthology (Piano, Vocal, Guitar Personality Folio S) Beyond Powerful Radio: A Communicator's Guide to the Internet Age: News, Talk, Information & Personality Loving Someone with Borderline Personality Disorder: How to Keep Out-of-Control Emotions from Destroying Your Relationship Bengal Cats and Kittens: Complete Owner's Guide to Bengal Cat and Kitten Care: Personality, temperament, breeding, training, health, diet, life expectancy, buying, cost, and more facts Abyssinian Cats. Abyssinian Cat Owner's Manual. Abyssinian Cats Care, Personality, Grooming, Health, Training, Costs and Feeding All Included. Toyger Cats. Toyger Cat Owners Manual. Toyger Cats care, personality, grooming, health and feeding all included. Savannah Cats and Kittens: Complete Owner's Guide to Savannah Cat & Kitten Care: Personality, temperament, breeding, training, health, diet, life expectancy, buying, cost, and more facts Maine Coon Cats. Maine Coon Cat Owner's Manual. Maine Coon cats care, personality, grooming, health, training, costs and feeding all included.

[Dmca](#)