

Johns Hopkins University (jhu.edu)  
Mason Hall, The Admissions Room

# SPACES FOR THE SPACE AGE

How Erik Nitsche  
and  
William Pereira  
Reimagined  
General Dynamics

Presented by Bill Leslie, Professor, History of Science, Johns Hopkins University

Graphic artist Erik Nitsche and architect William Pereira perfectly captured the zeitgeist of Southern California's aerospace era. For a decade, Nitsche provided the public face of defense giant General Dynamics, including the famous poster series showcased at the *Atoms for Peace* exposition in Geneva in 1955. Pereira's unique laboratory architecture for Convair Astronautics and General Atomic held its own as a three-dimensional counterpart to Nitsche's graphics. This talk will compare graphic design and architecture as expressions of mid-century corporate modernism. A vintage copy of *Dynamic America* will be available for viewing and discussion.



COMING IN NOVEMBER: **FILMSTRIP TEASERS: Selected Milestones of Film Advertising**