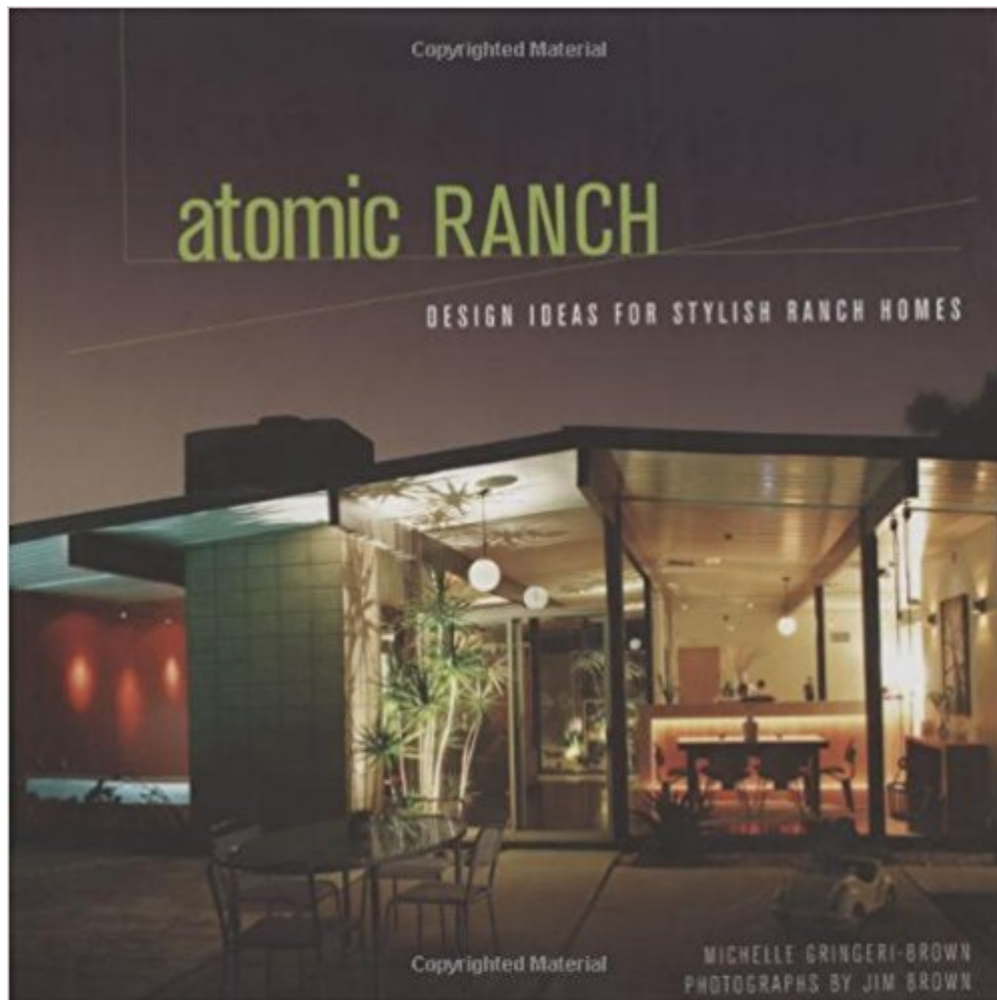




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Atomic Ranch: Design Ideas For Stylish Ranch Homes



Synopsis

Atomic Ranch is an in-depth exploration of post-World War II residential architecture in America. Mid-century ranches (1946-1970) range from the decidedly modern gable-roofed Joseph Eichler tracts in the San Francisco Bay area and butterfly wing houses in Palm Springs, Florida, to the unassuming brick or stucco L-shaped ranches and split-levels so common throughout the United States. Authors Michelle Gringeri-Brown and Jim Brown, founders and publishers of the popular quarterly Atomic Ranch magazine, extol the virtues of the tract, split-level, rambler home and its many unique qualities: private front facades, open floor plans, secluded bedroom wings, walls of glass, and an easy-living lifestyle. From updated homes with high-end Italian kitchens, terrazzo floors, and modern furniture to affordable homeowner renovations with eclectic thrift-store furnishings, Atomic Ranch presents twenty-five homes showcasing inspiring examples of stylish living through beautiful color photographs, including before and after shots, design-tip sidebars, and a thorough resource index. Atomic Ranch reveals: Hallmarks of the ranch style Inspiring original ranch homes Ranch house transformations and makeovers Preservation of mid-century neighborhoods Adding personality to a ranch home Yards and landscaping Plus, a helpful resource section and index!

Book Information

Hardcover: 192 pages

Publisher: Gibbs Smith; 1 edition (August 29, 2006)

Language: English

ISBN-10: 1423600029

ISBN-13: 978-1423600022

Product Dimensions: 9.8 x 0.8 x 9.8 inches

Shipping Weight: 2.7 pounds (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars 62 customer reviews

Best Sellers Rank: #283,331 in Books (See Top 100 in Books) #295 in Books > Arts &

Photography > Architecture > Buildings > Residential #392 in Books > Arts & Photography >

Architecture > Interior Design #394 in Books > Crafts, Hobbies & Home > Home Improvement &

Design > Decorating & Design > Decorating

Customer Reviews

Atomic Ranch At the close of World War II, during a time when the United States was suffused with optimism about the future, America began a love affair with the ranch house that lasted for the next

twenty-five years. From the decidedly modern gable-roofed Joseph Eichler tracts in the San Francisco Bay area and butterfly wing houses in Palm Springs and Sarasota, Florida, to the unassuming brick or stucco L-shaped ranches and split-levels we see every day, midcentury ranches can be found all over the country. Today there is a growing new enthusiasm for ranch houses and the midcentury furnishings that go with them. Atomic Ranch illustrates in stunning color photography the virtues of the ranch house, often decried as "cookie cutter," and shows why these homes worked so well for their first residents and still function beautifully today. With private front facades, open floor plans, secluded bedroom wings, and walls of glass that bring the outside in, midcentury ranches mix function, comfort, and style with ease. Instead of trying to turn your ranch house into a bungalow, Spanish adobe or two-story Tuscan villa, why not let it be what it was meant to be—a modest one-story house with a casual, comfortable lifestyle. From updated homes with high-end Italian kitchens, terrazzo floors, and modern furniture to affordable homeowner renovations with eclectic thrift-store furnishings, Atomic Ranch presents plenty of inspiring examples of stylish living in America's favorite house.

Writer Michelle Gringeri-Brown and photographer Jim Brown publish the quarterly magazine Atomic Ranch, which features ranch homes built all across America. Their first book, Atomic Ranch: Design Ideas for Stylish Ranch Homes, was published by Gibbs Smith in 2006. They live in Portland, Oregon, in a 1952 brick ranch. Michelle Gringeri-Brown and Jim Brown publish Atomic Ranch magazine, a quarterly devoted to mid-century homes. Gringeri-Brown was the editor of American Bungalow magazine for nine years, and her freelance work has been published in Westways, the Los Angeles Times, Photographers' Forum, and Sunset magazine's View. Jim Brown is an editorial photographer with degrees in photography and English literature. His photography has been published numerous times in Motor Trend, Sunset, Motorcyclist, American Bungalow, Westways, Car & Driver, and Hot Rod. They both grew up in postwar ranch houses and strongly support the preservation of this overlooked architectural style.

I have owned this book for several years now and keep it on display in my living room. I love flipping through it and find it very inspirational. I even modeled my kitchen after one in the book. I loved it so much I subscribed to the magazine for a while and bought the second book when it was released. This is one of my all time favorite books and I highly recommend it to all midcentury modern lovers.

Love this full color hard cover book. I am obsessed with mid century modern architecture and this

book gives a lot of background and history. Two thumbs up.

Love the magazines and love the book as well. Great ideas and pics.

I have purchased many books on mid century modern style to get ideas for my remodeling project and while they were full of excellent examples of the style the biggest part of them only showed examples of high dollar showcase homes. (example: Frank Lloyd Wright's creations) While they are beautiful they are far beyond my means and impractical for my life style. Atomic ranch fills the gap of real world affordable design and livability that I was seeking. I have gotten many great ideas from Atomic ranch that I will likely use in my own home remodel. The book is excellent to browse, to read, or to use as an example when conveying your ideas to contractors or builders. Atomic ranch is a joy to any fan of serious modern, mid century, googie, or boom generation cold war living and style!! I can't recommend it more. Nuff said.

Page layouts and pictures are very low quality in the Kindle version. Don't buy kindle version. Buy the actual book.

This book has a lot of great examples of mid-century modern ranch houses, but I felt like there weren't enough pictures of each one-- often the text refers to design elements that aren't visible in any of the pictures included, and you turn the page hoping to find a picture of what they're referring to, but the next page is about a different house. It's a good book, but I was more impressed with their other book, Atomic Ranch Midcentury Interiors, and would recommend it over this one.

I love this book! The author's magazine (of the same name) is awesome and this book covers homes from the early issues which are no longer available (issues, not homes). I love seeing the beautiful interiors and exteriors of modest size homes which most people consider beneath their notice because they aren't historically "old enough" or architecturally significant. I have learned a lot about mid-century modern homes from reading this book. The photos are great and the book is very informative. If you live in a plain ranch home, and enjoy a streamlined style of living, then I highly suggest you get this book. It is full of practical tips and resources.

This is a great book that finally gives America's "average" midcentury tract houses their due. The photos are beautiful and the information is great. Eichler, Levittown, Westlake, and other midcentury

neighborhoods are pictured along with detailed information on remodeling, restoring, and preserving these underappreciated little gems of modernism. It's a nice coffee-table presentation of the subject that is pleasing to just flip through for the sake of the photos, but also informative enough to spend some real time with.

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