

Franken Architekten: Spatial Narratives



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Between the virtual and the real: Bernhard Franken brings to his architectural practice a profound understanding of the capacities of communication with space, whether in the temporary setting of a trade fair or in a permanent building. He and his team are fully aware of the hypertextual potential of digital architecture, embedding information structures in a tangible context. From a micro-brewery to the BMW/MINI brandspaces, the Home Couture flagship store and the Cosmogrill in Munich, the environments they have created use insights from the virtual world to go beyond the functional, creating spatial narratives. The book is part of the "rockets" series, a cutting edge series of accounts of the work of trans-media design agencies in Germany and around the

world. A celebration of new initiatives, new approaches, new solutions. The editor Conway Lloyd Morgan, is a renowned author for designed and architecture, who lives in London.

作者介绍:

目录:

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