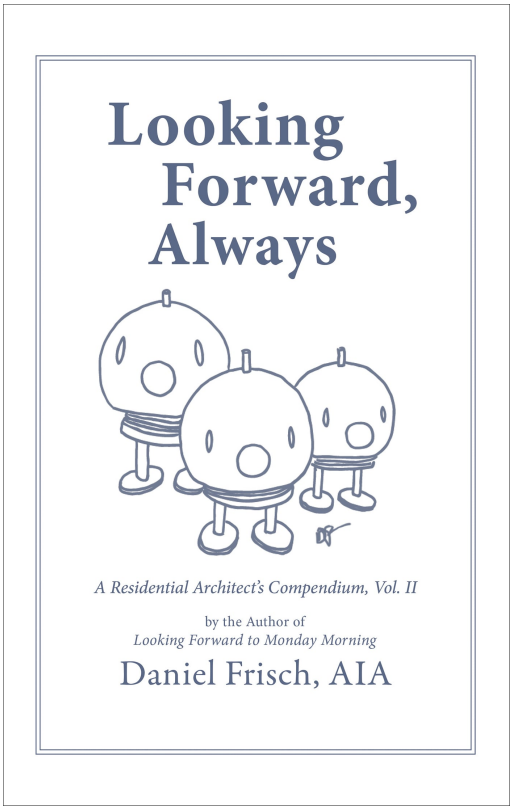
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Looking Forward, Always

A Residential Architect's Compendium, Vol. II

Daniel Frisch

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- Frisch's essays appeal to both the experienced entrepreneur and those just setting out
- Despite the challenges of purchasing and renovating co-op apartments, the allure of the pre-war co-op never fades, and the excitement of bringing an estate condition back to life and making it one's own outweighs the headaches and expense
- Bar none, the number one question we get is "What is Your Style?"—if ever there were a trick question, this might be the one

In 2026, Daniel Frisch, AIA celebrated the thirty-fifth anniversary of his New York City residential architecture firm. After so many years in practice, Frisch knows more than a little about residential design; working closely with clients, contractors and friends; and keeping a business afloat. With an eye toward mentoring the next generation of architects, Frisch began writing essays on residential design and practice, ultimately published in the collection *Looking Forward to Monday Morning* (9781961856493, 2024). ***In Looking Forward, Always***, Frisch continues sharing his knowledge, experience and observations about design, as well as the joys and challenges of running a professional practice in a challenging field and competitive market. In the closing essay of the book, "Passing Down—Not Passing Through," Frisch defines what has motivated him throughout his career—a passion to design homes that stand the test of time and that can be passed down to the next generation. Building upon the writings and teachings of *Looking Forward to Monday Morning*, this second book ***Looking Forward, Always***, continues the story.

Daniel Frisch, AIA, is the founding partner at Daniel Frisch Architecture, a residential architecture firm in Midtown Manhattan (established 1991). In addition to the practice of Architecture, Mr. Frisch enjoys writing, teaching and product design. He lives in New York City and Kent, CT with his wife and two children.

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