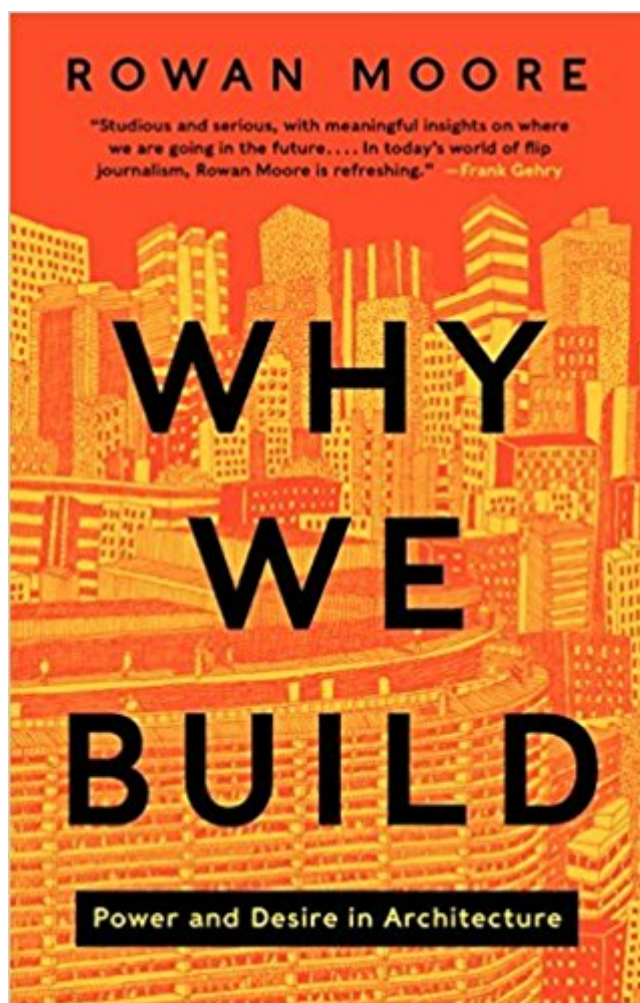


The book was found

# Why We Build: Power And Desire In Architecture



## Synopsis

We are living in one of the most dramatic periods in modern architectural history: a time when cityscapes are being redrawn on a yearly basis, architects are testing the very idea of what a building is, and whole cities are invented overnight. In this bold and wide-ranging new work, Rowan Moore—former director of the Architecture Foundation, now a leading architecture critic—explores the reasons behind these changes in our built environment, and how they change the way we live in the world. Provocative and personal, iconoclastic and transforming, *Why We Build* is that rarest of things: a book about architecture that is also, on every page, a book about people—those chosen few who design buildings, and the rest of us, who use them every day.

## Book Information

Paperback: 400 pages

Publisher: Harper Design; Reprint edition (September 2, 2014)

Language: English

ISBN-10: 0062277561

ISBN-13: 978-0062277565

Product Dimensions: 5.6 x 1 x 8.7 inches

Shipping Weight: 1.1 pounds (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars 6 customer reviews

Best Sellers Rank: #93,097 in Books (See Top 100 in Books) #44 in Books > Arts & Photography > Architecture > Criticism #68 in Books > Arts & Photography > Architecture > Urban & Land Use Planning #85 in Books > Arts & Photography > Architecture > History

## Customer Reviews

Architecture resides at the intersection of wealth, power, and art. No wonder then, that it can result in hubris. In this account of why architects and, to some extent, their clients build what they do, architecture critic Moore never shies from skewering those whose designs were left wanting. He praises favorite designs, such as Zaha Hadid's London Architecture Foundation (Moore was director of the foundation) and Lina Bo Bardi's inspired Museu de Arte de São Paulo, and accompanying photographs help drive home his points. Moore provides a world junket of architecture, from Dubai's palm-shaped islands and massive towers to Paris's Pompidou Centre, London's exclusive One Hyde Park, Barcelona's Casa Mila, and New York City's World Trade Center. Only Chicago gets short shrift, unless you consider the Farnsworth House by Mies van der Rohe in Plano, Illinois, part of Chicago. One chapter covers why architects are

frequently hypersexual. Perhaps, as Moore later claims, "Architecture was the lubricant for the penetration of the skyline." It's brash, and opinion at times overtakes the book's premise. But what could be more appropriate? --Laurie Borman --This text refers to an out of print or unavailable edition of this title.

"[A] lively account. . . Moore's deftly chosen and analyzed examples range from Alberti's Tempio Malatestiano and Jamaa el Fna "square" in Marrakesh to Manhattan's High Line. This is a highly engaging. . . vision of architecture's emotive and pragmatic powers." (Publishers Weekly) "Thoughtful and elegantly written, *Why We Build* will appeal to anyone with an interest in architecture, and the egos, power struggles and human relationships behind the creation of our surroundings." (The Spectator) "Intelligent and cultured... Astringent and subtle." (The Independent) "With unfailingly fresh insight. Moore decrypts the ideological narratives of buildings with the same fluency he brings to bear on materials, forms and spaces: today's architectural criticism rarely seems so humane or intelligent." (Sunday Telegraph

Moore, a trained architect and former director of the Architecture Foundation in London theorizes about the relationship of buildings to emotions. As a critic, he calls his contemporaries on their mistakes, and is humanistic in doing so, saving his praise for those (too few) who have honored the context of their projects. Most of all, he points to the success of projects that honor the people they serve, that are quietly inserted into the life there is. Highest in his echelon is Lina Bo Bardi, an Italian-born Brazilian who, decades ago, designed an art center that simply blended into Sao Paulo's Trianon, a public park. Lower down is One Hyde Park, a set of "harsh and assertive" blocks of apartments selling at 15 to 140 millions of pounds to foreign investors, and spoiling the look of Knightsbridge as well as access to park views. Lowest is Dubai where spectacular and fantastic "show-off" towers rise above imported beaches and the nasty "crisis in the drains." Moore takes us around the world and across time, to discuss the visions that build pyramids and world fairs, the hope that designs housing to accommodate chronic poverty, the open mind that enables futuristic technology. He comments on the failure of the "big roof" concept (think "airports"), and success of the simplest laundry (think "shaded pool"). He observes Manhattan's contentious rebuilding the World Trade Center simultaneous to the collaborative re-purposing an abandoned railway track as a linear park. Moore is amused by but concerned about architect power plays, names that dominate the profession, some who will squash opposition. He recalls his own stumbles



Generation) Bodybuilding: 48 Bodybuilding Secrets Proven To Help You Build Muscle, Build Strength And Build Mass In 30 Days Or Less (bodybuilding, fitness, strength training, bodybuilding training) Why Architecture Matters (Why X Matters Series) Build a Book to Build a Business: Discover the Power of Authority Marketing in 5 Easy Steps Soccernomics: Why England Loses, Why Spain, Germany, and Brazil Win, and Why the U.S., Japan, Australia&#151;and Even Iraq&#151;Are Destined to Become the Kings of the World&#146;s Most Popular Sport Purpose and Desire: What Makes Something "Alive" and Why Modern Darwinism Has Failed to Explain It What Men Wonâ™t Tell You: Womenâ™s Guide to Understanding Men (How to read their minds, what men want, why men cheat, why men wonâ™t commit, why men lose interest, how to avoid rejection from men) Solar PV Off-Grid Power: How to Build Solar PV Energy Systems for Stand Alone LED Lighting, Cameras, Electronics, Communication, and Remote Site Home Power Systems Land of Desire: Merchants, Power, and the Rise of a New American Culture The Advanced Manifestation Program: Shaping Your Reality with the Power of Your Desire The Spontaneous Fulfillment of Desire: Harnessing the Infinite Power of Coincidence to Create Miracles The Spontaneous Fulfillment of Desire: Harnessing the Infinite Power of Coincidence

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)