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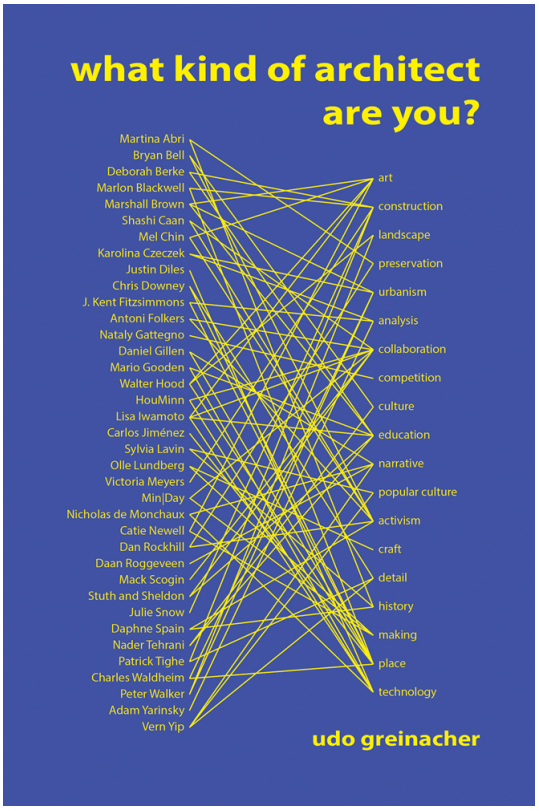

What Kind of Architect Are You?

Udo Greinacher

ISBN	9781951541569
Publisher	ORO Editions
Binding	Paperback / softback
Territory	World excluding USA, Canada, Australasia, China, Hong Kong, Taiwan, South Korea, and Japan
Size	229 mm x 152 mm
Pages	252 Pages
Illustrations	220 color
Price	£19.95

- Explains the rationale for wanting to become an architect
- Takes an indepth guidance of a project's process, from initial idea to completion
- Provides a roadmap to the profession by exploring diverse forms of practice
- Highlights the numerous paths design professionals take after graduation
- Shares speculations regarding the future of architecture as well as the profession

Architecture is commonplace. We inhabit it and use it; it is constantly present; it serves as foreground and background and usually has a story to tell. Numerous volumes are devoted to its typology, history, construction, and design. But apart from its most illustrious makers, we know almost nothing about the people who conceived it: the architects. *What Kind of Architect Are You?*, the question most architects encounter when they reveal their profession, is difficult to answer.

What Kind of Architect Are You? showcases a panoply of architectural practices to a reading audience that shares an interest in the profession. Topics range from the theoretical to design build, from installations that challenge our preconceptions to the set of TV shows on home remodelling, from instructing future architects in the US to expanding the reach of the profession worldwide.

The collection offers a glimpse into a vast array of professional possibilities and points out meaningful alternatives to the prevailing myth of the 'starchitect'. It provides those in search of an architect with insights into how we work and helps them to formulate expectations. It challenges practitioners to think introspectively and examine how they fit into the architectural spectrum. And finally, the collection documents the cross-section of cultural and architectural practice across America.

The reader may find that the 'voice' varies throughout the collection. That variation is consistent with the variety of architects included in fact, it underscores the myriad of responses to *What Kind of Architect Are You?*

Udo Greinacher teaches courses on film, futures, and urban issues at the University of Cincinnati. Born and raised in Tuebingen, Germany, he holds professional degrees in architecture from the Hochschule für Technik Stuttgart and the University of California at Berkeley.







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