



ARCHITECTURE'S APPEAL

How theory informs
architectural praxis

Edited by
*Marc J. Neveu and
Negin Djavaherian*

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Architecture's Appeal

This collection of previously unpublished essays from a diverse range of well-known scholars and architects builds on the architectural tradition of phenomenological hermeneutics, as developed by Dalibor Vesely and Joseph Rykwert and carried on by David Leatherbarrow, Peter Carl, and Alberto Pérez-Gómez.

Taking an interdisciplinary approach and drawing on ideas from beyond the architectural canon, contributors including Kenneth Frampton, David Leatherbarrow, Juhani Pallasmaa, Karsten Harries, Steven Holl, Indra Kagi McEwen, Paul Emmons, and Louise Pelletier offer new insights and perspectives on questions such as the following:

- Given the recent fascination with all things digital and novel, what is the role of history and theory in contemporary architectural praxis?
- Is authentic meaning possible in a technological environment that is so global and interconnected?
- What is the nature and role of the architect in our shared modern world?
- How can these questions inform a new model of architectural praxis?

Architecture's Appeal is a thought-provoking book which will inspire further scholarly inquiry and act as a basis for discussion in the wider field as well as graduate seminars in architectural theory and history.

Marc J. Neveu is Chair of the Department of Architecture at Woodbury University, Los Angeles, USA, and the Executive Editor of the *Journal of Architectural Education*.

Negin Djavaheerian is an independent scholar currently residing in Montréal, Canada.

“At a time when architectural theory might go unquestioned and the monologue of the technological paradigm and digital age seems to offer the possibility for an endless agenda and sense of progress, a group of well-known scholars addresses the role of poetics and ethics within architecture, providing insight from many and diverse angles. A must-read for all those intending to gaze deeper into their own age from a contemporary perspective in architectural theory.”

— *Federica Goffi, Associate Professor and
Associate Director of Graduate Programs,
Azrieli School of Architecture and Urbanism,
Carleton University, Canada*

“*Architecture's Appeal* is a timely reminder of the role of history and theory in a world so infatuated with technology and gratuitous formal explorations. At the very core of these reflections within the book is the belief that our past is relevant and provides critical insight into new possible realities and roles yet to be invented for the architects of the future.”

— *Gregory Henriquez, Managing Partner,
Henriquez Partners Architects, Canada*

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Thank you to all of the institutions and individuals who either contributed or gave permission for the reproduction of the images. Specific sources are listed in the captions.

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