

The Organizational Complex



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The Organizational Complex is a historical and theoretical analysis of corporate

architecture in the United States after the Second World War. Its title refers to the aesthetic and technological extension of the military-industrial complex, in which architecture, computers, and corporations formed a network of objects, images, and discourses that realigned social relations and transformed the postwar landscape. In-depth case studies of architect Eero Saarinen's work for General Motors, IBM, and Bell Laboratories and analyses of office buildings designed by Skidmore, Owings & Merrill trace the emergence of a systems-based model of organization in architecture, in which the modular curtain wall acts as both an organizational device and a carrier of the corporate image. Such an image--of the corporation as a flexible, integrated system--is seen to correspond with a "humanization" of corporate life, as corporations decentralize both spatially and administratively. Parallel analyses follow the assimilation of cybernetics into aesthetics in the writings of artist and visual theorist Gyorgy Kepes, as art merges with techno-science in the service of a dynamic new "pattern-seeing." Image and system thus converge in the organizational complex, while top-down power dissolves into networked, pattern-based control. Architecture, as one among many media technologies, supplies the patterns--images of organic integration designed to regulate new and unstable human-machine assemblages.

作者介绍:

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标签

建筑系

Reinhold_Martin

Architecture

建筑理论



theory

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评论

Martin最好的一本。控制论和建筑空间。虽然和Martin的很多其他书一样有过分概括之嫌。

Not easy to parse; went through quickly to get the main argument. Might require a second reading to see if it makes sense.

1.组织还有熵，熵的进化是反向的，也就是说一个复杂的体系最终的表现是极简的，库布里克在2001太空漫游里的纪念碑就是Organizational Complex最好的象征2.整本书就是在说如何做一个好的地狱3.之前也曾看过沙里宁的crow island school，对他的设计深有体会，一种经过精心组织过的综合体，却也不乏人情味

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书评

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