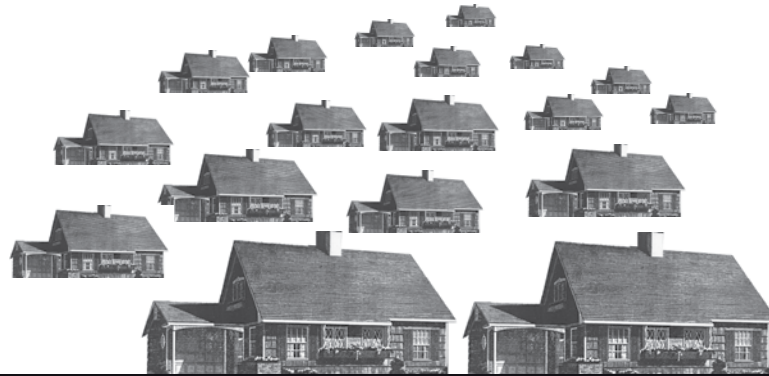


# Development of Innovative Architecture



## Design for Mass Production

A significant movement that sparked a transition in America was the Levittown movement of 1947. The mass production of houses can be dated back to 1947 when William Levitt produced the Levittown housing developments. This movement was sparked shortly after World War II when the housing industry was at a financial standstill. The goal of William Levitt was to produce low-cost housing at a low cost rate. William Levitt and his father, Abraham Levitt started this movement of mass-producing houses first by purchasing 1000 acres of land in Long Island, New York. Levittown included 17,000 homes. The process involved in order to cut the cost of producing such developments included mass production methods and specialized teams of workers, which allowed for relatively fast results. This development highlights a significant transition America made during this time. This movement aided in the suburban sprawl in America during this time as well. By building such communities of secluded areas one may ask if this has helped America become a more developed nation or if it has aided in our segregation among each other living in various but similar communities.



Significant styles that have lasted through the development of America between 1929 and 1960 include International Style, Art Deco, as well as Design of Mass Production such that of Levittown. Three design styles of architecture that developed in three completely different ways and spurring the country into different directions. Exploding mostly out of World War II, each style has impacted the country in completely different ways. Each style was developed for a different reason and cause. The styles represent significant movements within the history of architecture in the United States of America.

