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Titolo	Re-humanizing architecture East West Central re-building Europe 1950-1990 . Vol. 1. : re-building Europe, 1950-1990 // Akos Moravanszky, Judith Hopfengartner (Eds.)
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Nota di contenuto	Frontmatter -- Contents -- Foreword. East West Central: Re-Building Europe -- Introduction -- Re-Humanizing Architecture: The Search for a Common Ground in the Postwar Years, 1950–1970 -- CIAM: From “Spirit of the Age” to the “Spiritual Needs” of People -- Was Humanized Socialist Modernism Possible After All? The Promise and Failure of Mass Housing in Hungary -- Mieczyslaw Porbski: Man and Architecture in the Iconosphere -- Continuity or Discontinuity? Narratives on Modern Architecture in East and West Germany during the Cold War -- Building Together: Construction Sites in a Divided Europe During the 1950s -- Building a New Warsaw, Building a Social Warsaw: The First Reconstruction Plans and Their International Review -- Building a New Community – A Comparison Between the Netherlands and Czechoslovakia -- “Social Efficiency” and “Humanistic Specificity”: A Double Discourse in Romanian Architecture in the 1960s -- Sociological and Environmental- Psychology Research in Estonia during the 1960s and 1970s: A Critique of Soviet Mass-Housing -- Bogdan Bogdanovi and the Search for a Meaningful City -- From “New Units of Settlement” to the Old Arbat: The Soviet NR Group’s Search for Spaces of Community -- Theories and Practices of Re-Humanizing Postwar Italian Architecture: Ernesto Nathan Rogers and Giancarlo De Carlo -- Urban Planning and Christian Humanism: The Institut Supérieur d’ Urbanisme Appliqué in Brussels under Gaston Bardet -- The

Monumentality of the Matchbox: On "Slabs" and Politics in the Cold War -- Between City and University: New Monumentality in the Student Center of the Campus of Coimbra -- Socialist Pastoral: The Role of Folklore in Socialist Architectural Culture, 1950s and 1960s -- Dwelling in the Middle Landscape: Rethinking the Architecture of Rural Communities at CIAM 10 -- A Desire for Innocence? Community and Recreational Architecture around Lake Balaton -- Unexpected Side Effects: Indirect Benefits of International Mass Tourism on Croatia's Adriatic Coast -- Notes on Contributors -- Index

Sommario/riassunto

After the Second World War, a divided Europe was much affected by a period of reconstruction. This was influenced by the different political systems – in the socialist East and in the capitalist West, the focus was on cohesion in society and its cultural and architectural expression. In parallel to the rapidly progressing industrialization of the building industry, debates on the humanization of the built environment were led on both sides with great intensity. The volume shows how, on the back of existentialism, new monumentality, and socialist realism, quite similar concepts and strategies were developed in order to find answers to questions relating to adequate structures for new forms of community and identity.

Das geteilte Europa war nach dem Ende des zweiten Weltkriegs durch die Phase des Wiederaufbaus geprägt. Diese wurde durch die unterschiedlichen politischen Systeme beeinflusst: im sozialistischen Osten wie auch im kapitalistischen Westen ging es um den Zusammenhalt der Gesellschaft sowie um deren kulturellen und baulichen Ausdruck. Parallel zur schnell einsetzenden Industrialisierung des Bauwesens wurden auf beiden Seiten intensive Debatten über die Humanisierung der gebauten Umwelt geführt. Der Band zeigt, wie vor dem Hintergrund von Existentialismus, New Monumentality und sozialistischem Realismus durchaus ähnliche Konzepte und Strategien entwickelt wurden, um Antworten auf die Frage nach adäquaten Strukturen für neue Formen von Gemeinschaft und Identität zu geben.

2. Record Nr.	UNINA9910728392803321
Autore	Derval Diana
Titolo	Frontiers in Product Innovation Strategy : Predicting Market Outcomes and Creating Winning Products for a People and Planet-friendly Future / by Diana Derval
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Soggetti	Marketing Industrial design Consumer behavior Industrial Design Consumer Behavior
Lingua di pubblicazione	Inglese
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Livello bibliografico	Monografia
Nota di contenuto	Delivering People and Planet-friendly Innovations -- Unveiling Hidden Opportunities -- Locating Profitable Markets -- Defining Sustainable Growth Strategies -- Optimizing the Product Portfolio -- Building a Visionary Innovation Roadmap. .
Sommario/riassunto	The book shares a cutting-edge approach to innovation strategies and product innovation by showing how advances in management and science can now help explain and predict innovation response and market outcomes across industries (health, cosmetics, food, leisure, insurance, automotive). A comprehensive review of the latest breakthroughs - from behavioral science to sustainable practices - sheds a new light on product innovation management allowing brands and teams to develop daring yet low-risk innovation strategies, while increasing their positive impact on people and planet. Readers will particularly benefit from the self-paced online video-based learning modules provided with the innovative Book+Course format.