

COLLEGE OF DESIGN



Victor Gruen: Visionary Urban Designer

Monday, November 20, 2017, 5:15–8:00 PM

University of Minnesota College of Design

100 Rapson Hall, [89 Church St., Minneapolis, MN 55455](https://www.umn.edu/locations/89-church-st)

Program Schedule

Opening Remarks: 5:15–5:20 PM

Film Screening: 5:20–6:15 PM

Discussion: 6:20–7:00 PM

Reception & Book Signing: 7:00–8:00 PM

The Minnesota Design Center (MDC) is pleased to host an evening dedicated to the life and work of the Austrian architect, Victor Gruen (1903-1980), designer of Southdale Center in Edina, Minnesota.

Victor Gruen: Visionary Urban Designer features a screening of the documentary film, [*The Gruen Effect: Victor Gruen and the Shopping Mall*](#), followed by an open discussion exploring Gruen's impact on the Twin Cities with MDC Director Tom Fisher; cultural critic, author, and film director, Anette Baldauf (Vienna); architect and scholar Judith Eiblmayr (Vienna); and architect Alan Bruton (Houston) who plays the part of the protagonist in *The Gruen Effect*. Following the discussion, guests are invited to stay for the reception featuring a book signing with Baldauf for [*Shopping Town: Designing the City in Suburban America*](#) (Minnesota Press, 2017), and source materials on loan from the Edina Historical Society Museum's recent exhibition, "Southdale: The Creation of a Cultural Landmark."

MORE INFORMATION: z.umn.edu/VictorGruen

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