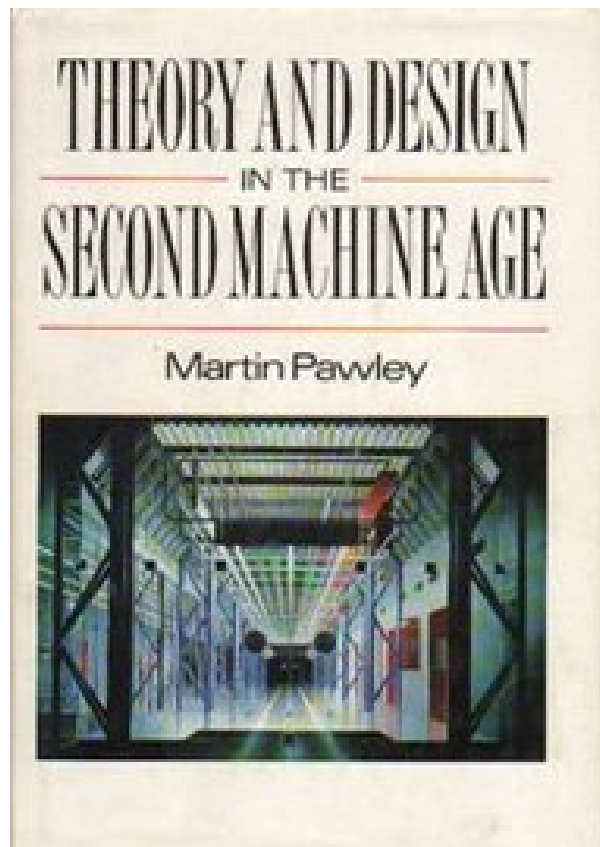


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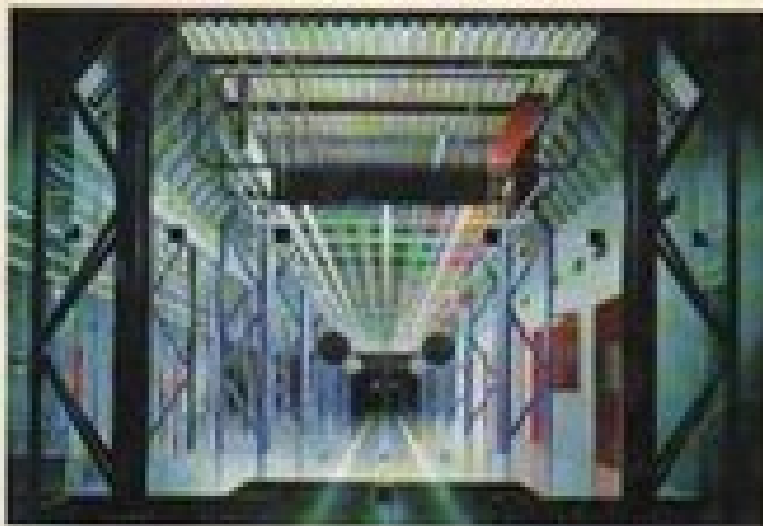


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This is an objective analysis of the recent changes in architecture stemming from the reaction against modernism led by the Prince of Wales. It is the sequel to the work by Reyner Banham, "Theory and Design in the First Machine Age" published in 1960 and Reyner Banham has endorsed Pawley's book. The book includes many references to actual buildings and leading architects, including Richard Rodgers and Norman Foster and provides an analysis of the real impact of electronic information technology on architecture and urban planning and an identification and illustration of the building type of the 21st century, the "new gothic solution". Modern electronic buildings that are like gothic cathedrals in their total dedication to an information architecture. The book also aims to explain why the "energy crisis" did not transform architecture in the direction of megastructures and did not halt the slide back to traditional styles.

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- Dimensions: 10.00" h x 7.00" w x .75" l,
- Binding: Hardcover
- 240 pages

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Remarkably Honest and Perceptive

By A Customer

Pawley's respectful continuation of Reynard Banham's Theory and Design in the First Machine Age is a book that is above all, honest. Pawley traces the influence of machine-design upon architecture: he praises the successes (post-war housing production, improved efficiency in building construction), is critical of comic or deceptive shortcomings (Archigram's follies, or Rogers' Lloyd's building, with its foolishly exposed mechanical system), and speculates as to the eventual limits of such a design strategy (most twentieth-century industrial technologies were formal, their working and form were inherently married...now that microchips and circuitry predominate, does that leave the form and envelope of a building squarely back in the artistic realm?).

One is primarily impressed by Pawley's objectivity in handling the matter. He approaches the subject with some detachment, avoiding undue praise of machine-design, whilst at the same time steering clear of the all-too trite accusations leveled against it.

Pawley's work is largely interpretive, and would do well to complement any study of the history of modern architecture, or popular culture for that matter. In delineating the varieties of machine/industrial influences, he examines their rhetorical capacity and roles, their efficiency, and their relevance to architecture.

This book forces a striking re-evaluation of the act of architecture. Is it a technology, an industry (certainly not to the extent that auto's or computers are...but someday could it be?), an art, a form of social expression? By exposing the reluctance of a number of architects in adopting the methods of industrialization (such as

mass-production for instance), Pawley demonstrates how architecture is perceived to be in a sphere by itself, beyond reproach. "Architecture is only one of several means of expression, but one which we have granted cultural hegemony".

Naming it 'the industry that capitalism forgot', Pawley makes a point of tracing the slow evolution of architectural technology to the whirlwind evolution of the automobile in only 100 years!

Whether architecture ought to be 'technologized', and whether this would do detriment to the meaning and symbolism it contains, is a question of this book. In weighing this question, Pawley has composed a book of great breadth.

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