

GOOGIE / 50S

1950s

Often called Coffee Shop architecture, the Googie style became a dominant style for coffee shops and other restaurants. The Googie style was flamboyant and expressive. The style developed out of the technological advancements of the time, including jet planes and spaceships. This futuristic style architecture is best exemplified by the buildings seen in Tomorrowland at Disneyland. The original McDonald's restaurants were a classic example of this style of architecture.

COMMON FEATURES

- Large roofs
- Sharp angles, and shapes
- Various material such as exposed decorative steel beams glass block, stainless steel, etc.
- Stucco for exterior walls
- Large picture windows.
- Bright colors
- Signage integrated into design of building, use of neon.

WINDOWS

Windows were typically large single pane picture windows.

DOORS

Doors were typically simple, and could include glass. Doors would also be stained.

COLORS

Colors varied building to building, typically because of corporate colors and signage. Colors were very bright and would have a great deal of contrast between colors.

