



Adolf Loos // **Ornament and Crime**

Adolf Loos (b. 1870 in Brno, d. 1933 in Vienna) brought back with him to Vienna from his three-year stay in the United States (1893-1896) a remark of Louis Sullivan's: "It could only benefit us if for a time we were to abandon ornament and concentrate entirely on the erection of buildings that were finely shaped and charming in their sobriety."

From this Loos developed his radical aesthetic purism, which made him a zealous foe of Art Nouveau and the German Werkbund: "The German Werkbund has set out to discover the style of our age. This is unnecessary labour. We already have the style of our age."

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