

Commodification and Spectacle in Architecture

William S. Saunders, Editor

Introduction by Kenneth Frampton



Commodification And Spectacle In Architecture A Harvard Design Magazine Reader

Petra Čeferin



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Commodification And Spectacle in Architecture William S. Saunders, More than ever architectural design is seen as a means to promote commercial goals rather than as an end in itself Frank Gehry's Guggenheim Museum in Bilbao for example simply cannot be considered apart from its intended role as a catalyst for the economic revitalization of Bilbao and its ability to attract tourist dollars regardless of its architectural merits A built environment intended to seduce consumers is more likely to offer instant gratification than to invite independent thought and reflection But how harmful if at all is this unprecedented commercialization of architecture Framed with a provocative introduction by Kenneth Frampton the contributions to *Commodification and Spectacle in Architecture* stake out a variety of positions in the debate over the extent to which it is possible or desirable to escape from resist or suggest plausible alternatives to the dominant culture of consumer capitalism Rejecting any dreamy nostalgia for an idealized present or past in which design is completely divorced from commerce and in some cases celebrating the pleasures of spectacle the individual essays range from indictments of particular architects and critiques of the profession to broader concerns about what the phenomenon of commodification means for the practice of democracy and the health of society Bringing together an impressive and varied group of critics and practitioners *Commodification and Spectacle in Architecture* will help to sharpen the discussion of how design can respond to our hypercommodified culture Contributors Michael Benedikt Luis Fernandez Galiano Thomas Frank Kevin Ervin Kelley Daniel Naeyegele Rick Poynor Michael Sorkin Wouter Vanstiphout William S Saunders is editor of *Harvard Design Magazine* and assistant dean for external relations at the Harvard Design School He is the author of *Modern Architecture Photographs* by Ezra Stoller Kenneth Frampton is Ware Professor of Architecture at Columbia University Graduate School of Architecture Planning and Preservation and author of many books including *Labour Work and Architecture*

Constructing a New Agenda A. Krista Sykes, 2012-03-20 This follow up to Kate Nesbitt's best selling anthology *Theorizing a New Agenda* collects twenty eight essays that address architecture theory from the mid 1990s where Nesbitt left off through the present Kristin Sykes offers an overview of the myriad approaches and attitudes adopted by architects and architectural theorists during this era Multiple themes including the impact of digital technologies on processes of architectural design production materiality and representation the implications of globalization and networks of information the growing emphasis on sustainable and green architecture and the phenomenon of the starchitect and iconic architecture appear against a background colored by architectural theory as it existed from the 1960s on in a period of transition if not crisis that centers around the perceived abyss between theory and practice Theory's transitional state persists today rendering its immediate history particularly relevant to contemporary thought and practice While other collections of recent theoretical writings exist none attempt to address the situation as a whole providing in one place key theoretical texts of the past decade and a half This book provides a foundation for ongoing discussions surrounding contemporary architectural

thought and practice with iconic essays by Greg Lynn Deborah Berke Sanford Kwinter Samuel Mockbee Stan Allen Rem Koolhaas William Mitchell Anthony Vidler Micahel Hays Reinhold Martin Reiser Umemoto Glenn Murcutt William McDonough Micahael Braungart Michael Speaks and many more *The Resistant Object of Architecture* Petra Čeferin, 2020-12-30 Architecture's role is becoming increasingly limited to serving the all pervasive system of globalised capitalism and becoming a constituent complicit part of its mechanism The Resistant Object of Architecture addresses this problem and does so in a way that represents a marked departure from predominant responses which as the book shows do not address the core issue The book addresses this problem by focusing on the question what is architecture and responds to this question by developing the immanent structural logic of architecture that enables it to work not only as an instrumental thinking practice but as a practice of creative thinking This means that it alone determines its issues problems and priorities and precisely because of that it has the capacity and cogency to destabilise indeed pierce holes in the system in which it operates The Resistant Object of Architecture draws on various theoretical sources from the psychoanalysis of Jacques Lacan and the philosophy of Alain Badiou to contemporary architectural theory In contrast to the predominant view of today it demonstrates that architecture has an affirmative transformative capacity This book is an ideal read for those interested in architectural theory and history analysis of contemporary architecture and philosophy of architecture *Cities for Smart Environmental and Energy Futures* Stamatina Th. Rassia, Panos M. Pardalos, 2013-08-15 Cities for Smart Environmental and Energy Futures presents works written by eminent international experts from a variety of disciplines including architecture engineering and related fields Due to the ever increasing focus on sustainable technologies alternative energy sources and global social and urban issues interest in the energy systems for cities of the future has grown in a wealth of disciplines Some of the special features of this book include new findings on the city of the future from the macro to the micro level These range from urban sustainability to indoor urbanism and from strategies for cities and global climate change to material properties The book is intended for graduate students and researchers active in architecture engineering the social and computational sciences building physics and related fields *Re-imagining the Contemporary Museum* Carlo Aiello, 2012-01-01 The architecture for performance and exhibition being museums galleries music halls pavilions etc has been in the leading edge of architectural innovation throughout the history and evolution of the discipline Architects and designers experiment on new aesthetics concepts and ideas with projects that tend to have a flexible program and a large budget In many cases the main requirement of such structures is not only to accommodate a specific program but also to inspire the imagination of its users and challenge the current state of architectural design Some examples such as the Guggenheim Museum Bilbao by Frank Gehry or the Sydney Opera House by Jørn Utzon are considered design masterpieces of the 20th Century Gehry's Museum transformed the city of Bilbao from a small industrial Spanish city into a world destination while Utzon's Opera House became the symbol of Sydney and Australia Re-imagining the Contemporary Museum

studies the most innovative examples of performance and exhibition architecture today These are projects that revolutionize architecture on many levels including sustainability aesthetics technology and urban design It is interesting to point out that these works are not concentrated in one specific region but are located in every corner of the globe from MVRDV's Comic and Animation Museum in China to the new Broad Museum in Los Angeles by Diller Scofidio Renfro or Kengo Kuma's Victoria and Albert Museum in Dundee Scotland

Urban Transformations through Exceptional Architecture Nadia Alaily-Mattar, Alain Thierstein, 2021-05-30 *Urban Transformations through Exceptional Architecture* focusses on the nexus between architecturally exceptional projects and the city It addresses the following questions How can the complexity of these projects be comprehended What roles do the political contexts play in the commissioning of such projects and what audiences do these projects serve How has the granting of professional recognition for architects changed and what will this change mean to measures of exceptionality in architectural design What roles do the architectural competitions play in the process of commissioning the design of architecturally exceptional projects and do design competitions as an urban planning tool grant high value designs Architecturally exceptional projects are situated in physical urban fabrics How can this situatedness be analysed and what different values does the urban design dimension of these projects add By considering diverse aspects of architecturally exceptional projects the chapters in this book utilise a variety of research methods They bring into dialogue a range of themes regarding the architectural urban design and political aspects of these projects This volume illustrates that multidisciplinary might well be the best strategy to balance the risks of over simplification and the challenges of complexity in analysing these exceptional projects and the city in its ever transformative process The chapters in this book were originally published as a special issue of the *Journal of Urban Design*

Capital Cardiff 1975-2020 Alan Hooper, John Punter, 2006 Examining how the city of Cardiff has managed to transform itself in recent years this book analyses the way in which its local governments have promoted an economic social cultural physical and environmental transformation through a wide range of policy initiatives and partnerships with governments agencies and enterprises

Cultures and Globalization Helmut K Anheier, Yudhishtir Raj Isar, 2012-03-31 Today is a new metropolitan age and for the first time ever more people live in cities than they do anywhere else As cities strengthen their international and cultural influence the global world is acted out most articulately in the world's urban hubs through its diverse cultures broad networks and innovative styles of governance Looking at the city through its internal dynamics the book examines how governance and cultural policy play out in a national and international framework Making a truly global contribution to the literature the editors bring together a truly international and highly respected bevy of scholars In doing so they skilfully steer debates beyond the city as an economic powerhouse to cover issues that fully comprehend a city's cultural dynamics and its impact on policy including alternative economies creativity migration diversity sustainability education and urban planning Innovative in its approach and content this book is ideal for students scholars and researchers interested in sociology urban

studies cultural studies and public policy Reinventing the Local in Tourism Antonio Paolo Russo, Greg Richards, 2016-05-03 This book investigates the way localities are shaped and negotiated through tourism and explores the emerging success of local peer produced hospitality and tourism services which are transforming the tourist experience Tourists are now being brought into much closer contact with locals and have new opportunities to experience the community at their destination This book examines these place experiences and travel sharing arrangements that have now spread globally due to the use of social communication platforms such as Airbnb It analyses the existence of global communities of place experts that are redefining the organisational structures value systems market opportunities affordabilities and geographies in travel and tourism This volume brings together the work of established tourism scholars as well as early career researchers and is one of the first books to examine the global local relationship at tourism destinations and the way that the rapidly developing field of peer to peer tourism is transforming tourist destinations **Design Capital** Sherry McKay, AnnaLisa Meyboom, 2022-07-29 Well designed infrastructure brings social value that far exceeds its initial construction expenditure but competition for scarce government funds and a general public perception of infrastructure as mere efficiency has often left design ill considered This book provides designers with the tools needed to argue for the value of design the design capital as the authors term it In naming and defining design capital design can once again become part of the discussion and realization of every infrastructure project Design Capital offers strategies and tools for justifying public spending on design considerations in infrastructure projects Design has the ability to make infrastructure resonate with cultural or social value as seen in the case studies which bestows infrastructure with the potential to accrue design capital Support for this proposition is drawn from various methodologies of economic valuation and Bourdieu s theory of cultural capital explanation of design methodology and education and a series of historical and contemporary case studies The book also addresses some of the more controversial outcomes associated with contemporary infrastructure gentrification globalization and consumer tourism With this book designers can make a stronger case for the value of design in public infrastructure **Urban Megaprojects** Gerardo del Cerro Santamaria, 2013-06-06 This book discusses the economic and political conditions that facilitate megaproject implementation and what are the impacts on urbanity and livability of such costly mode of urban development It includes contributions from sociologists planners geographers and architects making it a truly multidisciplinary project **The New Architectural Pragmatism** William S. Saunders, 2007 In response to the contentious process surrounding the selection of a design for the World Trade Center site the use of spectacular buildings to brand cities and institutions and the dizzying transformations of the skylines of Shanghai and Dubai public awareness of architecture and design has perhaps never been higher At the same time architecture itself is undergoing an identity crisis as it confronts fundamental issues the effect of digital technology on design the pervasive impact of global capitalism and whether to embrace or resist popular media and taste The New Architectural Pragmatism collects the most provocative

penetrating and influential attempts by leading theorists and practitioners in the field to define what architectural practice should be at the beginning of the twenty first century Written in the aftermath of modernism s utopian impulse and postmodernism s detached playfulness the essays gathered here express and critique a new spirit of cultural and political engagement with contemporary society Interrogating the architect s social responsibility the contributors deliberate about how much we should ask of architecture and suggest that in the coming century architecture must be at once flexible and robust responsive and self directed Contributors Stan Allen George Baird Lucy Bullivant James Corner Hal Foster Kenneth Frampton K Michael Hays Dave Hickey Robert Levit Evonne Levy Reinhold Martin Jorge Silvetti Robert Somol Philippe Starck Roemer van Toorn Sarah Whiting Alejandro Zaera Polo William S Saunders is editor of Harvard Design Magazine and assistant dean for external relations at Harvard University s Graduate School of Design He is the editor of four previous Harvard Design Magazine Readers published by Minnesota

Against Architecture Franco La Cecla, 2012-01-11 First published in 2008 as *Contro l architettura* Against Architecture has been translated into French and Greek with editions forthcoming in Polish and Portuguese The book is a passionate and erudite charge against the celebrities of the current architectural world the archistars According to Franco La Cecla architecture has lost its way and its true function as the archistars use the cityscape to build their brand putting their stamp on the built environment with no regard for the public good More than a diatribe against the trade for which he trained Franco La Cecla issues a call to rethink urban space to take our cities back from what he calls Casino Capitalism which has left a string of failed urban projects from the Sagrera of Barcelona to the expansion of Columbia University in New York City He finds hope and some surprising answers in the 2006 uprisings in the Parisian suburbs and in wandering the streets of San Francisco La Cecla recounts his peregrinations whether as a consultant to urban planners or as an incorrigible flaneur all the while giving insights into how we might find a way to resist the tyranny of the planners and find the spirit of place As he comments throughout on the works of past and present masters of urban and landscape writing including Robert Byron Mike Davis and Rebecca Solnit Franco La Cecla has given us a book that will take an important place in our public discourse

Nature, Landscape, and Building for Sustainability William S. Saunders, 2008 The complexity and scale of the environmental problems confronting humanity today provoke a wide range of responses from indifference to anger to creativity Among a growing number of architects landscape architects and planners however these problems have inspired a new vision sustainability to guide their practices In *Nature Landscape and Building for Sustainability* a diverse group of contributors considers the concept of sustainability both philosophically and practically Some take a broad view of the divisions between nature and humanity exploring the incomprehensible scale of human intervention in the natural world the relationship between how we feel about nature and what we do about it and the commodification of the natural world Other essays focus on sustainable design practices sustainability s roots in the American conservation tradition its utility as a framework for future design practice and the

necessity of moving beyond demonstration projects into the mainstream Together these essays suggest that the gap between the promise and reality of sustainable design although significant can be bridged through diligence and practice Contributors D Michelle Addington Yale U John Beardsley Harvard Graduate School of Design Albert Borgmann U of Montana Missoula Peter Buchanan Peter Del Tredici Harvard Graduate School of Design Robert France Harvard Graduate School of Design Susannah Hagan U of East London Kristina Hill U of Virginia Catherine Howett U of Georgia Niall Kirkwood Harvard Graduate School of Design Lucy R Lippard Bill McKibbin Michael Pollan Rossana Vaccarino Vaccarino Associates St Thomas William S Saunders is editor of Harvard Design Magazine and assistant dean for external relations at Harvard University s Graduate School of Design He is editor of five previous Harvard Design Magazine Readers published by the University of Minnesota Press Robert L Thayer Jr is emeritus professor of landscape architecture and founder of the landscape architecture program at the University of California Davis

The SAGE Handbook of Architectural Theory C. Greig Crysler, Stephen Cairns, Hilde Heynen, 2012-01-10 The SAGE Handbook of Architectural Theory documents and builds upon some of the most innovative developments in architectural theory over the last two decades Bringing into dialogue a range of geographically institutionally and historically competing positions the book examines and explores parallel debates in related fields The book is divided into eight sections Power Difference Embodiment Aesthetics Pleasure Excess Nation Spectacle Modernity History Memory Tradition Design Practice Production Technology Science Virtuality Nature Landscape Sustainability City Metropolis Territory Creating openings for future lines of inquiry and establishing the basis for new directions for education research and practice the book organizes itself around specific case studies to provide a critical interpretive and speculative enquiry into the relevant debates in architectural theory A methodical authoritative and comprehensive addition to the literature the Handbook is suitable for academics researchers and practitioners in architecture urban geography cultural studies sociology and geography

Dislocation: Awkward Spatial Transitions Philip Cooke, 2021-05-18 Today the world is in the most serious turmoil it has experienced for many centuries These multiple crises arise from the fundamental mistreatment by capitalist competition of the carrying capacity of the planet Even before coronavirus evidently morbid symptoms of over development led many spatial planners to write of the threat of a new Dark Age Many advocated a return to policy decentralisation as the Covid 19 crisis demonstrated once again the failure of global controller mindsets to manage complex systems successfully Dislocation Awkward Spatial Transitions is a critical exploration of where spatial development processes and rules have gone wrong across many economies The chapters lay out which mindsets have been responsible for this and gives pointers to new practices that aim to ameliorate the effects of past failings In the first nine chapters a mapping of key elements of the prevailing omni crisis are summarised These range from an exegesis of the Anthropocene the rise of populism the transition to neoliberalist anti planning and migration as planning issues with pleas for evolutionary change in spatial policy and process dynamics Finally a group of chapters explores the

flailing as territorial governances tried to plot the rise of creative cities 4 0 era industry and services and in the built form the role of starchitects in city renewal In the last part attention is devoted to territorial innovation knowledge recombination sustainable mobility and finally green entrepreneurship as necessary elements of a post coronavirus climate change mitigation and sustainable mobility set of survival strategies The chapters in this book were originally published in the journal *European Planning Studies*

Touching Architecture Anthony Brand, 2022-12-30 This book is about perception emotion and affect in architecture how and why we feel the way that we do and the ways in which our surroundings and bodies contribute to this Our experience of architecture is an embodied one with all our senses acting in concert as we move through time and space The book picks up where much of the critique of architectural aestheticism at the end of the twentieth century left off illustrating the limitations and potential consequences of attending to architecture as the visually biased practice which has steadily become the status quo within both industry and education It draws upon interdisciplinary research to elucidate the reasons why this is counter productive to the creation of meaningful places and to articulate the embodied richness of our touching encounters A felt phenomenology is introduced as a more than visual alternative capable of sustaining our physical emotional and psychological well being By recognising the reciprocal and participatory relationship that exists between atmospheric affect and our phenomenological bodies we begin to appreciate the manifold ways in which we touch and are touched by our built environment As such *Touching Architecture* will appeal to those with an interest in architectural history and theory as well as those interested in the topic of atmospheres affect and embodied perception

Urban Design and the British Urban Renaissance John Punter, 2009-10-01 Are Britain's cities attractive places in which to live work and play Asking that question this is a critical review of how the design dimension of the Urban Renaissance strategy was developed and applied based on expert academic assessments of progress in Britain's thirteen largest cities The case studies are preceded by a dissection of New Labour's renaissance agenda and concluded by a synthesis of achievements and failings Exploring the implications of this strategy for the future of urban planning and design this is a must read for students practitioners of these subjects and for all those who wish to improve the quality of the British urban environment

Affect, Architecture, and Practice Akari Nakai Kidd, 2021-05-17 *Affect Architecture and Practice* builds on and contributes to work in theories of affect that have risen within diverse disciplines including geography cultural studies and media studies challenging the nature of textual and representational based research Although numerous studies have examined how affect emerges in architectural spaces little attention has been paid to the creative process of architectural design and the role that affect plays in the many contingencies and uncertainties that arise in the process The book traces the critical philosophic and architectural theories to examine how affect architecture and practice are interlinked Through a series of conversations and reflections it examines three key contemporary architects their practices and projects all within a single coherent theme Reiser Umemoto RUR Architecture DPC USA Kerstin Thompson Architects Australia and

Shigeru Ban Architects Japan are critically studied through the lens of different aspects of practice namely image making the design process and the making of an everyday object material Through this investigation author Akari Nakai Kidd demonstrates how affect theory allows a critical interrogation of the in between of practice its liminality and limits It questions the stability of objects the smooth temporality of practice and its often under conceptualised non human dimensions More significantly the book demonstrates architectural practice s contribution to the reconceptualisation of theories of affect

Transnational Architecture and Urbanism Davide Ponzini, 2020-05-28 Transnational Architecture and Urbanism combines urban planning design policy and geography studies to offer place based and project oriented insight into relevant case studies of urban transformation in Europe North America Asia and the Middle East Since the 1990s increasingly multinational modes of design have arisen especially concerning prominent buildings and places Traditional planning and design disciplines have proven to have limited comprehension of and little grip on such transformations Public and scholarly discussions argue that these projects and transformations derive from socioeconomic political cultural trends or conditions of globalization The author suggests that general urban theories are relevant as background but of limited efficacy when dealing with such context bound projects and policies This book critically investigates emerging problematic issues such as the spectacularization of the urban environment the decontextualization of design practice and the global circulation of plans and projects The book portends new conceptualizations evidence based explanations and practical understanding for architects planners and policy makers to critically learn from practice to cope with these transnational issues and to put better planning in place

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