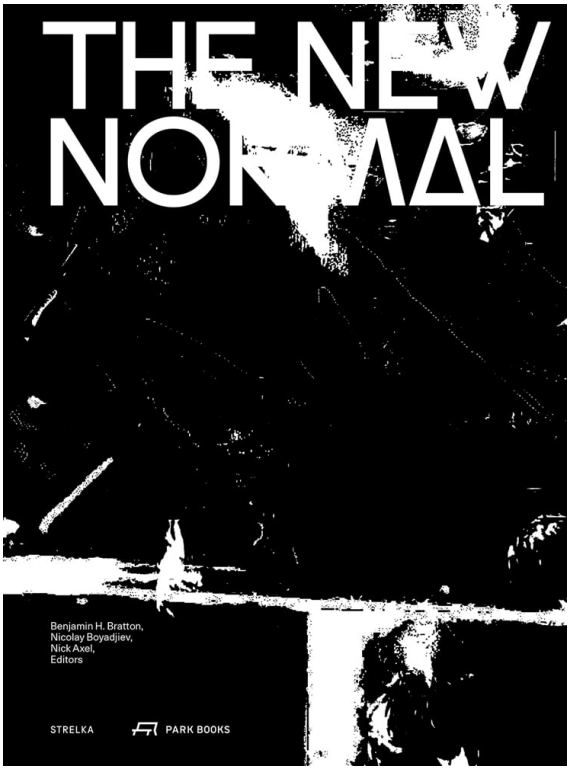
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The New Normal

Edited by Benjamin H. Bratton

Edited by Nicolay Boyadjiev

Edited by Nick Axel

ISBN	9783038602200
Publisher	Park Books
Binding	Paperback / softback
Territory	World excluding Austria, Germany, Switzerland, Puerto Rico, United States, Canada, and Japan
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Pages	548 Pages
Illustrations	470 color, 146 b&w
Price	£50.00

- First comprehensive survey of research work produced by The New Normal program at Moscow's Strelka Institute of Media, Architecture and Design
- A highly topical, inspirational read on the future of cities and urban design
- Features lavishly illustrated contributions by 17 international researchers and designers
- Moscow's Strelka Institute of Media, Architecture and Design have very quickly gained much international attention and recognition as a forward-thinking school of design

The New Normal (2017-2019) was a post-graduate program and Speculative Urbanism think-tank within Moscow's renowned Strelka Institute of Media, Architecture, and Design. Directed by distinguished American social theorist Benjamin H. Bratton, the The New Normal conducted a collaborative research to investigate the impact of planetary-scale computation on the future of cities both in Russia and around the world.

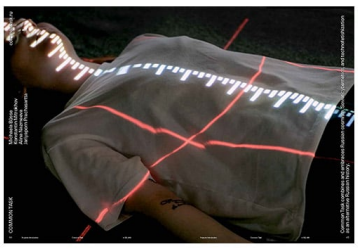
The New Normal book, edited by Benjamin H. Bratton, Nicolay Boyadjiev, and Nick Axel, features twenty-two interlinked projects that were part of the research. Published alongside are 17 lavishly illustrated contributions by international researchers and designers that outline the wider scope of The New Normal program's output, held together by concise thematic texts contributed by Benjamin H. Bratton. Contributors include many of the most influential contemporary designers, philosophers, architects, and artists, such as Yuk Hui, Liam Young, Anastassia Smirnova, Lydia Kallipoliti, Lev Manovich, Julieta Aranda, Trevor Paglen, Metahaven, Keller Easterling, Robert Gerard Pietrusko, Molly Wright Steenson, Ben Cerveny, Rival Strategy, Geoff Manaugh, Stephanie Sherman, and Patricia Reed. The fields of research include Speculative Megastructures, Human AI Interaction Design, Protocols and Programs, Synthetic Cinema, Alt-Geographies, Platform Econometrics, and Recursive Simulation.

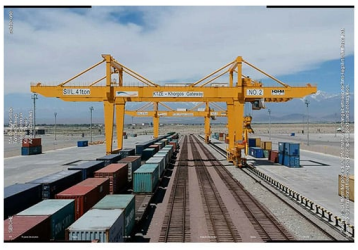
This highly topical volume, the only comprehensive survey of research and work produced by ***The New Normal*** program, will appeal to all readers interested in the future of cities and urban design.

Benjamin H. Bratton is a professor and Director of the Center for Design and Geopolitics at University of California, San Diego, and Director of The New Normal program at Strelka Institute of Media, Architecture and Design in Moscow.

Nicolay Boyadjiev is an architect and design strategist, and a design and education tutor A Strelka Institute in Moscow.

Nick Axel is an editor, architect, educator, and theorist, and head of the Architecture Department at Amsterdam's Gerrit Rietveld Academy.







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