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| 1. | Record Nr. | UNINA9910823570603321 |
| | Titolo | Mass customisation and personalisation in architecture and construction / / edited by Poorang A.E. Piroozfar and Frank T. Piller |
| | Pubbl/distr/stampa | New York, : Routledge, 2013 <br> New York : , : Routledge, , 2013 |
| | ISBN | 1-135-90347-6 <br> 0-415-62284-0 <br> 1-135-90340-9 <br> 0-203-43773-X |
| | Edizione | [1st ed.] |
| | Descrizione fisica | 1 online resource (479 p.) |
| | Disciplina | 720.28 |
| | Soggetti | Architects and builders <br> Mass customization |
| | Lingua di pubblicazione | Inglese |
| | Formato | Materiale a stampa |
| | Livello bibliografico | Monografia |
| | Note generali | Description based upon print version of record. |
| | Nota di bibliografia | Includes bibliographical references and index. |
| | Nota di contenuto | pt. 1. Principles of mass customisation -- pt. 2. Enabling technologies, designs, and business models -- pt. 3. Practical applications, prototypes, and experiences -- pt. 4. Future topics, new potentials, and emerging challenges. |
| | Sommario/riassunto | Challenged by the recent economic crisis, the building and construction industry is currently seeking new orientation and strategies. Here mass customisation is uncovered as a key strategy in helping to meet this challenge. The term mass customisation denotes an offering that meets the demands of each individual customer, whilst still being produced with mass production efficiency. Today mass customisation is emerging from a pilot stage into a scalable and sustainable strategy... The first dedicated publication of its kind, this book provides a forum for the concept within an applied and highly innovative context. The book includes contributions from some of the most prominent thinkers and practitioners in the field from across the world, including Kasper S. Vibaek, Steve Kendall, Martin Bechthold, Mitchell M. Tseng, and Masa Noguchi. Bringing together this panel of experts who have carried out research both in academia and practice, this book provides an overview |

of state-of-the-art practice related to the concept of customisation and personalisation within the built environment.