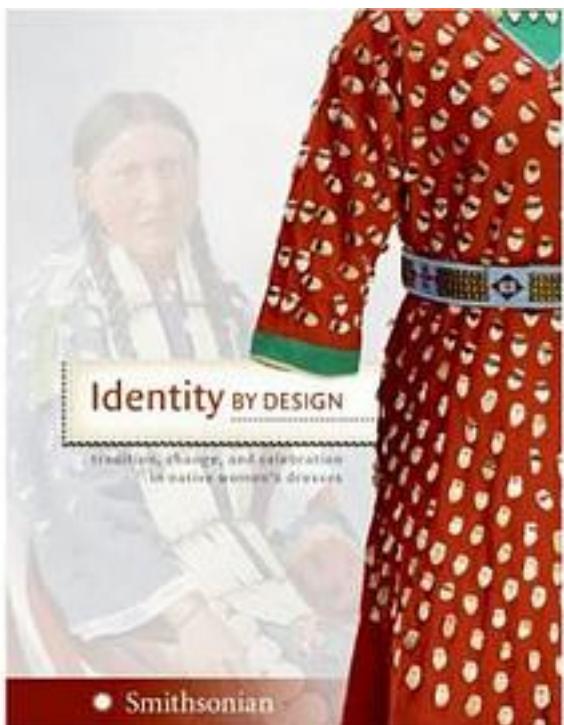# Identity by Design

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著者:Watson, Georgia Butina/ Bentley, Ian

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In a world of increasing globalisation, where one high street becomes interchangeable with the next, "Identity by Design" addresses the idea of place-making and the concept of identity, looking at how these things can be considered as an integral part of the design process. Structured around a series of case studies including Prague, Mexico, Malaysia and Boston, the authors discuss an array of design approaches to explain and define the complex interrelated concepts. The concluding sections of the book suggest ideas for practical application in future design processes.With full colour images throughout, this book takes the discussion of place-identity to the next level, and will be valuable reading for all architects, urban designers, planners and landscape

architects. This book helps you: learn about the current debates regarding how design affects place-identity; understand the processes through which place identity is formed and the role which designers play in these processes; and gain a practical insight, through international case studies, into the kinds of creative design approaches which can be applied to the development of place.

作者介绍:

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