



Commodification and Spectacle in Architecture: A Harvard Design Magazine Reader

William Saunders

Download now

[Click here](#) if your download doesn't start automatically

Commodification and Spectacle in Architecture: A Harvard Design Magazine Reader

William Saunders

Commodification and Spectacle in Architecture: A Harvard Design Magazine Reader William Saunders

More than ever, architectural design is seen as a means to promote commercial goals rather than as an end in itself. Frank Gehry's Guggenheim Museum in Bilbao, for example, simply cannot be considered apart from its intended role as a catalyst for the economic revitalization of Bilbao and its ability to attract tourist dollars, regardless of its architectural merits. A built environment intended to seduce consumers is more likely to offer instant gratification than to invite independent thought and reflection. But how harmful, if at all, is this unprecedented commercialization of architecture?

Framed with a provocative introduction by Kenneth Frampton, the contributions to *Commodification and Spectacle in Architecture* stake out a variety of positions in the debate over the extent to which it is possible—or desirable—to escape from, resist, or suggest plausible alternatives to the dominant culture of consumer capitalism. Rejecting any dreamy nostalgia for an idealized present or past in which design is completely divorced from commerce—and, in some cases, celebrating the pleasures of spectacle—the individual essays range from indictments of particular architects and critiques of the profession to broader concerns about what the phenomenon of commodification means for the practice of democracy and the health of society.

Bringing together an impressive and varied group of critics and practitioners, *Commodification and Spectacle in Architecture* will help to sharpen the discussion of how design can respond to our hypercommodified culture.

Contributors: Michael Benedikt, Luis Fernández-Galiano, Thomas Frank, Kevin Ervin Kelley, Daniel Naegele, Rick Poynor, Michael Sorkin, Wouter Vanstiphout.

William S. Saunders is editor of *Harvard Design Magazine* and assistant dean for external relations at the Harvard Design School. He is the author of *Modern Architecture: Photographs by Ezra Stoller*.

Kenneth Frampton is Ware Professor of Architecture at Columbia University Graduate School of Architecture, Planning, and Preservation and author of many books, including *Labour, Work, and Architecture*.

 [Download Commodification and Spectacle in Architecture: A H ...pdf](#)

 [Read Online Commodification and Spectacle in Architecture: A ...pdf](#)

Download and Read Free Online Commodification and Spectacle in Architecture: A Harvard Design Magazine Reader William Saunders

From reader reviews:

Geneva Orta:

In this 21st century, people become competitive in every way. By being competitive now, people have to do something to make all of them survive, being in the middle of the crowded place and notice by surrounding. One thing that occasionally many people have underestimated that for a while is reading. Sure, by reading a publication your ability to survive boost then having chance to stand up than other is high. In your case who want to start reading a new book, we give you this Commodification and Spectacle in Architecture: A Harvard Design Magazine Reader book as beginner and daily reading reserve. Why, because this book is more than just a book.

Bobbie Burke:

The book Commodification and Spectacle in Architecture: A Harvard Design Magazine Reader will bring someone to the new experience of reading the book. The author style to clarify the idea is very unique. When you try to find new book to see, this book very suitable to you. The book Commodification and Spectacle in Architecture: A Harvard Design Magazine Reader is much recommended to you you just read. You can also get the e-book through the official web site, so you can quickly to read the book.

Donald Sams:

Reading a publication tends to be new life style in this era globalization. With examining you can get a lot of information that could give you benefit in your life. Together with book everyone in this world can certainly share their idea. Textbooks can also inspire a lot of people. Plenty of author can inspire their very own reader with their story or their experience. Not only the story that share in the publications. But also they write about advantage about something that you need example of this. How to get the good score toefl, or how to teach your kids, there are many kinds of book that exist now. The authors in this world always try to improve their expertise in writing, they also doing some study before they write on their book. One of them is this Commodification and Spectacle in Architecture: A Harvard Design Magazine Reader.

Rodney Natale:

Playing with family in a very park, coming to see the coastal world or hanging out with good friends is thing that usually you could have done when you have spare time, in that case why you don't try matter that really opposite from that. One activity that make you not experiencing tired but still relaxing, trilling like on roller coaster you already been ride on and with addition associated with. Even you love Commodification and Spectacle in Architecture: A Harvard Design Magazine Reader, you are able to enjoy both. It is very good combination right, you still desire to miss it? What kind of hang-out type is it? Oh can occur its mind hangout fellas. What? Still don't buy it, oh come on its referred to as reading friends.

**Download and Read Online Commodification and Spectacle in
Architecture: A Harvard Design Magazine Reader William
Saunders #H1VFWS4M9J6**

Read Commodification and Spectacle in Architecture: A Harvard Design Magazine Reader by William Saunders for online ebook

Commodification and Spectacle in Architecture: A Harvard Design Magazine Reader by William Saunders Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Commodification and Spectacle in Architecture: A Harvard Design Magazine Reader by William Saunders books to read online.

Online Commodification and Spectacle in Architecture: A Harvard Design Magazine Reader by William Saunders ebook PDF download

Commodification and Spectacle in Architecture: A Harvard Design Magazine Reader by William Saunders Doc

Commodification and Spectacle in Architecture: A Harvard Design Magazine Reader by William Saunders Mobipocket

Commodification and Spectacle in Architecture: A Harvard Design Magazine Reader by William Saunders EPub