



Corporate Architecture: Development, Concepts, Strategies

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- Comprehensive overview of the subject, which includes all the icons of corporate architecture

Corporate Architecture is a new challenge to designers of buildings, interiors, and temporary corporate exhibitions. This book is the first to present the entire development of corporate architecture to date, showing the strategies available and the best architectural and design concepts. The book presents milestones of 20th century corporate architecture and provides a wealth of photos illustrating the latest trends in corporate architecture. This work gives both designers and corporations a point of reference for integrating and transforming the architectural aspect of corporate design in their work. It will appeal not only to an audience interested in architecture for its own sake but also to corporations with designs on their own buildings, as well as developers and architects, and designers in related fields such as advertising, marketing and visual communication. Text in English and German. Architects featured include: Michael Wilford and Partners; Murphy/Jahn; Renzo Piano Building Workshop; Herzog & de Meuron; BRT Architekten; Ingenhoven, Overdiek and Partners; Wilford Schupp Architekten; Querkraft Architekten; Barkow Leibinger Architekten; Henn Architekten; Frei Otto; OMA Office for Metropolitan Architecture; Jun Aoki & Associates; Frank O. Gehry Associates; Schwitzke & Partner; HPP Laage und Partner; Franken Architekten; Rainer Köberl and Astrid Tschapeller; Deutsche Post Bauen GmbH.

Dr. Jons Messedat studied architecture and industrial design in Aachen, Stuttgart and London. He is the author of numerous expert articles as well as a lecturer and visiting lecturer at universities in Germany, Switzerland and the USA.