

How Architects Write

How Architects Write Writing About Architecture How Architects Write Nordic Architects Write Report Writing for Architects The Architects Guide to Writing Architects After Architecture Architectural Theory Writing Architecture The English House The Architect's Handbook of Professional Practice How Architects Write The True Principles of Pointed Or Christian Architecture Architect? The Identity of the Architect Architect?, third edition Writing Architecture Louis Henry Sullivan The Professional Practice of Landscape Architecture Anaximander and the Architects Project of Crisis Architecture in the Age of Printing Architecture, Travellers and Writers Writing and Publishing in Architecture and Design Vitruvius Architecture from the Outside Pictures of Architecture - Architecture of Pictures Le Corbusier, the Dishonest Architect Computer Architecture The Architect as Worker Architecture : Writing, Publishing, Marketing The Architecture of Percier and Fontaine and the Struggle for Sovereignty in Revolutionary France The Routledge Companion to Criticality in Art, Architecture, and Design Landscapes of Affect and Emotion The Architecture Annual 2004-2005 Story Structure Architect Design Research in Architecture Worlds Apart Lean Architecture The Executive Architect Tom Spector Alexandra Lange Tom Spector Michael Asgaard Andersen David Chappell Bill Schmalz Harriet Harriss Bernd Evers Carter Wiseman Hermann Muthesius Joseph A. Demkin Tom Spector Augustus Welby Northmore Pugin Roger K. Lewis Laura Iloniemi Roger K. Lewis Roger Connah Mario Manieri-Elia Walter Rogers Robert Hahn Marco Biraghi Mario Carlo Anne Hultzsch Anne Massey Indra Kagis McEwen Elizabeth Grosz Jacques Herzog Malcolm Millais John L. Hennessy Peggy Deamer Husam Talib Iris Moon Chris Brisbin Victoria Lynn Schmidt Murray Fraser Patrick Dias James O. Coplien John E. Harrigan

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BERND EVERS CARTER WISEMAN HERMANN MUTHESIUS JOSEPH A. DEMKIN TOM SPECTOR AUGUSTUS WELBY NORTHMORE PUGIN ROGER K. LEWIS LAURA ILONIEMI ROGER K. LEWIS ROGER CONNAH MARIO MANIERI-ELIA WALTER ROGERS ROBERT HAHN MARCO BIRAGHI MARIO CARPO ANNE HULTZSCH ANNE MASSEY INDRA KAGIS McEWEN ELIZABETH GROSZ JACQUES HERZOG MALCOLM MILLAIS JOHN L. HENNESSY PEGGY DEAMER HUSAM TALIB IRIS MOON CHRIS BRISBIN VICTORIA LYNN SCHMIDT MURRAY FRASER PATRICK DIAS JAMES O. COPLIEN JOHN E. HARRIGAN

HOW ARCHITECTS WRITE SHOWS YOU THE INTERDEPENDENCE OF WRITING AND DESIGN IN BOTH STUDENT AND PROFESSIONAL EXAMPLES THIS FULLY UPDATED EDITION FEATURES MORE THAN 50 COLOR IMAGES A NEW CHAPTER ON ONLINE COMMUNICATION AND SECTIONS ON CRITICAL READING RESPONDING TO REQUESTS FOR PROPOSALS THE DESIGN ESSAY STORYBOARDING AND MUCH MORE IT ALSO INCLUDES RESOURCES FOR HOW TO WRITE HISTORY TERM PAPERS PROJECT DESCRIPTIONS THESES PROPOSALS RESEARCH REPORTS SPECIFICATIONS FIELD REPORTS CLIENT COMMUNICATIONS POST OCCUPANCY EVALUATIONS AND EMAILED MEETING AGENDAS SO THAT YOU CAN NAVIGATE YOUR CAREER FROM SCHOOL TO PROFESSIONAL PRACTICE

EXTRAORDINARY ARCHITECTURE ADDRESSES SO MUCH MORE THAN MERE PRACTICAL CONSIDERATIONS IT INSPIRES AND PROVOKES WHILE CREATING A SEAMLESS EXPERIENCE OF THE PHYSICAL WORLD FOR ITS USERS IT IS THE RARE WRITER THAT CAN FRAME THE DISCUSSION OF A BUILDING IN A WAY THAT ALLOWS THE READER TO SEE IT WITH NEW EYES WRITING ABOUT ARCHITECTURE IS A HANDBOOK ON WRITING EFFECTIVELY AND CRITICALLY ABOUT BUILDINGS AND CITIES EACH CHAPTER OPENS WITH A REPRINT OF A SIGNIFICANT ESSAY WRITTEN BY A RENOWNED ARCHITECTURE CRITIC FOLLOWED BY A CLOSE READING AND DISCUSSION OF THE WRITER S STRATEGIES LANGE OFFERS HER OWN ANALYSIS USING CONTEMPORARY EXAMPLES AS WELL AS A CHECKLIST OF QUESTIONS AT THE END OF EACH CHAPTER TO HELP GUIDE THE WRITER THIS IMPORTANT ADDITION TO THE ARCHITECTURE BRIEFS SERIES IS BASED ON THE AUTHOR S DESIGN WRITING COURSES AT NEW YORK UNIVERSITY AND THE SCHOOL OF VISUAL ARTS LANGE ALSO WRITES A POPULAR ONLINE COLUMN FOR DESIGN OBSERVER AND HAS WRITTEN FOR DWELL METROPOLIS NEW YORK MAGAZINE AND THE NEW YORK TIMES WRITING ABOUT ARCHITECTURE INCLUDES ANALYSIS OF CRITICAL WRITINGS BY ADA LOUISE HUXTABLE LEWIS MUMFORD HERBERT MUSCHAMP MICHAEL SORKIN CHARLES MOORE FREDERICK LAW OLMSTED AND JANE JACOBS ARCHITECTS COVERED INCLUDE MARCEL BREUER DILLER SCOFIDIO RENFRO FIELD OPERATIONS NORMAN FOSTER FRANK GEHRY FREDERICK LAW OLMSTED SOM LOUIS SULLIVAN AND FRANK LLOYD WRIGHT

THIS IS THE FIRST WRITING REFERENCE BOOK FOR DESIGNERS WHETHER YOU RE AN ARCHITECT LANDSCAPE ARCHITECT INTERIOR DESIGNERS OR AN INDUSTRIAL DESIGNER HOW ARCHITECTS WRITE SHOWS YOU THE INTERDEPENDENCE OF WRITING AND DESIGN AUTHORS TOM SPECTOR AND REBECCA DAMRON PRESENT TYPICAL WRITING ASSIGNMENTS AND EXPLAIN PRINCIPLES OF EFFECTIVE WRITING BY INCLUDING EXAMPLES OF GOOD FORM AND ILLUSTRATING COMMON PITFALLS THE BOOK INCLUDES RESOURCES FOR HOW TO WRITE A DESIGNER S MANIFESTO STATEMENTS OF DESIGN INTENT CRITICISM THESIS PROPOSALS REVIEW STATEMENTS RESEARCH REPORTS SPECIFICATIONS FIELD REPORTS CLIENT COMMUNICATIONS POST OCCUPANCY EVALUATIONS AND E MAILED MEETING AGENDAS SO THAT YOU CAN NAVIGATE YOUR CAREER FROM SCHOOL TO THE PROFESSION

THIS ANTHOLOGY GATHERS TOGETHER FOR THE FIRST TIME THE MOST INFLUENTIAL ARCHITECTURAL TEXTS FROM THE NORDIC COUNTRIES DENMARK FINLAND NORWAY AND SWEDEN MANY OF THE TEXTS APPEAR FOR THE FIRST TIME IN ENGLISH MAKING THEM AVAILABLE TO A WORLDWIDE READERSHIP THESE TEXTS

WERE WRITTEN BETWEEN 1920 AND 2007 BY ARCHITECTS WHO LIVED AND WORKED IN THE NORDIC COUNTRIES THE BOOK IS STRUCTURED IN SECTIONS BY COUNTRY WITH SUPPORTIVE INTRODUCTIONS BY REGIONAL EXPERTS THE READER CAN SEEK OUT COMMON THEMES OF SPACE PLACE MATERIALS ETC ACROSS NATIONS OR APPROACH THE MATERIAL CHRONOLOGICALLY

REPORT WRITING FOR ARCHITECTS PRESENTS A CRITICAL REVIEW OF STANDARD REPORT FORMATS USE IN WRITING REPORTS FOR ARCHITECTS IT DISCUSSES A SET OF FORMATS TO HELP ARCHITECTS AND SURVEYORS TO CREATE GOOD REPORTS FOR THEIR CLIENT IT ADDRESSES EVERY INSTANCE THAT NECESSITATES THE CREATION OF ARCHITECTURAL REPORT SOME OF THE TOPICS COVERED IN THE BOOK ARE THE PURPOSE TARGET AUDIENCE FORMAT PRESENTATION AND MAIN POINTS OF A REPORT DESCRIPTION STYLE AND BASIS OF THE CONTENT OF REPORT TO BE WRITTEN CREATING REPORTS CONNECTED WITH BUILDING PROJECTS MAKING OF FEASIBILITY REPORT FORMAT AND ITS CONTENT AND CONSIDERATIONS IN CREATING A REPORT THE OUTLINE PROPOSALS REPORT FORMAT AND THE SCHEME DESIGN FORMAT ARE DISCUSSED AN IN DEPTH ANALYSIS OF CREATING A PROGRESS REPORT IS GIVEN THE BOOK ALSO COVERS A SPECIAL REPORT REPORT ON CLAIM FOR LOSS AND EXPENSE A REPORT ON AWARD OF EXTENSION OF TIME FORMAT AND MISCELLANEOUS REPORTS THE BOOK CAN PROVIDE USEFUL INFORMATION TO ARCHITECTS SURVEYORS STUDENTS AND RESEARCHERS

THERE ARE A LOT OF GOOD BOOKS AVAILABLE TO HELP PEOPLE WRITE BETTER THEY INCLUDE DICTIONARIES USAGE GUIDES AND VARIOUS TYPES OF WRITERS MANUALS AND PROFESSIONAL WRITERS OUGHT TO HAVE MANY OF THOSE BOOKS ON THEIR BOOKSHELVES BUT MOST ARCHITECTS AND OTHER DESIGN AND CONSTRUCTION PROFESSIONALS ARE NOT PROFESSIONAL WRITERS INSTEAD THEY ARE PEOPLE WHO SPEND A LARGE PART OF THEIR PROFESSIONAL LIVES WRITING THAT S A BIG DIFFERENCE AND THAT S WHERE THIS BOOK WILL HELP THE ARCHITECT S GUIDE TO WRITING HAS BEEN WRITTEN NOT BY AN ENGLISH MAJOR BUT BY BILL SCHMALZ AN ARCHITECT WHO KNOWS THE KINDS OF DOCUMENTS HIS FELLOW PROFESSIONALS ROUTINELY HAVE TO WRITE AND UNDERSTANDS THE KINDS OF TECHNICAL MISTAKES THEY OFTEN MAKE IN THEIR WRITING THIS BOOK IS DESIGNED TO MEET THE SPECIFIC NEEDS OF DESIGN AND CONSTRUCTION PROFESSIONALS IT S NOT GOING TO WASTE THEIR TIME WITH THE THINGS THAT MOST EDUCATED PROFESSIONALS KNOW BUT IT WILL HELP THEM WITH THE THINGS THEY DON T KNOW OR ARE UNSURE OF IT S NOT A CHICAGO MANUAL SIZED ENCYCLOPAEDIC REFERENCE THAT INCLUDES EVERYTHING ANY WRITER WOULD EVER NEED TO KNOW BECAUSE ARCHITECTS DON T NEED TO KNOW EVERYTHING BUT WHAT THEY DO NEED TO KNOW AND WHAT THEY USE EVERY DAY IN THEIR PROFESSIONAL LIVES HAS BEEN ASSEMBLED IN THIS BOOK

WHAT CAN YOU DO WITH A DEGREE IN ARCHITECTURE WHERE MIGHT IT TAKE YOU WHAT KIND OF CHALLENGES COULD YOU ADDRESS ARCHITECTS AFTER ARCHITECTURE REFRAMES ARCHITECTURE AS A UNIQUELY VERSATILE WAY OF ACTING ON THE WORLD FAR BEYOND THAT OF DESIGNING BUILDINGS IN THIS VOLUME WE MEET FORTY PRACTITIONERS THROUGH PROFILES CASE STUDIES AND INTERVIEWS WHO HAVE USED THEIR ARCHITECTURAL TRAINING IN NEW AND RESOURCEFUL WAYS TO TACKLE THE CLIMATE CRISIS WORK WITH REFUGEES ADVOCATE FOR DIVERSITY START TECH COMPANIES BECOME LEADING MUSEUM CURATORS TACKLE HOMELESSNESS DRAFT PUBLIC POLICY BECOME DEVELOPERS DESIGN VIDEOGAMES SHAPE PUBLIC DISCOURSE AND MUCH MORE TOGETHER THEY DESCRIBE A FUTURE OF ARCHITECTURE THAT IS DIVERSE AND ENGAGED EXPANDING THE LIMITS OF THE DISCIPLINE AND OFFERING NEW PATHS FORWARD IN TIMES OF CRISIS WHETHER YOU ARE AN ARCHITECTURE STUDENT OR A PRACTICING ARCHITECT CONSIDERING A CHANGE YOU LL FIND THIS AN ENCOURAGING AND INSPIRING READ PLEASE VISIT THE ARCHITECTS AFTER ARCHITECTURE WEBSITE FOR MORE INFORMATION INCLUDING FUTURE BOOK LAUNCHES AND EVENTS

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THIS BOOK CHARLS THE FASCINATING HISTORY OF ARCHITECTURAL THEORY FROM THE RENAISSANCE TO THE PRESENT DAY ADDRESSING ITS SUBJECT COUNTRY BY COUNTRY AND FEATURING OVER 850 ILLUSTRATIONS IT OFFERS A CHRONOLOGICAL OVERVIEW OF THE MOST IMPORTANT ARCHITECTS AND ARCHITECTURAL THEORETICIANS FROM ALBERTI TO KOOLHAAS BOOK JACKET

WRITING ARCHITECTURE CONSIDERS THE PROCESS METHODS AND VALUE OF ARCHITECTURE WRITING BASED ON WISEMAN S 30 YEARS OF EXPERIENCE IN WRITING EDITING AND TEACHING YOUNG ARCHITECTS HOW TO WRITE THIS BOOK CREATIVELY TACKLES A PROBLEMATIC ISSUE THAT WISEMAN CONSIDERS CRUCIAL TO SUCCESSFUL ARCHITECTURE WRITING CLARITY OF THINKING AND EXPRESSION HE ARGUES THAT BECAUSE WE LIVE OUR LIVES WITHIN THE BUILT ENVIRONMENT ARCHITECTURE IS THE MOST COMPREHENSIVE AND COMPLEX OF ALL ART FORMS WRITTEN AS A PRIMER FOR BOTH COLLEGE LEVEL STUDENTS AND PRACTITIONERS WRITING ARCHITECTURE ACKNOWLEDGES AND EXPLORES THE BOUNDARIES BETWEEN DIFFERENT TECHNIQUES OF ARCHITECTURE WRITING FROM MYRIAD PERSPECTIVES AND PURPOSES USING EXCERPTS FROM WRITERS IN DIFFERENT GENRES AND FROM DIFFERENT HISTORICAL PERIODS WISEMAN OFFERS A UNIQUE AND AUTHORITATIVE PERSPECTIVE ON THE COMPREHENSIBLE WRITING SKILLS NEEDED FOR SUCCESS

THIS UPDATED RESOURCE COVERS ALL ASPECTS OF ARCHITECTURAL PRACTICE FEATURING NEW MATERIAL OF SUSTAINABLE DESIGN MANAGING MULTIPLE OFFICES LIFELONG LEARNING MENTORING AND TEAM BUILDING REVISED CONTENT ON PROGRAMMING PROJECT MANAGEMENT CONSTRUCTION CONTRACT ADMINISTRATION RISK MANAGEMENT AND ETHICS AND COVERAGE OF SMALL FIRM CONSIDERATIONS AS WELL AS EMERGING ISSUES SUCH AS INTEGRATED PRACTICE AND INTEGRATED PROJECT DELIVERY JACKET

THIS IS THE FIRST WRITING REFERENCE BOOK FOR DESIGNERS WHETHER YOU RE AN ARCHITECT LANDSCAPE ARCHITECT INTERIOR DESIGNERS OR AN INDUSTRIAL DESIGNER HOW ARCHITECTS WRITE SHOWS YOU THE INTERDEPENDENCE OF WRITING AND DESIGN AUTHORS TOM SPECTOR AND REBECCA DAMRON PRESENT TYPICAL WRITING ASSIGNMENTS AND EXPLAIN PRINCIPLES OF EFFECTIVE WRITING BY INCLUDING EXAMPLES OF GOOD FORM AND ILLUSTRATING COMMON PITFALLS THE BOOK INCLUDES RESOURCES FOR HOW TO WRITE A DESIGNER S MANIFESTO STATEMENTS OF DESIGN INTENT CRITICISM THESIS PROPOSALS REVIEW STATEMENTS RESEARCH REPORTS SPECIFICATIONS FIELD REPORTS CLIENT COMMUNICATIONS POST OCCUPANCY EVALUATIONS AND E MAILED MEETING AGENDAS SO THAT YOU CAN NAVIGATE YOUR CAREER FROM SCHOOL TO THE PROFESSION

ARCHITECT ADDRESSES ISSUES AND CONCERNS OF RELEVANCE TO STUDENTS CHOOSING AMONG DIFFERENT TYPES OF PROGRAMME SCHOOLS FIRMS AND ARCHITECTURAL CAREER PATHS AND EXPLORES BOTH THE UP SIDE AND THE DOWN SIDE TO THE PROFESSION

TODAY THERE ARE MORE TOOLS FOR COMMUNICATION THAN EVER BEFORE YET VERY LITTLE IN THE WAY OF REFLECTION ON HOW THESE ARE BEING USED AND EVEN LESS ON WHAT EXACTLY IS BEING CONVEYED THIS ISSUE OF AD LOOKS AT HOW ARCHITECTURE IS COMMUNICATED FROM A CULTURAL PERSPECTIVE DO THE IDENTITIES OF PRACTICES OR THEIR BUSINESS DRIVEN BRANDING AND PROMOTIONAL EFFORTS RESONATE WITH THE CRITICAL ACCLAIM MANY ARCHITECTS

SEEK HAS SLICK IMAGE LED MEDIA COVERAGE SOLD THE PROFESSION SHORT HOW IS IT POSSIBLE TO CONVEY THE LESS VISUAL AND HAPTIC QUALITIES OF ARCHITECTURE CAN ARCHITECTS BE MORE CREATIVE IN THEIR COMMUNICATION EFFORTS MAKING THESE JOYOUS ON THEIR OWN TERMS AS LE CORBUSIER DID SO MEMORABLY IS THERE REALLY A NEED TO SUCCUMB TO THE WORLD OF CORPORATE MARKETING PROCESSES AND MANAGERIAL BUSINESS JARGON THE ISSUE EXPLORES NOTIONS OF EDITING AND CURATING WORK IN AN AGE OF DATA DELUGE AND DISCUSSES SOCIAL MEDIA AS A GENUINELY ALTERNATIVE SPACE FOR COMMUNICATION RATHER THAN FOR JUST REPURPOSING AND REGURGITATING INFORMATION RELAYED THE IDENTITY OF THE ARCHITECT ENCOURAGES THE PROMOTION OF PRACTICES AS AN INTEGRAL EXTENSION OF THE VERY CULTURE THEY HOPE TO ENGENDER THROUGH THEIR WORK CONTRIBUTORS STEPHEN BAYLEY CAROLINE COLE ADAM NATHANIEL FURMAN GABOR GALLOV JONATHAN GLANCEY JUSTINE HARVEY OWEN HOPKINS CRISPIN KELLY JAY MERRICK ROBIN MONOTTI JUHANI PALLASMAA VICKY RICHARDSON JENNY SABIN AND AUSTIN WILLIAMS FEATURED ARCHITECTS IAN RITCHIE BIG MVRDV IF DO AND ZAHA HADID ARCHITECTS

THE NEW EDITION OF AN ESSENTIAL TEXT OFFERS AN INFORMATIVE ENGAGING VIEW OF THE ARCHITECTURAL PROFESSION FROM EDUCATION THROUGH PRACTICE SINCE 1985 ARCHITECT HAS BEEN AN ESSENTIAL TEXT FOR ASPIRING ARCHITECTS OFFERING THE BEST BASIC GUIDE TO THE PROFESSION AVAILABLE THIS THIRD EDITION HAS BEEN SUBSTANTIALLY REVISED AND REWRITTEN WITH NEW MATERIAL COVERING THE LATEST DEVELOPMENTS IN ARCHITECTURAL AND CONSTRUCTION TECHNOLOGIES DIGITAL METHODOLOGIES NEW AREAS OF FOCUS IN TEACHING AND PRACTICE EVOLVING AESTHETIC PHILOSOPHIES SUSTAINABILITY AND GREEN ARCHITECTURE AND ALTERNATIVES TO TRADITIONAL PRACTICE ARCHITECT TELLS THE INSIDE STORY OF ARCHITECTURAL EDUCATION AND PRACTICE IT IS REALISTIC UNVARNISHED AND INSIGHTFUL CHAPTER 1 ASKS WHY BE AN ARCHITECT AND CHAPTER 2 OFFERS REASONS WHY NOT TO BE AN ARCHITECT AFTER THIS PROVOCATIVE BEGINNING ARCHITECT GOES ON TO EXPLAIN AND CRITIQUE ARCHITECTURAL EDUCATION COVERING ADMISSION DEGREE AND CURRICULUM TYPES AND WORKLOAD AS WELL AS SUCH POST DEGREE OPTIONS AS INTERNSHIP TEACHING AND WORK IN RELATED FIELDS IT OFFERS A DETAILED DISCUSSION OF PROFESSORS AND PRACTITIONERS AND THE ISMS AND OLOGIES MOST PREVALENT IN TEACHING AND PRACTICING ARCHITECTURE IT EXPLAINS HOW AN ARCHITECT WORKS AND GETS WORK AND DESCRIBES ARCHITECTURAL SERVICES FROM INITIAL CLIENT CONTACT TO CONSTRUCTION OVERSIGHT THE NEW EDITION ALSO INCLUDES A GENEROUS SELECTION OF DRAWINGS AND CARTOONS FROM THE AUTHOR S WASHINGTON POST COLUMN SHAPING THE CITY OFFERING TEACHABLE MOMENTS WITTILY IN GRAPHIC FORM THE AUTHOR ROGER LEWIS HAS TAUGHT PRACTICED AND WRITTEN EXTENSIVELY ABOUT ARCHITECTURE FOR MANY YEARS IN ARCHITECT HE EXPLAINS FOR STUDENTS PROFESSORS PRACTITIONERS AND EVEN PROSPECTIVE CLIENTS HOW ARCHITECTS THINK AND WORK AND WHAT THEY CARE ABOUT AS THEY STRIVE TO MAKE THE BUILT ENVIRONMENT MORE COMMODIOUS MORE BEAUTIFUL AND MORE SUSTAINABLE

IN THIS TANTALIZING WORK ROGER CONNAH EXPLORES THE PECULIAR ODYSSEY OF TWENTIETH CENTURY ARCHITECTURE THROUGH THE BUILDINGS AND WRITINGS OF FINLANDS ICONOCLASTIC ARCHITECT REIMA PIETILA AMONG ARCHITECTS PIETILA IS A CULT FIGURE A RESPECTED BUT OFTEN MISUNDERSTOOD OUTSIDER AND ARCTIC SHAMAN ONLY RECENTLY GRANTED THE INTERNATIONAL ACCLAIM AND APPRECIATION THAT ARE HIS DUE PIETILA S COMPLEX GEOMORPHIC STRUCTURES HAVE BEEN COMPARED TO THE WORK OF GAUDI AND BRUCE GOFF AND VARIOUSLY LABELED SURREALISTIC ROMANTIC OR EXPRESSIONISTIC WRITING ARCHITECTURE POSITIONS PIETILA AT THE HEART OF CONTEMPORARY ARCHITECTURAL DEBATES THE CARNIVAL OF CONFLICTING ISMS MODERN POST MODERN POST STRUCTURALIST DECONSTRUCTIVE FROM HIS RELATIVE ISOLATION IN HELSINKI HE IS THRUST INTO THE COMMUNITY OF THIS

CENTURY S MOST REVOLUTIONARY ARTISTS AND THINKERS INCLUDING WITTGENSTEIN EINSTEIN BECKETT BORGES MAGRITTE AND MCLUHAN THROUGH PIETILA CONNAH REFLECTS ON ARCHITECTURE S PROGRESS AND EXCESS IN THIS CENTURY TRACING A PATH THROUGH MULTIPLE MEANINGS AND INTELLECTUAL ADVENTURES MORE METAPHYSICAL INQUIRY THAN CONVENTIONAL MONOGRAPH THIS EXTRAORDINARY STUDY DRAWS FROM VARIOUS SOURCES TO READ ARCHITECTURE AS PIETILA DOES AS A FORM OF CULTURAL COMPOSITION IN WHICH ALL THEORY LITERATURE MUSIC ART OR NATURAL PHENOMENA ARE POTENTIAL SOURCES FOR ARCHITECTURAL MEANING LIKE THE EXISTENTIAL DETECTIVE IN THE PULP CRIME NOVELS ON FANTOMAS THE ELEGANT FRENCH PHILOSOPHER THIEF CONNAH OFFERS FRAGMENTARY CLUES CONTRADICTIONARY SOLUTIONS AND DIGRESSIVE SPECULATIONS ON THE PARTICULAR MYSTERY MISERY AND MIRACLE THAT IS MODERN ARCHITECTURE BUT WISELY LEAVES THE FINAL VERDICT UP TO HIS DISCERNING READERS ROGER CONNAH S EXTENSIVE COLLABORATION WITH REIMA PIETILA HAS PROVIDED HIM WITH A UNIQUE OPPORTUNITY TO TRACE THE ARCHITECT S INIMITABLE APPROACH TO ARCHITECTURE AND CULTURE SINCE 1986 THE AUTHOR HAS BEEN LIVING IN INDIA WORKING AS A FREELANCE WRITER HE IS VISITING PROFESSOR AT THE NATIONAL INSTITUTE OF DESIGN IN AHMEDABAD AND THE JAMIA MILLIA ISLAMIA UNIVERSITY IN NEW DELHI

LOUIS HENRY SULLIVAN TRACES HIS LIFE AND OEUVRE IT ADDRESSES HIS MOST FAMOUS BUILDINGS INCLUDING THE AUDITORIUM BUILDING IN CHICAGO THE WAINWRIGHT BUILDING IN SAINT LOUIS THE GUARANTY BUILDING IN BUFFALO AND THE NATIONAL FARMERS BANK IN OWATONNA MINNESOTA AND REVEALS MANY OF HIS LESSER KNOWN PROJECTS TO BE UNDERAPPRECIATED MASTERPIECES FOR THE FIRST TIME SULLIVAN S WORK WHICH HAS OFTEN BEEN MISAPPROPRIATED IS EXPLORED IN ITS HISTORICAL AND THEORETICAL CONTEXT

THE ALL INCLUSIVE REFERENCE TO STARTING AND OPERATING A LANDSCAPE ARCHITECTURE FIRM THE PROFESSIONAL PRACTICE OF LANDSCAPE ARCHITECTURE SECOND EDITION IS COMPLETELY REVISED TO KEEP UP WITH THE LATEST DEVELOPMENTS DRIVING THE DAY TO DAY OPERATION OF A SUCCESSFUL PRIVATE PRACTICE LANDSCAPE ARCHITECTURE OFFICE WHETHER HELPING A LANDSCAPE ARCHITECTURE STUDENT IDENTIFY A CAREER TRACK PROVIDING DIRECTION ON STARTING A NEW OFFICE GUIDING AN OWNER SEEKING TO JUMPSTART A STAGNANT OR FLEDGLING BUSINESS OR ASSISTING A LANDSCAPE ARCHITECT IN TRAINING STUDY FOR THE NATIONAL LANDSCAPE ARCHITECTURE REGISTRATION EXAM LARE THIS SINGLE SOURCE BLUEPRINT IS THE KEY TO PROSPERING IN THIS DYNAMIC FIELD THIS NEW EDITION FEATURES INDISPENSIBLE INFORMATION FOR PRACTICING LANDSCAPE ARCHITECTS INCLUDING PROFESSIONAL ETHICS FINANCES OFFICE ADMINISTRATION MARKETING AND PROMOTION AND PROJECT MANAGEMENT AN UPDATED LOOK AT GOVERNMENT REGULATORY LAWS FEDERAL TAX ADMINISTRATION SUSTAINABLE DESIGN AND LEED CERTIFICATION STRATEGIES FOR USING THE INTERNET COMPUTER SOFTWARE AND TECHNOLOGY TO MARKET AND MANAGE A FIRM EXAMPLES OF PROFESSIONAL CONTRACT TEMPLATES CASE STUDY PROFILES OF LANDSCAPE ARCHITECTURE FIRMS REQUIREMENTS FOR PROFESSIONAL REGISTRATION AND CRITERIA FOR TAKING THE NATIONAL EXAM THIS COMPREHENSIVE AND PRACTICAL REFERENCE COMBINES REAL WORLD EXPERIENCE WITH THE HIGHEST PROFESSIONAL STANDARDS TO INSTRUCT THE READER ON BUSINESS CONCEPTS EXPERTLY ORGANIZED AND EASY TO FOLLOW THE PROFESSIONAL PRACTICE OF LANDSCAPE ARCHITECTURE SECOND EDITION CONTINUES TO BE THE ONE SOURCE THAT LANDSCAPE ARCHITECTS NEED TO DIRECT ALL FACETS OF THEIR PRACTICE

ANAXIMANDER AND THE ARCHITECTS OPENS A PREVIOUSLY UNEXPLORED AVENUE INTO PRESOCRATIC PHILOSOPHY THE TECHNOLOGY OF MONUMENTAL ARCHITECTURE THE EVIDENCE COMING DIRECTLY FROM SIXTH CENTURY B C E BUILDING SITES AND BYPASSING ARISTOTLE SHOWS HOW THE ARCHITECTS AND

THEIR PROJECTS SUPPLIED THEIR IONIAN COMMUNITIES WITH A SPROUTING VISION OF NATURAL ORDER GOVERNED BY STRUCTURAL LAWS THEIR TECHNOLOGICAL INNOVATIONS AND DESIGN TECHNIQUES FORMED THE CORE OF AN EXPERIMENTAL SCIENCE AND PROMOTED A RATIONAL NOT MYTHOPOETICAL DISCOURSE CENTRAL TO OUR UNDERSTANDING OF THE CONTEXT IN WHICH EARLY GREEK PHILOSOPHY EMERGED ANAXIMANDER S PROSE BOOK AND HIS RATIONALIZING MENTALITY ARE ILLUMINATED IN SURPRISING WAYS BY APPEAL TO THE ONGOING EXTRAORDINARY PROJECTS OF THE ARCHAIC ARCHITECTS AND THEIR PRACTICAL TECHNIQUES

AN EXAMINATION OF THE INFLUENTIAL ITALIAN ARCHITECTURAL HISTORIAN MANFREDO TAFURI S HISTORICAL CONSTRUCTION OF CONTEMPORARY ARCHITECTURE THE INFLUENTIAL ITALIAN ARCHITECTURAL HISTORIAN MANFREDO TAFURI 1935 1994 INVOKED THE PRODUCTIVE POSSIBILITIES OF CRISIS WRITING THAT HISTORY IS A PROJECT OF CRISIS PROGETTO DI CRISI IN THIS ENTRY IN THE WRITING ARCHITECTURE SERIES MARCO BIRAGHI EXPLORES TAFURI S MULTIFACETED AND OFTEN KNOTTY OEUVRE USING THE HISTORIAN S CONCEPT OF A PROJECT OF CRISIS AS A LENS THROUGH WHICH TO EXAMINE HIS HISTORICAL CONSTRUCTION OF CONTEMPORARY ARCHITECTURE MINDFUL OF TAFURI S STATEMENT THAT THERE IS NO SUCH THING AS CRITICISM ONLY HISTORY BIRAGHI CAREFULLY MAPS THE INFLUENCES ON TAFURI S WRITING WALTER BENJAMIN KARL KRAUSS MASSIMO CACCIARI AND THE ARCHITECT LUDOVICO QUARONI AMONG OTHERS IN ORDER TO CREATE A PORTRAIT OF ONE OF THE MOST COMPLEX MINDS IN TWENTIETH CENTURY ARCHITECTURE AND ARCHITECTURAL HISTORY TRACING AN ARC FROM TAFURI S FIRST ARTICLES IN THE MAGAZINE CONTROPIANO TO THE IDEA OF CONTRADICTION AT THE CENTER OF THE PROJECT OF CRISIS BIRAGHI CITES TAFURI S WRITING ON SOME OF HIS CONTEMPORARIES INCLUDING LOUIS KAHN LE CORBUSIER ROBERT VENTURI ALDO ROSSI AND THE FIVE ARCHITECTS PETER EISENMAN MICHAEL GRAVES CHARLES GWATHMEY JOHN HEJDUK AND RICHARD MEIER TAFURI S HISTORICAL CONSTRUCTION OF THE CONTEMPORARY BIRAGHI EXPLAINS IS BASED ON THE IDEA THAT THE PAST IS OPEN PROVIDING THE PRESENT WITH EVER CHANGING AND INDETERMINATE FORM THERE IS NO CONTRADICTION BETWEEN TAFURI THE HISTORIAN AND TAFURI THE CONTEMPORARY CRITIC ONLY THE GREATEST POSSIBLE INTEGRATION THE IMPORTANCE OF TAFURI S INTERPRETATION OF ARCHITECTURE GOES BEYOND MERE ACADEMIC OR HISTORIOGRAPHIC INTEREST BIRAGHI ARGUES TAFURI S NOTION OF THE PROJECT OF CRISIS IS FUNDAMENTALLY IMPORTANT IN UNDERSTANDING OUR PRESENT DAY ARCHITECTURAL CONDITION

A HISTORY OF THE INFLUENCE OF COMMUNICATION TECHNOLOGIES ON WESTERN ARCHITECTURAL THEORY THE DISCIPLINE OF ARCHITECTURE DEPENDS ON THE TRANSMISSION IN SPACE AND TIME OF ACCUMULATED EXPERIENCES CONCEPTS RULES AND MODELS FROM THE INVENTION OF THE ALPHABET TO THE DEVELOPMENT OF ASCII CODE FOR ELECTRONIC COMMUNICATION THE PROCESS OF RECORDING AND TRANSMITTING THIS BODY OF KNOWLEDGE HAS REFLECTED THE DOMINANT INFORMATION TECHNOLOGIES OF EACH PERIOD IN THIS BOOK MARIO CARPO DISCUSSES THE COMMUNICATIONS MEDIA USED BY WESTERN ARCHITECTS FROM CLASSICAL ANTIQUITY TO MODERN CLASSICISM SHOWING HOW EACH MEDIUM RELATED TO SPECIFIC FORMS OF ARCHITECTURAL THINKING CARPO HIGHLIGHTS THE SIGNIFICANCE OF THE INVENTION OF MOVABLE TYPE AND MECHANICALLY REPRODUCED IMAGES HE ARGUES THAT RENAISSANCE ARCHITECTURAL THEORY PARTICULARLY THE SYSTEM OF THE FIVE ARCHITECTURAL ORDERS WAS CONSCIOUSLY DEVELOPED IN RESPONSE TO THE FORMATS AND POTENTIAL OF THE NEW PRINTED MEDIA CARPO CONTRASTS ARCHITECTURE IN THE AGE OF PRINTING WITH WHAT PRECEDED IT VITRUVIAN THEORY AND THE MANUSCRIPT FORMAT ORAL TRANSMISSION IN THE MIDDLE AGES AND THE FIFTEENTH CENTURY TRANSITION FROM SCRIPT TO PRINT HE ALSO SUGGESTS THAT THE BASIC PRINCIPLES OF TYPOGRAPHIC ARCHITECTURE THRIVED IN THE WESTERN WORLD AS LONG AS PRINT REMAINED OUR MAIN INFORMATION TECHNOLOGY THE SHIFT FROM PRINTED TO DIGITAL REPRESENTATIONS HE POINTS OUT WILL AGAIN ALTER THE COURSE OF ARCHITECTURE

DOES THE WAY IN WHICH BUILDINGS ARE LOOKED AT AND MADE SENSE OF CHANGE OVER THE COURSE OF TIME HOW CAN WE FIND OUT ABOUT THIS BY LOOKING AT A SELECTION OF TRAVEL WRITINGS SPANNING FOUR CENTURIES ANNE HULTZSCH SUGGESTS THAT IT IS LANGUAGE THE DESCRIPTION OF ARCHITECTURE WHICH OFFERS ANSWERS TO SUCH QUESTIONS THE WORDS AUTHORS USE TO TRANSCRIBE WHAT THEY SEE FOR THE READER TO RE IMAGINE OFFER GLIMPSES AT MODES OF PERCEPTION SPECIFIC TO ONE MOMENT PLACE AND PERSON HULTZSCH CONSTRUCTS AN INTRIGUING PATCHWORK OF LOCAL AND OFTEN FRAGMENTARY NARRATIVES DISCUSSING TEXTS AS DIVERSE AS THE 17TH CENTURY DIARY OF JOHN EVELYN DANIEL DEFOE S ROBINSON CRUSOE 1719 AND AN 1855 ART GUIDE BY SWISS ART HISTORIAN JACOB BURCKHARDT FURTHER AUTHORS CONSIDERED INCLUDE 17TH CENTURY COLLECTOR JOHN BARGRAVE 18TH CENTURY NOVELIST TOBIAS SMOLLETT POET JOHANN WOLFGANG VON GOETHE CRITIC JOHN RUSKIN AS WELL AS THE 20TH CENTURY ARCHITECTURAL HISTORIAN NIKOLAUS PEVSNER ANNE HULTZSCH TEACHES AT THE BARTLETT SCHOOL OF ARCHITECTURE UNIVERSITY COLLEGE LONDON

THIS BOOK OUTLINES THE PROCESS OF WRITING AND PUBLISHING RESEARCH IN THE FIELD OF ARCHITECTURE AND DESIGN THE BOOK SETS OUT TO HELP RESEARCHERS FIND A VOICE AND FIND THE BEST FIT FOR THEIR WORK INFORMATION ABOUT THE DIFFERENT TYPES OF PUBLICATION ON OFFER IS SET OUT AS WELL AS HOW TO MAKE THAT IMPORTANT INITIAL APPROACH FROM PITCHING AN IDEA FOR A REVIEW IN A MAGAZINE TO PRODUCING A JOURNAL ARTICLE RIGHT THROUGH TO THE MONOGRAPH WRITING AND PUBLISHING IN ARCHITECTURE AND DESIGN MAPS OUT THE DIFFERENT STEPS FOR THE NOVICE AUTHOR YOUR FIRST STEPS IN PUBLISHING CAN BE DAUNTING AND THE BOOK OFFERS MATERIAL WHICH WILL INSPIRE CONFIDENCE BY DEMYSTIFYING THE PUBLICATION PROCESS IT ALSO INCLUDES VALUABLE NUTS AND BOLTS MATERIAL SUCH AS PLANNING AND STRUCTURE TIME MANAGEMENT WRITING STYLES EDITING PRODUCTION OF THE FINAL MANUSCRIPT AND PICTURE RESEARCH HOW DO YOU TURN YOUR PHD INTO A BOOK HOW DO YOU TURN CONFERENCE PROCEEDINGS INTO A PUBLICATION COMMISSIONING EDITORS AND AUTHORS SHARE THEIR EXPERIENCES THROUGH INTERVIEW AND OFFER RECIPES FOR SUCCESS AS WELL AS WHAT TO AVOID KEY TITLES FROM THE PAST ARE INCLUDED AS CASE STUDIES AND THEIR PATHWAY TO PUBLICATION EXPLORED THIS IS AN INVALUABLE BOOK FOR ANYONE WORKING IN THE FIELDS OF ARCHITECTURE AND DESIGN WITH AN AMBITION TO PUBLISH

A HISTORICAL STUDY OF VITRUVIUS S DE ARCHITECTURA SHOWING THAT HIS PURPOSE IN WRITING THE WHOLE BODY OF ARCHITECTURE WAS SHAPED BY THE IMPERIAL ROMAN PROJECT OF WORLD DOMINATION VITRUVIUS S DE ARCHITECTURA IS THE ONLY MAJOR WORK ON ARCHITECTURE TO SURVIVE FROM CLASSICAL ANTIQUITY AND UNTIL THE EIGHTEENTH CENTURY IT WAS THE TEXT TO WHICH ALL OTHER ARCHITECTURAL TREATISES REFERRED WHILE EUROPEAN CLASSICISTS HAVE FOCUSED ON THE FACTUAL TRUTH OF THE TEXT ITSELF ENGLISH SPEAKING ARCHITECTS AND ARCHITECTURAL THEORISTS HAVE VIEWED IT AS A TIMELESS SOURCE OF VALUABLE METAPHORS DEPARTING FROM BOTH PERSPECTIVES INDRA KAGIS MCEWEN EXAMINES THE WORK S MEANING AND SIGNIFICANCE IN ITS OWN TIME VITRUVIUS DEDICATED DE ARCHITECTURA TO HIS PATRON AUGUSTUS CAESAR THE FIRST ROMAN EMPEROR WHOSE RISE TO POWER INSPIRED ITS COMPOSITION NEAR THE END OF THE FIRST CENTURY B C MCEWEN ARGUES THAT THE IMPERIAL PROJECT OF WORLD DOMINION SHAPED VITRUVIUS S PURPOSE IN WRITING WHAT HE CALLS THE WHOLE BODY OF ARCHITECTURE SPECIFICALLY VITRUVIUS S AIM WAS TO PRESENT HIS DISCIPLINE AS THE MEANS FOR MAKING THE EMPEROR S BODY CONGRUENT WITH THE IMAGINED BODY OF THE WORLD HE WOULD RULE EACH OF THE BOOK S FOUR CHAPTERS TREATS A DIFFERENT VITRUVIAN BODY CHAPTER 1 THE ANGELIC BODY DEALS WITH THE BOOK AS A BOOK IN TERMS OF CONTEMPORARY EVENTS AND THOUGHT PARTICULARLY STOICISM AND STOIC THEORIES OF LANGUAGE CHAPTER 2 THE HERCULEAN BODY ADDRESSES THE BOOK S AND ITS AUTHOR S RELATION TO AUGUSTUS WHOSE DOUBLE VITRUVIUS MEANS THE ARCHITECT TO BE CHAPTER 3 THE BODY BEAUTIFUL DISCUSSES THE RELATION OF PROPORTION AND

GEOMETRY TO ARCHITECTURAL BEAUTY AND THE ROLE OF BEAUTY IN FORGING THE NEW WORLD ORDER FINALLY CHAPTER 4 THE BODY OF THE KING EXPLORES THE NATURE AND UNPRECEDENTED EXTENT OF AUGUSTAN BUILDING PROGRAMS INCLUDED IS AN EXAMINATION OF THE FAMOUS STATUE OF AUGUSTUS FROM PRIMA PORTA SCULPTED SOON AFTER THE APPEARANCE OF DE ARCHITECTURA

ESSAYS AT THE INTERSECTION OF PHILOSOPHY AND ARCHITECTURE EXPLORE HOW WE UNDERSTAND AND INHABIT SPACE TO BE OUTSIDE ALLOWS ONE A FRESH PERSPECTIVE ON THE INSIDE IN THESE ESSAYS PHILOSOPHER ELIZABETH GROSZ EXPLORES THE WAYS IN WHICH TWO DISCIPLINES THAT ARE FUNDAMENTALLY OUTSIDE EACH ANOTHER ARCHITECTURE AND PHILOSOPHY CAN MEET IN A THIRD SPACE TO INTERACT FREE OF THEIR INTERNAL CONSTRAINTS OUTSIDE ALSO REFERS TO THOSE WHOSE VOICES ARE NOT USUALLY HEARD IN ARCHITECTURAL DISCOURSE BUT WHO INHABIT ITS SPACE THE DESTITUTE THE HOMELESS THE SICK AND THE DYING AS WELL AS WOMEN AND MINORITIES GROSZ ASKS HOW WE CAN UNDERSTAND SPACE DIFFERENTLY IN ORDER TO STRUCTURE AND INHABIT OUR LIVING ARRANGEMENTS ACCORDINGLY TWO THEMES RUN THROUGHOUT THE BOOK TEMPORAL FLOW AND SEXUAL SPECIFICITY GROSZ ARGUES THAT TIME CHANGE AND EMERGENCE TRADITIONALLY VIEWED AS OUTSIDE THE CONCERNS OF SPACE MUST BECOME MORE INTEGRAL TO THE PROCESSES OF DESIGN AND CONSTRUCTION SHE ALSO ARGUES AGAINST ARCHITECTURE S HISTORICAL INDIFFERENCE TO SEXUAL SPECIFICITY ASKING WHAT THE EXISTENCE OF AT LEAST TWO SEXES HAS TO DO WITH HOW WE UNDERSTAND AND EXPERIENCE SPACE DRAWING ON THE WORK OF SUCH PHILOSOPHERS AS HENRI BERGSON ROGER CAILLOIS GILLES DELEUZE JACQUES DERRIDA LUCE IRIGARAY AND JACQUES LACAN GROSZ RAISES ABSTRACT BUT NONFORMALISTIC QUESTIONS ABOUT SPACE INHABITATION AND BUILDING ALL OF THE ESSAYS PROPOSE PHILOSOPHICAL EXPERIMENTS TO RENDER SPACE AND BUILDING MORE MOBILE AND DYNAMIC

JEFF WALL AND JACQUES HERZOG ARE AMONG ART AND ARCHITECTURE S MOST SUCCESSFUL REPRESENTATIVES AWARD WINNING PHOTOGRAPHER WALL S PHOTOGRAPHY OF HERZOG DE MEURON S DOMINUS WINERY IN CALIFORNIA 1999 REPRESENTS THE POINT OF DEPARTURE FOR A DISCUSSION ON THE RELATIONSHIP BETWEEN ART AND PHOTOGRAPHY QUESTIONS ARISE ON TOPICS SUCH AS PHOTOGENIC ARCHITECTURE THE CONSTRUCTION OF PICTURES AND BUILDINGS AND THE QUESTION OF TIME

THIS IS NOT A BOOK FOR ARCHITECTS BUT FOR ALL THOSE THAT HAVE SUFFERED CONSCIOUSLY AND UNCONSCIOUSLY FROM MODERN ARCHITECTURE AND HAVE WONDERED HOW IT CAME ABOUT THIS WAS LARGELY DUE TO ONE MAN AN ARCHITECT CALLED LE CORBUSIER FOR SOME HE WAS A GENIUS BUT THE TRUTH IS HE WAS A SHAM A FAKE A CHARLATAN WHOSE ONLY GIFT WAS FOR SELF PUBLICITY HE WAS THE MOST INFLUENTIAL ARCHITECT OF THE SECOND HALF OF THE TWENTIETH CENTURY HIS INFLUENCE OVERWHELMED THE ARCHITECTURAL PROFESSION ON A GLOBAL SCALE WHO SWALLOWED HIS PUBLICITY WHOLE AND STILL HOLD HIM IN AWE FOR THE REST OF THE WORLD THE MERE MORTALS HIS INFLUENCE WAS DISASTROUS AS TRADITIONAL BUILDINGS WERE DESTROYED AND REPLACED BY FEATURELESS BOXES OF VARYING SIZES IMPOSING A DREARINESS HITHERTO UNIMAGINED AS USUAL IT WAS THE POOR WHO SUFFERED MOST AS THEY WERE HERDED INTO TOWER BLOCKS THESE WERE OFTEN GROUPED INTO ESTATES THAT RINGED MANY TOWNS AND CITIES WHICH THEN DEGENERATED INTO HIGH RISE SLUMS WITH ALL THE WELL KNOWN ATTENDANT SOCIAL PROBLEMS THIS BOOK EXPOSES THE MYTHS THAT SURROUND LE CORBUSIER DETAILING THE ENDLESS FAILURES OF HIS PROPOSALS AND HIS PROJECTS THESE WERE DUE TO HIS PROFOUND DISHONESTY BOTH AS A PERSON AND AS AN ARCHITECT HIS LEGACY WAS AN ARCHITECTURAL PROFESSION THAT BELIEVED AND STILL BELIEVE THEY WERE DESIGNING BUILDINGS BASED ON LOGIC FUNCTIONALITY AND HONESTY WHEREAS THEY WERE DOING THE OPPOSITE

THE ERA OF SEEMINGLY UNLIMITED GROWTH IN PROCESSOR PERFORMANCE IS OVER SINGLE CHIP ARCHITECTURES CAN NO LONGER OVERCOME THE PERFORMANCE LIMITATIONS IMPOSED BY THE POWER THEY CONSUME AND THE HEAT THEY GENERATE TODAY INTEL AND OTHER SEMICONDUCTOR FIRMS ARE ABANDONING THE SINGLE FAST PROCESSOR MODEL IN FAVOR OF MULTI CORE MICROPROCESSORS CHIPS THAT COMBINE TWO OR MORE PROCESSORS IN A SINGLE PACKAGE IN THE FOURTH EDITION OF COMPUTER ARCHITECTURE THE AUTHORS FOCUS ON THIS HISTORIC SHIFT INCREASING THEIR COVERAGE OF MULTIPROCESSORS AND EXPLORING THE MOST EFFECTIVE WAYS OF ACHIEVING PARALLELISM AS THE KEY TO UNLOCKING THE POWER OF MULTIPLE PROCESSOR ARCHITECTURES ADDITIONALLY THE NEW EDITION HAS EXPANDED AND UPDATED COVERAGE OF DESIGN TOPICS BEYOND PROCESSOR PERFORMANCE INCLUDING POWER RELIABILITY AVAILABILITY AND DEPENDABILITY CD SYSTEM REQUIREMENTS PDF VIEWER THE CD MATERIAL INCLUDES PDF DOCUMENTS THAT YOU CAN READ WITH A PDF VIEWER SUCH AS ADOBE ACROBAT OR ADOBE READER RECENT VERSIONS OF ADOBE READER FOR SOME PLATFORMS ARE INCLUDED ON THE CD HTML BROWSER THE NAVIGATION FRAMEWORK ON THIS CD IS DELIVERED IN HTML AND JAVASCRIPT IT IS RECOMMENDED THAT YOU INSTALL THE LATEST VERSION OF YOUR FAVORITE HTML BROWSER TO VIEW THIS CD THE CONTENT HAS BEEN VERIFIED UNDER WINDOWS XP WITH THE FOLLOWING BROWSERS INTERNET EXPLORER 6 0 FIREFOX 1 5 UNDER MAC OS X PANTHER WITH THE FOLLOWING BROWSERS INTERNET EXPLORER 5 2 FIREFOX 1 0 6 SAFARI 1 3 AND UNDER MANDRIVA LINUX 2006 WITH THE FOLLOWING BROWSERS FIREFOX 1 0 6 KONQUEROR 3 4 2 MOZILLA 1 7 11 THE CONTENT IS DESIGNED TO BE VIEWED IN A BROWSER WINDOW THAT IS AT LEAST 720 PIXELS WIDE YOU MAY FIND THE CONTENT DOES NOT DISPLAY WELL IF YOUR DISPLAY IS NOT SET TO AT LEAST 1024x768 PIXEL RESOLUTION OPERATING SYSTEM THIS CD CAN BE USED UNDER ANY OPERATING SYSTEM THAT INCLUDES AN HTML BROWSER AND A PDF VIEWER THIS INCLUDES WINDOWS MAC OS AND MOST LINUX AND UNIX SYSTEMS INCREASED COVERAGE ON ACHIEVING PARALLELISM WITH MULTIPROCESSORS CASE STUDIES OF LATEST TECHNOLOGY FROM INDUSTRY INCLUDING THE SUN NIAGARA MULTIPROCESSOR AMD OPTERON AND PENTIUM 4 THREE REVIEW APPENDICES INCLUDED IN THE PRINTED VOLUME REVIEW THE BASIC AND INTERMEDIATE PRINCIPLES THE MAIN TEXT RELIES UPON EIGHT REFERENCE APPENDICES COLLECTED ON THE CD COVER A RANGE OF TOPICS INCLUDING SPECIFIC ARCHITECTURES EMBEDDED SYSTEMS APPLICATION SPECIFIC PROCESSORS SOME GUEST AUTHORED BY SUBJECT EXPERTS

DIRECTLY CONFRONTING THE NATURE OF CONTEMPORARY ARCHITECTURAL WORK THIS BOOK IS THE FIRST TO ADDRESS A VOID AT THE HEART OF ARCHITECTURAL DISCOURSE AND THINKING FOR TOO LONG ARCHITECTS HAVE AVOIDED QUESTIONING HOW THE CENTRAL ASPECTS OF ARCHITECTURAL PRACTICE PROFESSIONALISM PROFIT TECHNOLOGY DESIGN CRAFT AND BUILDING COMBINE TO CHARACTERIZE THE WORK PERFORMED IN THE ARCHITECTURAL OFFICE NOR HAS THERE BEEN A DEEPER EVALUATION OF THE UNSPOKEN AND HISTORICALLY DETERMINED MYTHS THAT ASSIGN CULTURAL SYMBOLIC AND ECONOMIC VALUE TO ARCHITECTURAL LABOR THE ARCHITECT AS WORKER PRESENTS A RANGE OF ESSAYS EXPLORING THE ISSUES CENTRAL TO ARCHITECTURAL LABOR THESE INCLUDE QUESTIONS ABOUT THE NATURE OF DESIGN WORK IMMATERIAL AND CREATIVE LABOR AND HOW IT GETS CATEGORIZED SPATIALIZED AND MONETIZED WITHIN ARCHITECTURE THE CONNECTION BETWEEN PARAMETRICS AND BIM AND LABOR THEORIES OF ARCHITECTURAL WORK ARCHITECTURAL DESIGN AS A CULTURAL AND ECONOMIC CONDITION ENTREPRENEURIALISM AND THE POSSIBILITY OF ETHICAL AND REWARDING ARCHITECTURAL PRACTICE THE BOOK IS A CALL TO ARMS AND ITS ULTIMATE GOAL IS TO CHANGE THE PRACTICE OF ARCHITECTURE IT WILL STRIKE A CHORD WITH ARCHITECTS WHO WILL RECOGNIZE THE STRUGGLE OF THEIR PROFESSION WITH STUDENTS TRYING TO UNDERSTAND THE CONNECTIONS BETWEEN WORK VALUE AND CREATIVE PLEASURE AND WITH ACADEMICS AND CULTURAL THEORISTS SEEKING TO UNDERSTAND WHAT GROUNDS THE DISCIPLINE

THE BOOK PRESENTS AN ASSESSMENT FRAMEWORK AND A RESEARCH METHOD FOR WRITING ON ARCHITECTURE AND CHOOSING BOOK GENRE BASED ON A CASE STUDY OF SAMPLE BOOKS IT PROVIDES A POWERFUL PATH TO BUILD AN INDICATOR TO EXAMINE METHODS PROCESSES AND THEORIES IN ARCHITECTURE WRITING ON ARCHITECTURE IS CONDUCTED IN VARIOUS METHODS AND HERE THE BOOK ILLUSTRATES THESE METHODS AND INTRODUCES A NEW METHOD OF WRITING AND DEVELOPING WRITING SKILLS IT PROVES THAT DEVELOPING WRITING SKILLS HAVE TWO ADVANTAGES FIRST HOW WRITING FOSTER THE CAPABILITY TO BUILD CRITICISM ASSESSMENT AND EVALUATION INDICATORS SECOND HOW DEVELOPING WRITING SKILLS HELP MAINTAIN HIGH LEVEL ACADEMIC WRITING AND SUCCESS TO MAKE WRITING A REWARDING ACT THE BOOK PRESENTS THE PUBLISHING MARKETING PROCESS AND PROS AND CONS OF BOOK MARKETING THE BOOK IS WRITTEN BASED ON THE 25 YEARS OF ARCHITECTURAL PRACTICE EXPERIENCE AND IS FOR UNIVERSITY LEVEL STUDENTS AND PRACTITIONERS

AS THE OFFICIAL ARCHITECTS OF NAPOLEON CHARLES PERCIER 1764 1838 AND PIERRE FRANÇOIS LÉONARD FONTAINE 1762 1853 DESIGNED INTERIORS THAT RESPONDED TO THE RADICAL IDEOLOGIES AND COLLECTIVE FORMS OF DESTRUCTION THAT TOOK PLACE DURING THE FRENCH REVOLUTION THE ARCHITECTS VISUALIZED NEW FORMS OF IMPERIAL SOVEREIGNTY BY INVERTING THE SYMBOLS OF MONARCHY AND REVOLUTION CONSTRUCTING MEETING ROOMS RESEMBLING MILITARY ENCAMPMENTS AND GILDED THRONES THAT REPLACED THE BOURBON LILY WITH NAPOLEONIC BEES YET IN THE WAKE OF POLITICAL STRUGGLE EACH FOUNDATION STONE THAT THE ARCHITECTS LAID FOR THE NEW IMPERIAL REGIME WAS ACCOMPANIED BY AN AWARENESS OF THE CONTINGENT NATURE OF SOVEREIGN POWER CONTRIBUTING FRESH PERSPECTIVES ON THE ARCHITECTURE DECORATIVE ARTS AND VISUAL CULTURE OF REVOLUTIONARY FRANCE THIS BOOK EXPLORES HOW PERCIER AND FONTAINE'S DESIRE TO BUILD STRUCTURES OF PERMANENCE AND THEIR INADVERTENT RELIANCE UPON TEMPORARY ARCHITECTURAL FORMS SHAPED A NEW AWARENESS OF TIME MEMORY AND MODERN POLITICAL IDENTITY IN FRANCE

THE ROUTLEDGE COMPANION TO CRITICALITY IN ART ARCHITECTURE AND DESIGN PRESENTS AN IN DEPTH EXPLORATION OF CRITICISM AND CRITICALITY IN THEORY AND PRACTICE ACROSS THE DISCIPLINES OF ART ARCHITECTURE AND DESIGN PROFESSIONAL CRITICISM IS A VITAL PART OF UNDERSTANDING THE CULTURAL SIGNIFICANCE OF DESIGNED OBJECTS AND ENVIRONMENTS THAT WE ENGAGE WITH ON A DAILY BASIS YET THERE IS EVIDENCE TO SHOW THAT THIS PRACTICE IS CHANGING THIS EDITED VOLUME INVESTIGATES HOW PRACTITIONERS RESEARCHERS EDUCATORS AND PROFESSIONALS ENGAGE WITH THINK ABOUT AND VALUE THE PRACTICE OF CRITIQUE WITH CONTRIBUTIONS FROM A MULTI DISCIPLINARY AUTHORSHIP FROM NINE COUNTRIES THE UK USA AUSTRALIA INDIA NETHERLANDS SWITZERLAND SOUTH AFRICA BELGIUM AND DENMARK THIS COMPANION PROVIDES A WIDE RANGE OF LEADING PERSPECTIVES EVALUATING THE LANDSCAPE OF CRITICALITY AND HOW IT IS BEING SHAPED BY TECHNOLOGICAL AND SOCIAL ADVANCES ILLUSTRATED WITH OVER 60 BLACK AND WHITE IMAGES AND STRUCTURED INTO FIVE SECTIONS THE ROUTLEDGE COMPANION TO CRITICALITY IN ART ARCHITECTURE AND DESIGN IS A COMPREHENSIVE VOLUME FOR RESEARCHERS EDUCATORS AND STUDENTS EXPLORING THE CHANGING ROLE OF CRITICISM THROUGH INTERDISCIPLINARY PERSPECTIVES

THE VOLUME LANDSCAPES OF AFFECT AND EMOTION MAPS OUT THE CURRENT APPROACHES ON EMOTION AND AFFECT IN ENVIRONMENTAL HUMANITIES AND INTERDISCIPLINARY LANDSCAPE STUDIES IT DISCUSSES THE CONTEMPORARY EMOTIONAL TURN IN HUMANITIES AND ITS RELATION TO SPACE PLACE AND LANDSCAPE EMOTIONS AND AFFECTS ARE ADDRESSED FROM THREE MAIN ANGLES REPRESENTATION AND SYMBOLIC LANDSCAPE PLACE EXPERIENCE AND LIFEWORLDS AND LANDSCAPE AS AN EMBODIED SET OF PRACTICES THESE ARE STUDIED IN TERMS OF THE CHANGING HUMAN NATURE RELATIONSHIP FOCUSING ON

POLITICISATIONS AND CONTESTATIONS OF LANDSCAPE AS WELL AS BOUNDARIES AND HYBRIDITY BETWEEN CULTURE AND NATURE

BUILD A TIMELESS ORIGINAL STORY USING HUNDREDS OF CLASSIC STORY MOTIFS IT'S BEEN SAID THAT THERE ARE NO NEW IDEAS BUT THERE ARE PROVEN IDEAS THAT HAVE WORKED AGAIN AND AGAIN FOR ALL WRITERS FOR HUNDREDS OF YEARS STORY STRUCTURE ARCHITECT IS YOUR COMPREHENSIVE REFERENCE TO THE CLASSIC RECURRING STORY STRUCTURES USED BY EVERY GREAT AUTHOR THROUGHOUT THE AGES YOU'LL FIND MASTER MODELS FOR CHARACTERS PLOTS AND COMPLICATION MOTIFS ALONG WITH GUIDELINES FOR COMBINING THEM TO CREATE UNIQUE SHORT STORIES NOVELS SCRIPTS OR PLAYS YOU'LL ALSO LEARN HOW TO BUILD COMPELLING STORIES THAT DON'T GET BOGGED DOWN IN THE MIDDLE SELECT CHARACTER JOURNEYS AND CREATE CONFLICTS DEVISE SUBPLOTS AND PLAN DRAMATIC SITUATIONS DEVELOP THE SUPPORTING CHARACTERS YOU NEED TO MAKE YOUR STORY WORK ESPECIALLY FEATURED ARE THE STANDARD DRAMATIC SITUATIONS INSPIRED BY GEORGES POLTI'S WELL-KNOWN 19TH CENTURY WORK THE THIRTY-SIX DRAMATIC SITUATIONS BUT AUTHOR VICTORIA SCHMIDT PUTS A 21ST CENTURY SPIN ON THESE TIMELESS CLASSICS AND OFFERS FIFTY-FIVE SITUATIONS TO INSPIRE YOUR CREATIVITY AND ALLOW YOU EVEN MORE WRITING FREEDOM STORY STRUCTURE ARCHITECT WILL GIVE YOU THE MOLD AND THEN HELP YOU BREAK IT THIS BROWSABLE AND INTERACTIVE BOOK OFFERS EVERYTHING YOU NEED TO CRAFT A COMPLETE ORIGINAL AND SATISFYING STORY SURE TO KEEP READERS HOOKED

WHAT IS THE ROLE OF DESIGN RESEARCH IN THE TYPES OF INSIGHT AND KNOWLEDGE THAT ARCHITECTS CREATE THAT IS THE CENTRAL QUESTION RAISED BY THIS BOOK IT ACTS AS THE INTRODUCTORY OVERVIEW FOR ASHGATE'S MAJOR NEW SERIES DESIGN RESEARCH IN ARCHITECTURE WHICH HAS BEEN CREATED IN ORDER TO ESTABLISH A FIRM BASIS FOR THIS EMERGING FIELD OF INVESTIGATION WITHIN ARCHITECTURE WHILE THERE HAVE BEEN NUMEROUS ARCHITECTS SCHOLARS SINCE THE RENAISSANCE WHO HAVE RELIED UPON THE INTERPLAY OF DRAWINGS MODELS TEXTUAL ANALYSIS INTELLECTUAL IDEAS AND CULTURAL INSIGHTS TO SCRUTINISE THE DISCIPLINE NONETHELESS UNTIL RECENTLY THERE HAS BEEN A RELUCTANCE WITHIN ARCHITECTURAL CULTURE TO ACKNOWLEDGE AND ACCEPT THE ROLE OF DESIGN RESEARCH AS PART OF THE DISCOURSE HOWEVER IN MANY COUNTRIES AROUND THE WORLD ONE OF THE KEY CHANGES IN ARCHITECTURE AND ARCHITECTURAL EDUCATION OVER THE LAST DECADE HAS BEEN THE ACCEPTANCE OF DESIGN AS A LEGITIMATE RESEARCH AREA IN ITS OWN RIGHT AND THIS NEW SERIES PROVIDES A FORUM WHERE THE BEST PROPONENTS OF ARCHITECTURAL DESIGN RESEARCH CAN PUBLISH THEIR WORK THIS VOLUME PROVIDES A BROAD OVERVIEW ON DESIGN RESEARCH THAT SUPPORTS AND AMPLIFIES THE DIFFERENT VOLUMES COMING OUT IN THE BOOK SERIES IT BRINGS TOGETHER LEADING ARCHITECTS AND ACADEMICS TO DISCUSS THE MORE GENERAL ISSUES INVOLVED IN DESIGN RESEARCH AT THE END THERE IS AN INDICATIVE BIBLIOGRAPHY WHICH ALLUDES TO A LONG HISTORY OF ARCHITECTURAL BOOKS WHICH CAN BE SEEN AS BEING IN THE SPIRIT OF DESIGN RESEARCH

WORLDS APART ACTING AND WRITING IN ACADEMIC AND WORKPLACE CONTEXTS OFFERS A UNIQUE EXAMINATION OF WRITING AS IT IS APPLIED AND USED IN ACADEMIC AND WORKPLACE SETTINGS BASED ON A 7 YEAR MULTI-SITE COMPARATIVE STUDY OF WRITING IN DIFFERENT UNIVERSITY COURSES AND MATCHED WORKPLACES THIS VOLUME PRESENTS NEW PERSPECTIVES ON HOW WRITING FUNCTIONS WITHIN THE ACTIVITIES OF VARIOUS DISCIPLINES LAW AND PUBLIC ADMINISTRATION COURSES AND GOVERNMENT INSTITUTIONS MANAGEMENT COURSES AND FINANCIAL INSTITUTIONS SOCIAL WORK COURSES AND SOCIAL WORK AGENCIES AND ARCHITECTURE COURSES AND ARCHITECTURE PRACTICE USING DETAILED ETHNOGRAPHY THE AUTHORS MAKE COMPARISONS BETWEEN THE TWO TYPES OF SETTINGS THROUGH AN UNDERSTANDING OF HOW WRITING IS OPERATIVE WITHIN THE PARTICULARITIES OF THESE SETTINGS ALTHOUGH THE RESEARCH WAS INITIALLY ESTABLISHED TO FURTHER UNDERSTANDING OF THE RELATIONSHIPS BETWEEN WRITING IN ACADEMIC AND WORKPLACE SETTINGS IT

HAS EVOLVED TO EXAMINING WRITING AS IT IS EMBEDDED IN BOTH TYPES OF SETTINGS WHERE SOCIAL RELATIONSHIPS AVAILABLE TOOLS AND HISTORICAL CULTURAL TEMPORAL AND PHYSICAL LOCATION ARE ALL IMPLICATED IN COMPLEX WAYS IN THE DECISIONS PEOPLE MAKE AS WRITERS READERS OF THIS VOLUME WILL DISCOVER THAT THE UNIQUENESS OF EACH SETTING MAKES SALIENT DIFFERENT ASPECTS OF WRITERS AND WRITING RESULTING IN COMPLEX AND POTENTIALLY UNSETTLING IMPLICATIONS FOR WRITING THEORY AND THE TEACHING OF WRITING

MORE AND MORE AGILE PROJECTS ARE SEEKING ARCHITECTURAL ROOTS AS THEY STRUGGLE WITH COMPLEXITY AND SCALE AND THEY'RE SEEKING LIGHTWEIGHT WAYS TO DO IT STILL SEEKING IN THIS BOOK THE AUTHORS HELP YOU TO FIND YOUR OWN PATH TAKING CUES FROM LEAN DEVELOPMENT THEY CAN HELP STEER YOUR PROJECT TOWARD PRACTICES WITH LONGSTANDING TRACK RECORDS UP FRONT ARCHITECTURE SURE YOU CAN DELIVER AN ARCHITECTURE AS CODE THAT COMPILES AND THAT CONCRETELY GUIDES DEVELOPMENT WITHOUT BOGGING IT DOWN IN A MASS OF DOCUMENTS AND GUESSES ABOUT THE IMPLEMENTATION DOCUMENTATION EVEN A WHITEBOARD DIAGRAM OR A CRC CARD IS DOCUMENTATION THE GOAL ISN'T TO AVOID DOCUMENTATION BUT TO DOCUMENT JUST THE RIGHT THINGS IN JUST THE RIGHT AMOUNT PROCESS THIS ALL WORKS WITHIN THE FRAMEWORKS OF SCRUM XP AND OTHER AGILE APPROACHES

WE CANNOT CONTINUE TO ACCEPT THE VIEW THAT WHEN TIMES ARE GOOD WE WILL PROSPER AND WHEN TIMES ARE BAD WE WILL SUFFER WE MUST MOVE FROM A BUSINESS OF COMMISSIONED SERVICES TO ONE OF DIRECT PARTICIPATION IN ALL OUR CLIENTS ENDEAVORS WHERE PRODUCTIVE PARTICIPATION ESTABLISHES US AS TRUSTED PARTNERS THE CURRENCY FOR A CONTINUING RELATIONSHIP JOHN E HARRIGAN AND PAUL R NEEL IN THEIR DRIVE TO COMPETE EFFECTIVELY IN THE EMERGING WORLD ECONOMIC ORDER TODAY'S ENTERPRISE ORGANIZATIONS ARE UNDERGOING A PERIOD OF RADICAL REDESIGN RESTRUCTURING AND REDEFINITION AS THEY DO SO THEY ARE COMING TO RELY MORE AND MORE UPON DESIGN PROFESSIONALS TO HELP THEM BUILD THEIR ROADS TO THE FUTURE THIS MEANS THAT UNLIMITED OPPORTUNITIES NOW AWAIT THE ARCHITECT WHO CAN LOOK BEYOND THE EVERYDAY ASPECTS OF PROFESSIONAL PRACTICE AND LEARN AS MUCH AS POSSIBLE ABOUT HIS OR HER CLIENTS WORLDS BUT FORGING ENDURING PARTNERSHIPS WITH CLIENTS REQUIRES MORE THAN JUST PROVEN DESIGN SKILLS ON THE PART OF AN ARCHITECT TODAY'S SUCCESSFUL ARCHITECT IS AS MUCH A BUSINESS EXECUTIVE AS AN ARTIST HE OR SHE IS CONVERSANT IN AN ARRAY OF CORE BUSINESS SKILLS INCLUDING MARKETING CLIENT RELATIONS LEADERSHIP STRATEGIC MANAGEMENT AND OTHERS RARELY COVERED IN PROFESSIONAL EDUCATION PROGRAMS BASED IN LARGE PART UPON PROFESSOR JOHN E HARRIGAN'S INNOVATIVE EXECUTIVE PROGRAM FOR ARCHITECTS AT CALIFORNIA POLYTECHNIC STATE UNIVERSITY THE EXECUTIVE ARCHITECT FILLS THAT CRITICAL GAP IN PROFESSIONAL EDUCATION IN ADDITION TO SCHOOLING DESIGNERS IN A WIDE RANGE OF CRUCIAL BUSINESS CONCEPTS TOOLS AND TECHNIQUES IT PROVIDES A COMPLETE BLUEPRINT FOR TRANSFORMING A PRACTICE FROM ONE BASED ON THE FULFILLMENT OF COMMISSIONED SERVICES TO ONE BASED ON AN ONGOING ENGAGEMENT WITH EVERY ASPECT OF CLIENTS WORLDS THEIR GOALS RISKS OPPORTUNITIES AND UNIQUE CORPORATE CULTURES IN CREATING THIS INNOVATIVE GUIDE AUTHORS HARRIGAN AND NEEL DREW ON THE EXPERIENCES OF MORE THAN A DOZEN OF THE NATION'S MOST RESPECTED EXECUTIVE ARCHITECTS INCLUDING ARTHUR GENSLER CHARLES LUCKMAN AND JUDY ROWE THROUGHOUT THE BOOK THESE INDUSTRY LEADERS OFFER THEIR INSIGHTS ADVICE AND GUIDANCE ON A WIDE RANGE OF TOPICS FROM LEADERSHIP TO BENCHMARKING FROM FORMING STRATEGIC PARTNERSHIPS TO BUILDING KNOWLEDGE BASE SYSTEMS ALSO FEATURED THROUGHOUT THE BOOK ARE NUMEROUS INSTRUCTIVE CASE STUDIES BASED ON THE HARVARD BUSINESS SCHOOL MODEL THESE STUDIES PRESENT A BROAD ARRAY OF SUCCESSFUL DECISION MAKING EXAMPLES THE EXECUTIVE ARCHITECT HELPS DESIGNERS ACQUIRE THE SKILLS NEEDED TO EXPAND BEYOND THE BOUNDARIES OF CURRENT PRACTICE AND TO EXPLOIT THE UNLIMITED

OPPORTUNITIES AND CHALLENGES OF DOING BUSINESS IN THE NEW WORLD ECONOMIC ORDER

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DECODING THE “BLACK AND BLUE DRESS” PHENOMENON: A SIMPLE EXPLANATION

THE INFAMOUS “BLACK AND BLUE DRESS” (OR “WHITE AND GOLD DRESS”) PHOTO, WHICH WENT VIRAL IN 2015, CAPTIVATED THE INTERNET AND SPARKED INTENSE DEBATES. WHY DID DIFFERENT PEOPLE PERCEIVE THE SAME IMAGE SO DIFFERENTLY? THE ANSWER LIES IN THE FASCINATING COMPLEXITIES OF HUMAN VISUAL PERCEPTION AND COLOR CONSTANCY. THIS ARTICLE BREAKS DOWN THE SCIENCE BEHIND THIS VIRAL PHENOMENON IN A SIMPLE, ACCESSIBLE WAY.

1. THE ROLE OF LIGHT AND COLOR CONSTANCY

OUR BRAINS ARE INCREDIBLY GOOD AT INTERPRETING THE WORLD AROUND US, BUT THEY ALSO RELY ON ASSUMPTIONS. ONE CRUCIAL ASSUMPTION IS COLOR CONSTANCY: OUR BRAINS ATTEMPT TO DETERMINE THE TRUE COLOR OF AN OBJECT DESPITE VARIATIONS IN LIGHTING CONDITIONS. THE DRESS PHOTO WAS POORLY LIT, LACKING CLEAR INFORMATION ABOUT THE AMBIENT LIGHT SOURCE. THIS AMBIGUITY IS KEY TO THE DIFFERING PERCEPTIONS. THINK OF IT LIKE THIS: IMAGINE A RED APPLE IN BRIGHT SUNLIGHT VERSUS THE SAME APPLE UNDER A DIM LAMP. THE LIGHT REFLECTING OFF THE APPLE WILL DIFFER SIGNIFICANTLY, RESULTING IN VARYING AMOUNTS OF RED, BLUE, AND GREEN WAVELENGTHS REACHING YOUR EYES. YOUR BRAIN, HOWEVER, ADJUSTS FOR THIS, RECOGNIZING THE APPLE AS RED IN BOTH SITUATIONS. THIS COLOR CONSTANCY MECHANISM IS USUALLY QUITE ACCURATE, BUT IT CAN BE TRICKED UNDER AMBIGUOUS LIGHTING CONDITIONS, AS IN THE CASE OF THE DRESS.

2. INDIVIDUAL DIFFERENCES IN COLOR PERCEPTION

WHILE COLOR CONSTANCY AIMS FOR OBJECTIVITY, INDIVIDUAL DIFFERENCES STILL PLAY A SIGNIFICANT ROLE. SLIGHT VARIATIONS IN THE WAY OUR BRAINS PROCESS VISUAL INFORMATION, INCLUDING SUBTLE DIFFERENCES IN THE SENSITIVITY OF OUR CONE CELLS (RESPONSIBLE FOR COLOR VISION), CAN LEAD TO DIVERSE INTERPRETATIONS. THIS IS SIMILAR TO HOW SOME PEOPLE ARE MORE SENSITIVE TO CERTAIN SOUNDS THAN OTHERS. CONSIDER TWO PEOPLE LOOKING AT A PAINTING. ONE PERSON MIGHT PERCEIVE A SLIGHTLY WARMER TONE IN A PARTICULAR SECTION, WHILE THE OTHER SEES IT AS COOLER. THIS ISN'T A MATTER OF RIGHT OR WRONG BUT RATHER A DIFFERENCE IN HOW THEIR VISUAL SYSTEMS INTERPRET THE SAME INPUT. THIS SUBTLE VARIATION IN COLOR PROCESSING LIKELY EXPLAINS WHY SOME SAW THE DRESS AS BLACK AND BLUE, WHILE OTHERS SAW WHITE AND GOLD.

3. THE INFLUENCE OF PRIOR EXPERIENCE AND EXPECTATIONS

OUR PAST EXPERIENCES AND EXPECTATIONS ALSO SIGNIFICANTLY SHAPE OUR PERCEPTION. IF A PERSON HAS RECENTLY BEEN IN A BRIGHTLY LIT ENVIRONMENT, THEY MIGHT BE MORE INCLINED TO INTERPRET THE POORLY LIT DRESS PHOTO AS BEING ILLUMINATED BY A WARM, YELLOWISH LIGHT, LEADING THEM TO SEE WHITE AND GOLD. CONVERSELY, SOMEONE ACCUSTOMED TO DARKER ENVIRONMENTS MIGHT PERCEIVE IT AS BEING UNDER COOL, BLuish LIGHT, RESULTING IN A BLACK AND BLUE INTERPRETATION. IMAGINE SEEING A PICTURE OF A SUNSET AFTER SPENDING ALL DAY INDOORS. YOU MIGHT BE MORE LIKELY TO INTERPRET THE COLORS AS NATURALLY WARM AND VIBRANT THAN SOMEONE WHO HAD SPENT THE DAY OUTDOORS UNDER BRIGHT SUNLIGHT. THIS CONTEXT-DEPENDENT INTERPRETATION MIRRORS THE ROLE OF PRIOR EXPERIENCE IN THE DRESS CONTROVERSY.

4. THE LIMITATIONS OF DIGITAL PHOTOGRAPHY

DIGITAL CAMERAS, UNLIKE OUR EYES, DON'T NATURALLY ACCOUNT FOR COLOR CONSTANCY. THE IMAGE CAPTURED BY THE CAMERA IS A RAW REPRESENTATION OF THE LIGHT WAVELENGTHS HITTING THE SENSOR. VARIATIONS IN CAMERA SETTINGS, WHITE BALANCE ADJUSTMENTS, AND EVEN COMPRESSION CAN AFFECT HOW THE COLORS ARE REPRODUCED ON DIFFERENT SCREENS. THIS MEANS THE IMAGE ITSELF CONTAINED INHERENT AMBIGUITY, FURTHER AMPLIFYING THE DIVERSE INTERPRETATIONS.

5. BEYOND THE DRESS: IMPLICATIONS FOR PERCEPTION AND BIAS

THE BLACK AND BLUE DRESS PHENOMENON IS MORE THAN JUST AN INTERNET CURIOSITY. IT SHOWCASES HOW OUR PERCEPTIONS ARE NOT ALWAYS OBJECTIVE REPRESENTATIONS OF REALITY, BUT ARE SHAPED BY A COMPLEX INTERPLAY OF BIOLOGICAL FACTORS, INDIVIDUAL DIFFERENCES, AND CONTEXTUAL INFLUENCES. UNDERSTANDING THIS HAS IMPLICATIONS FOR VARIOUS FIELDS, INCLUDING EYEWITNESS TESTIMONY, PRODUCT DESIGN, AND EVEN SOCIAL BIAS. FOR EXAMPLE, RECOGNIZING HOW PERCEPTION CAN BE INFLUENCED BY CONTEXT HELPS TO AVOID MISINTERPRETATIONS AND BIASES IN EVALUATING EVIDENCE OR FORMING JUDGMENTS. KEY INSIGHTS: COLOR PERCEPTION IS SUBJECTIVE AND INFLUENCED BY LIGHT, INDIVIDUAL DIFFERENCES, AND PRIOR EXPERIENCES. THE BRAIN ACTIVELY INTERPRETS VISUAL INFORMATION, APPLYING ASSUMPTIONS LIKE COLOR CONSTANCY TO MAKE SENSE OF THE WORLD. AMBIGUOUS VISUAL INFORMATION CAN LEAD TO WILDLY DIFFERING INTERPRETATIONS AMONG INDIVIDUALS. FAQs: 1. WAS THERE A "CORRECT" COLOR FOR THE DRESS? THERE WASN'T A SINGLE CORRECT ANSWER. THE AMBIGUITY IN THE LIGHTING MADE DIFFERENT INTERPRETATIONS EQUALLY VALID. 2. WHY DID THE INTERNET GET SO OBSESSED WITH THIS DRESS? IT HIGHLIGHTED THE SURPRISING SUBJECTIVITY OF PERCEPTION AND THE POWER OF SHARED ONLINE EXPERIENCES. 3. CAN THIS HAPPEN WITH OTHER IMAGES? YES, SIMILAR EFFECTS CAN OCCUR WITH OTHER IMAGES THAT HAVE AMBIGUOUS LIGHTING OR COLOR INFORMATION. 4. IS THERE A WAY TO OBJECTIVELY DETERMINE THE DRESS'S COLOR? ONLY BY KNOWING THE TRUE LIGHTING CONDITIONS AT THE TIME OF THE PHOTOGRAPH COULD A

DEFINITIVE ANSWER BE GIVEN. 5. WHAT DOES THIS TEACH US ABOUT HOW WE SEE THE WORLD? IT TEACHES US THAT OUR PERCEPTION IS AN ACTIVE PROCESS OF INTERPRETATION, NOT A PASSIVE RECORDING OF REALITY, AND THAT INDIVIDUAL DIFFERENCES ARE SIGNIFICANT IN THIS PROCESS.

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