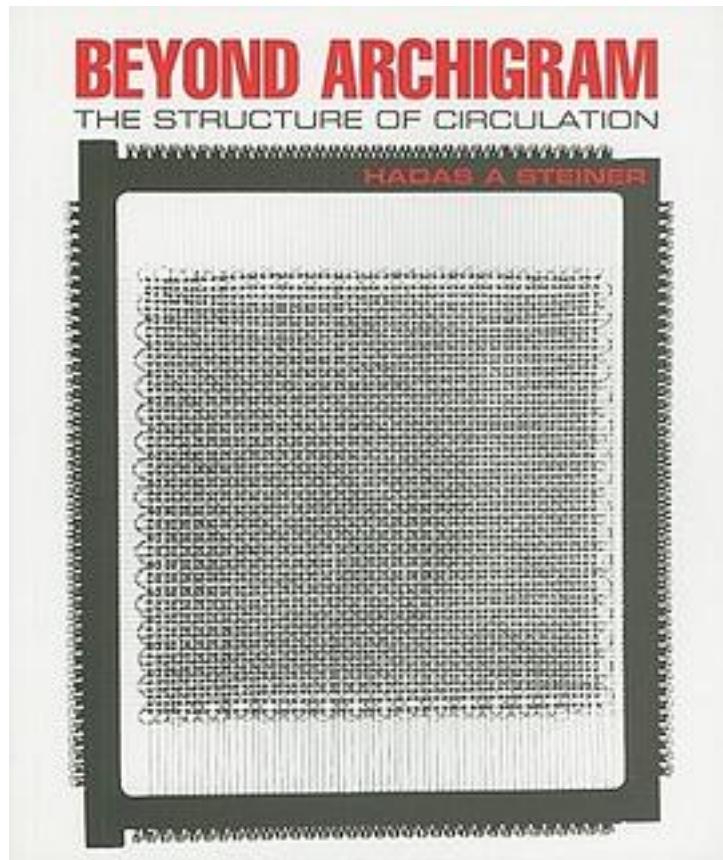


Beyond Archigram



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"Beyond Archigram" is the first study of the prehistory of digital representation to focus on the magazine "Archigram", the magazine published in London irregularly between 1961 and 1970 and the name of the group that created it. "Archigram" is among the most significant phenomena to emerge in post-war architectural culture. The wired environments first advertised on its pages formulated an architectural vocabulary of

metamorphosis and obsolescence that cross-pollinated industrial and digital technology at the same time as complex systems were becoming commercially available. Through archival, theoretical and visual analysis, Hadas Steiner explores the process through which this model was envisaged and disseminated within an international network of practitioners and shows how the assimilation of "Archigram" imagery set the course for the visual output of what are now commonplace tools in architectural practice. This book will provide a foundation for further inquiry into the integration of digital technology at every level of design.

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