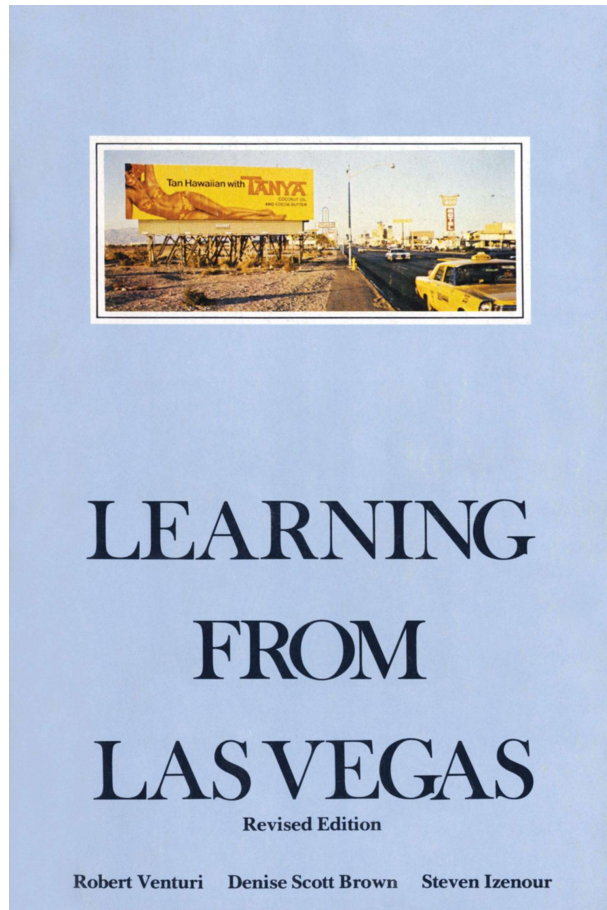


Museum on Wheels:

Ducks vs. Decorated
Sheds





Architecture Educators

Denise Scott Brown (1931-) and Robert Venturi (1925-2018) were a renowned American architects and urban planners, celebrated for their influential work in postmodern architecture.

In 1972, they wrote *Learning from Las Vegas* in partnership with Steven Izenour (1940-2001). It looked at the unique architecture of Las Vegas and introduced the idea of buildings being “ducks” or “decorated sheds.”

What is a “decorated shed”?

A decorated shed takes a normal building and covers it with signs, lights, and decorations. If you took those away, you wouldn't know what the building was. Sheds can easily be changed to something else.

Let's look at some examples!



Binion's Gambling Hall

- The casino is named for its founder, Benny Binion, whose family ran it from its founding in 1951 until 2004.





California Hotel & Casino

- It opened on January 1, 1975. Despite its name, the California is a Hawaiian-themed.





KFC Establishment

- Fast food restaurants can change their location rather quickly by taking off one name and replacing it with another.



What is a Duck?

A building is a duck when its shape and design is so recognizable it doesn't need a sign to tell you what it is.

Let's check out some examples!

The Big Duck

Flanders, New York

Built in 1931, this structure inspired the word *duck* as a common term in academic literature used to refer to buildings shaped like everyday objects or describe excessive ornamentation used in graphical presentations of data. The original purpose was to sell duck eggs.



MUSEUM ON WHEELS: ARCHITECTURE & DESIGN

La Concha

Las Vegas, Nevada (Las Vegas, Strip)

La Concha, designed by Paul Revere Williams in 1961, served as the lobby of the La Concha Motel. This establishment was designed around an aquatic theme. Upon closing in 2004, the building was segmented into different parts and carefully transported to its new location to serve as the Lobby of The Neon Museum.



MUSEUM ON WHEELS: ARCHITECTURE & DESIGN



Coney Island

Coney Island, Colorado

Built in 1966, The building has been called "the best example of roadside architecture in the state"

New York, New York

Paradise, Nevada (Las Vegas, Strip)

Built in 1997

Designed to evoke New York City in its architecture and other aspects. The design features downsized replicas of numerous city landmarks such as the Statue of Liberty.



MUSEUM ON WHEELS: ARCHITECTURE & DESIGN

Is it a Duck or a Shed?



- 1 recording sheet per team
- 30 seconds to observe and make a decision – Duck or Shed
- 90 seconds to fill out sheet with evidence to support decision

Apple Store Cube

■ New York city, New York



Disneyland Castle

■ Anaheim, California





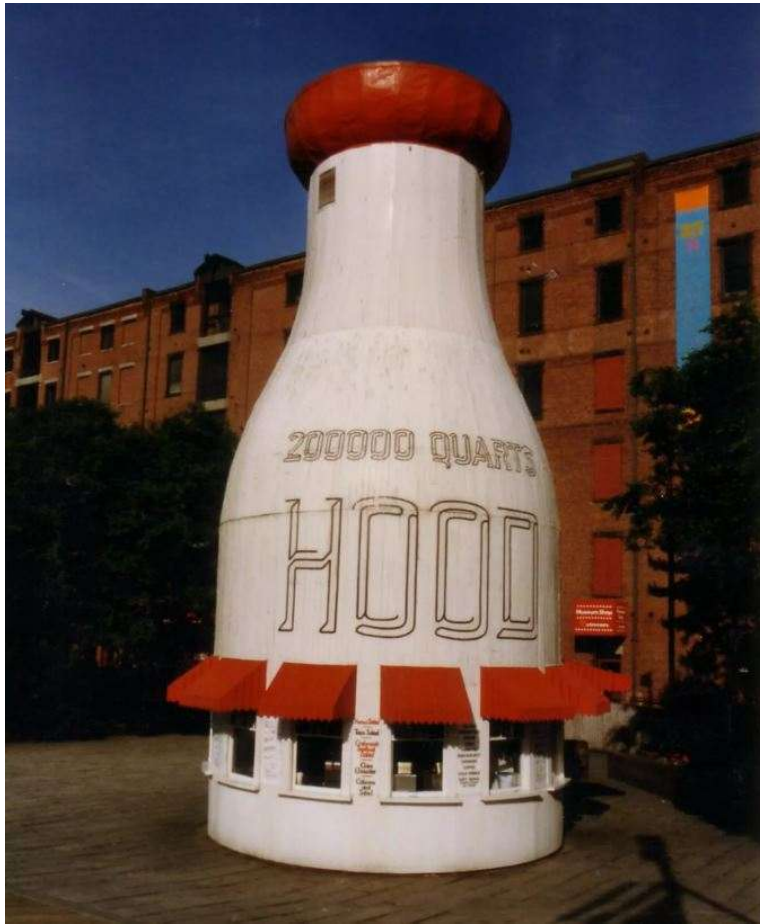
Flamingo

■ Las Vegas, Nevada



Hood Milk Bottle

■ Boston, Massachusetts





Guggenheim Museum

■ Bilbao, Spain



Cleveland Clinic Ruvo Center for Brain Health Las Vegas

■ Las Vegas, Nevada



Longaberger Basket Building

■ Newark, Ohio



Bass Pro Shops Pyramid

■ Memphis, Tennessee



Haines Shoe House

■ York, Pennsylvania



Planet Hollywood

■ Las Vegas, Nevada