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Titolo	Commodification and spectacle in architecture [[electronic resource]] : a Harvard design magazine reader / / edited by William S. Saunders ; introduction by Kenneth Frampton
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Descrizione fisica	1 online resource (141 pages)
Collana	Harvard design magazine readers ; ; 1
Altri autori (Persone)	SaundersWilliam S
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Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Contents: Spectacle and its discontents: or, the elusive joys of architainment / Luis Fernandez Galiano -- Less for less yet: on architecture's value(s) in the marketplace / Michael Benedikt -- Brand aid: or, the Lexus and the Guggenheim (further tales of the notorious B. I.G.ness) / Michael Sorkin -- Hyphenation nation: blurred forms for a blurred world / Rick Poynor -- Architecture for sale(s): an unabashed apologia / Kevin Ervin Kelley -- Rocking for the clampdown: creativity, corporations, and the crazy curvilinear cacophony of the Experience Music Project / Thomas Frank -- Rockbotton: villa by OMA / Wouter Vanstiphout -- Inside the blue whale: a day at the Bluewater Mall / Rick Poynor -- We dig graves--all sizes / Daniel Naegele -- The second greatest generation / Michael Sorkin.
Sommario/riassunto	Summary: More than ever, architectural design is seen as a means to promote commercial goals. Bringing together an impressive and varied group of critics and practitioners, this collection will help to sharpen the discussion of how design can respond to our hypercommodified culture.

