Finding Aid for the Geoffrey Holroyd collection regarding the 1956 exhibition, "This is Tomorrow" 0000338

Finding aid prepared by ADC staff
The processing of this collection was made possible through generous funding from The Andrew W. Mellon Foundation, administered through the Council on Library and Information Resources “Cataloging Hidden Special Collections and Archives” Project.
Architecture and Design Collection, Art, Design & Architecture Museum
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2015
Title: Geoffrey Holroyd collection regarding the 1956 exhibition, “This is Tomorrow”
Identifier/Call Number: 0000338
Contributing Institution: Architecture and Design Collection, Art, Design & Architecture Museum
Language of Material: English
Physical Description: 6.0 Items (2 display panels, loose material for panels, 2 publications)
Date (inclusive): 1956-2013
creator: Holroyd, Geoffrey
Conditions Governing Access note
Open for use by qualified researchers.
Custodial History note
Donated by Geoffrey and June Holroyd.
Preferred Citation note
Geoffrey Holroyd collection regarding the 1956 exhibition, “This is Tomorrow”; Architecture and Design Collection, Art Design & Architecture Museum, UC Santa Barbara
Scope and Contents note
The Holroyd collection contains materials from the 1956 exhibition “This is Tomorrow,” and items collected subsequently. Holroyd created additional collages for the original display panels, and some of the original elements have been lost between the time of the exhibition in London at the Whitechapel Art Gallery, and the Holroyd’s gift of the panels in 2014. Collection includes two panels, each 4 ft. wide by 6ft. 8 inches high, with pegs and collage elements. A separate collage on foamcore and a loose item of printed ephemera were not part of the original 1956 exhibition. Also included in this collection are two catalogs: This is Tomorrow (London: Whitechapel Art Gallery, 1956), annotated; and a subsequent publication, The Independent Group: Postwar Britain and the Aesthetics of Plenty (Cambridge, Mass: MIT Press, 1990).
Biographical/Historical note
Geoffrey Holroyd was a modern British architect. He studied architecture at Sheffield University and after receiving his license in 1948, travelled to the United States with his wife, June Whitham, also an architect, to study at Harvard. He worked on the design of Lever House in New York when he was part of the Skidmore, Owings & Merrill Chicago office, but shortly after, moved back to London where he worked through the 1950s. In the 1960s he and June moved to California, partly because of his fascination with Charles and Ray Eames’s philosophy of design. In Santa Barbara, he and his wife June Holroyd designed and built with their sons several Mediterranean style houses. Geoffrey Holroyd died at the age of 92 in 2016, in Santa Barbara.
While in London in the 1950s, Holroyd became a member of the Independent Group, a group of architects, critics and artists who were associated with the Institute of Contemporary Arts (ICA). He was a participant, with other Independent Group members, in the seminal “This is Tomorrow” exhibition held at the Whitechapel Art Gallery in London in 1956. The exhibition comprised 12 installations created by teams or groups of architects, painters, sculptors, and other artists. Holroyd was a member of Group 12, which also included Lawrence Alloway and Toni dei Renzio.
Parts of “This is Tomorrow” were recreated for an exhibition at the Institute of Contemporary Arts (ICA), London, in 1990.
Subjects and Indexing Terms