

1. Record Nr.	UNINA9910462994203321
Autore	Abrahams Tim
Titolo	Ideas exchange [[electronic resource]] : the collaborative studio of Hawkins\Brown // Tim Abrahams
Pubbl/distr/stampa	Basel, : Birkhauser, c2010
ISBN	3-0346-1163-3
Descrizione fisica	1 online resource (208 p.)
Disciplina	720.92241
Soggetti	Architecture, Modern - 21st century Architecture - England - History Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Front matter -- Contents -- Foreword / Mallett, Lee -- Collaborating with Architects / Richardson, Vicky -- Collaborating with Engineers / Ritchie, Adam -- Collaborating with Designers / Spiekermann, Erik -- Collaborating with Clients / Hart, Adam -- Appendices
Sommario/riassunto	Das Londoner Architekturbüro Hawkins\Brown, 1988 von Roger Hawkins und Russell Brown gegründet, gehört zu den upcoming Büros der internationalen Architekturszene. Das Spektrum der Arbeiten reicht vom Wohnhaus und Interior Design über Bürobauten und verschiedene öffentliche Bauten wie Theater und Universitätsgebäude bis hin zum Urban Design wie Platzgestaltungen und U-Bahn-Stationen. Es gehört zum Selbstverständnis von Hawkins\Brown, im integrativen Prozess mit allen Akteuren zu einem optimalen Ergebnis zu kommen. Das Buch dokumentiert ca. 25 Bauten aus den letzten fünf Jahren. Zu den vorgestellten Projekten gehören die Tottenham Court Road Underground Station - mit 100.000 Fahrgästen am Tag eine der geschäftigsten U-Bahnstation Londons (Fertigstellung 2011), die Stratford Regional Station in London - eine Zugangsplattform für eine der Hauptaustragungsstätten der Olympischen Spiele (Fertigstellung 2010), Park Hill - das Masterplanning für ein Stadtviertel in Sheffield, UK, (Fertigstellung 2011) und der Dubai Arts Pavilion in den Vereinigten Arabischen Emiraten.

The Hawkins\Brown architectural firm in London, founded in 1988 by Roger Hawkins and Russell Brown, is one of the up-and-coming offices on the international architecture scene. The spectrum of the firm's works ranges from residences and interior design by way of office buildings and various public buildings such as theaters and university buildings all the way to urban planning, such as designs for squares and subway stations. Hawkins\Brown strives to come to an optimal result in a process that integrates all of the players. Hawkins\Brown has received numerous awards for various projects, such as the RIBA Award for its Wysing Arts Centre (2008), the New Chemistry Building of the University of Oxford (2009), and the New Art Exchange art center in Nottingham (2009) and the BREEAM Award for Eltham Hill Technology College (2008). This book documents some twenty-five buildings from the past five years. The projects presented include the Tottenham Court Road Underground Station, one of the busiest Tube stations in London with a hundred thousand passengers daily (to be completed in 2011); the Stratford Regional Station in London, an access platform for one of the major sites for the Olympic Games (to be completed in 2010); Park Hill, the master plan for a neighborhood in Sheffield (to be completed in 2011), and the Dubai Arts Pavilion in the United Arab Emirates.

2. Record Nr.	UNISOBVAN0107390
Autore	Berman, Margo
Titolo	The blueprint for strategic advertising : how critical thinking builds successful campaigns / Margo Berman
Pubbl/distr/stampa	New York, : Routledge, 2016
ISBN	978-07-656-4657-6 978-13-17-21161-7 978-13-17-21162-4
Descrizione fisica	XVI, 208 p. ; 24 cm
Disciplina	659.111
Soggetti	Strategic planning Advertising Critical thinking
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	The Blueprint for Strategic Advertising's step-by-step approach takes a comprehensive and exclusive look into the strategic use of visual, verbal, social media, integrated, and global of advertising communication. Its deconstructive process analyzes one aspect at a time, creating an invaluable research tool that students, professors, small business owners and entrepreneurs will refer to, time and again. This useful guide will concentrate on how strategy is integrated into visual and verbal ideation. Berman's compact, content-rich guide offers chapters detailing social media, user-centered interactive advertising, and presentation strategy, closing with the creation of a 'blueprint' to strategizing globally. Features include a handy reference guide to powerful strategizing, an exploration of strategies for myriad media and messaging vehicles, and an examination of the strategic implementation of the visual and verbal union. This guide will be useful to students in advertising, marketing, and business courses as well as advertising professionals and entrepreneurs, outside the classroom.