TITLE INFORMATION
Tel: +44 (0) 1394 389950
Email: uksales@accartbooks.com
Web: https://www.accartbooks.com/uk



Asset Architecture 3

Edited by Ali Rahim

ISBN	9781940743738
Publisher	ORO Editions
Binding	Paperback / softback
Territory	World excluding USA, Canada, Singapore, Thailand, Vietnam, Cambodia, Indonesia, Brunei, Philippines, Malaysia, and Australasia. India non-exclusive
Size	277 mm x 216 mm
Pages	182 Pages
Illustrations	150 color, 20 b&w
Price	£14.50

- *Asset Architecture 3* is about speculating on New York City real estate prices and proposing innovative solutions for asset based architecture
- The tensions between global markets and the rise of new typologies provides fertile ground upon which to speculate on the future of asset architecture and its possible implications
- This is the product of global capital flows taken to extremes, leaving cities dark and unused. Manhattan is a prime example of this and, as a result, has seen the development of the new typology of pencil towers

Technological choices give us ways to bridge the gap between the technical and the cultural, immersing one within the other. The immersion creates a platform for innovation. The techniques that people generate through their use of technology exert pressure on technical refinement and enfold those refinements within culture. Technological choices define a world within which specific alternatives of uses emerge, and they define a subject who chooses among those alternatives. In the making of the world through technology, we simultaneously enact great cultural change. In order for architecture to remain relevant in the future and create a critique of the present it must operate within technology, developing technological practices and design methods that become intrinsic to technology as opposed to applying it to a previously conceived design. The scope and significance of this is potentially enormous.*Asset Architecture 3* attempts to illustrate some of the concepts, directions, and practices that have taken on this challenge.

Ali Rahim is a full professor at Penn Design where he directs the Advanced Architecture Design Program. He is also Director of Contemporary Architecture Practice in New York and Shanghai, an award-winning practice for futuristic work using digital techniques for the design and manufacturing of architecture.

Published 26th Oct 2018