

Oz

Volume 1

Article 2

1-1-1979

Prologue

David Howard Bell

Follow this and additional works at: <https://newprairiepress.org/oz>



Part of the [Architecture Commons](#)



This work is licensed under a [Creative Commons Attribution-Noncommercial-No Derivative Works 4.0 License](#).

Recommended Citation

Bell, David Howard (1979) "Prologue," *Oz*: Vol. 1. <https://doi.org/10.4148/2378-5853.1001>

This Front Matter is brought to you for free and open access by New Prairie Press. It has been accepted for inclusion in *Oz* by an authorized administrator of New Prairie Press. For more information, please contact cads@k-state.edu.



"Only those who play are serious types."

—Le Corbusier

The choice of the name for this magazine was a rather difficult one to make. We went through literally hundreds of possibilities and all were either too pompous (*Trompe l'Oeil*), too staid and Chamber of Commerce-like (*Kansas State Architecture and Design Review*) or too boring (*Plain Design*-get it?). We wanted something which suggested where we are but without sounding promotional and which showed that we have a sense of humor about ourselves (one must agree that Kansans have suffered some ridicule about *The Wizard of Oz*). Of greatest importance, however, we wanted a title for our magazine which signified that ingredient essential to the designer's intellectual constitution, imagination. Imagination is at its most powerful when its results are compact yet simultaneously solve many problems, thus Oz. Designers frequently like to employ inversion to make a particular point visually. In this magazine we have consciously inverted some of the circumstances of the film. Therefore, having seen the color of Kansas on the cover, "open the door" and enjoy the black and white of Oz.

—David Howard Bell, Assistant Professor of Architecture, Faculty Advisor

Raymond A. Streeter	Editor
Michael Grandy	Assistant Editor
Joy Swallow	Assistant Editor
Thomas L. Braht	Graphics Editor
Brian R. Ball	Advertising
Dixie L. Roberts	Treasurer
David Altenhofen	Publicity
John Wilhelm	Publicity
Ray Brechlesen	Photographer
Wilfred Segal	Staff
Julie Brand	
Alex Poorman	
Mikael Powell	
Kendall Merinbaum	Cover