

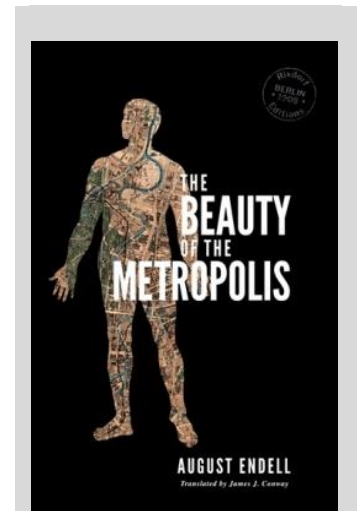
*A visionary exploration of the urban environment by a major early Modernist architect*

## THE BEAUTY OF THE METROPOLIS by August Endell

In 1908, German architect and theorist August Endell set out to explore the world around him. *THE BEAUTY OF THE METROPOLIS* is his love letter to the city, in which he finds an aesthetic enrichment to rival any romanticised landscape. This forward-thinking essay very much reflects the way we view the urban environment now – not always conventionally beautiful but able to offer compelling images wherever we look. Endell explores the peculiarly German concept of *Heimat* (loosely, ‘homeland’) while advocating a complete engagement with the here and now. He draws numerous examples from his own home, Berlin, from the clamour of Potsdamer Platz to quiet outlying districts. This edition also includes a selection of articles that Endell wrote for a progressive journal in 1905, where his uninhibited opinions and missionary zeal for aesthetic awareness are to the fore. And Endell is still very much present; an exhibition at Berlin’s Ephraim-Palais throughout much of 2018 celebrates the author while also taking *THE BEAUTY OF THE METROPOLIS* as the starting point for a survey of urban scenes.

AUGUST ENDELL (1871-1925) was one of the most eloquent commentators on aesthetics in Wilhelmine Germany. In his art criticism he was advocating abstraction before the end of the 20th century – well before artists themselves embraced non-figurative painting. Not just a theorist, Endell was also a self-taught architect and designer who put his bold ideas into action. Among his signature works are the now-vanished Elvira photographic studio in Munich and Berlin’s Hackesche Höfe. His progressive ideals brought him into conflict with cultural reactionaries, most notably Kaiser Wilhelm II, whom Endell criticised in an open letter. August Endell represents a crucial link in the chain of modern architectural theory that leads to the present day.

Described by the *TLS* as an ‘exciting new list’, RIXDORF EDITIONS is a Berlin-based press which is introducing forgotten German classics to a contemporary English-language readership, focusing on the Wilhelmine period (1890-1918), a time of unexpected daring and innovation. Its first two titles were *Berlin’s Third Sex* by Magnus Hirschfeld and Franziska zu Reventlow’s fiction collection, *The Guesthouse at the Sign of the Teetering Globe*, with *Death* by Anna Croissant-Rust also appearing in spring 2018.



**August Endell**

*The Beauty of the Metropolis*

translated and with an afterword  
by James J. Conway

21 May 2018

trade paperback 150 pages  
115 x 178 mm, French flaps

ISBN 978-3-947325-06-1

retail price: £9.99/€12/\$20

Distributed in the UK/Ireland by  
Central Books, in the US by SPD