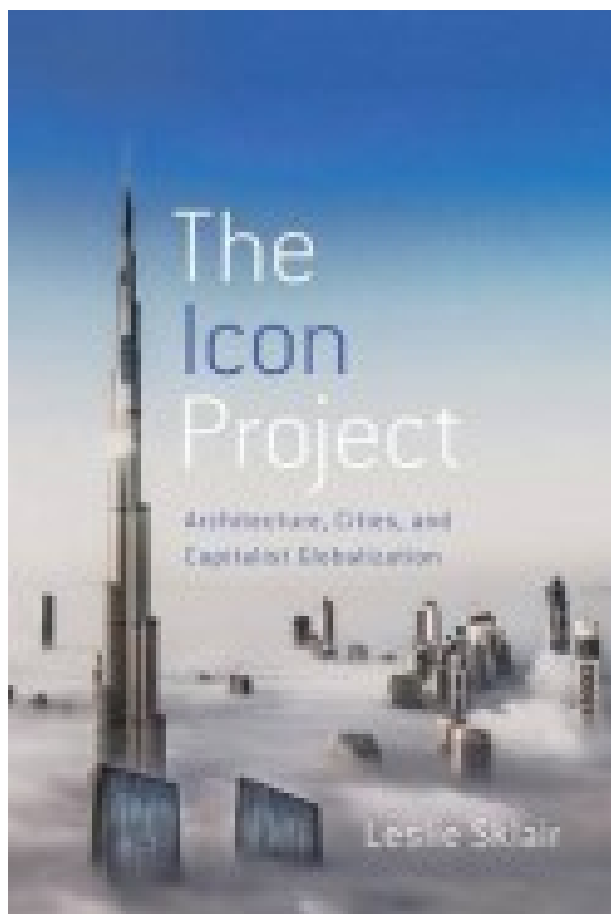


The Icon Project



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[The Icon Project.pdf](#)

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In the last quarter century, a new form of iconic architecture has appeared throughout the world's major cities.

Typically designed by globe-trotting "starchitects" or by a few large transnational architectural firms, these projects are almost always funded by the private sector in the service of private interests. Whereas in the past monumental architecture often had a strong public component, the urban ziggurats of today are emblems and conduits of capitalist globalization.

In *The Icon Project*, Leslie Sklair focuses on ways in which capitalist globalization is produced and represented all over the world, especially in globalizing cities. Sklair traces how the iconic buildings of our era - elaborate shopping malls, spectacular museums, and vast urban megaprojects - constitute the triumphal "Icon Project" of contemporary global capitalism, promoting increasing inequality and hyperconsumerism. Two of the most significant strains of iconic architecture - unique icons recognized as works of art, designed by the likes of Gehry, Foster, Koolhaas, and Hadid, as well as successful, derivative icons that copy elements of the starchitects' work - speak to the centrality of hyperconsumerism within contemporary capitalism. Along with explaining how the architecture industry organizes the social production and marketing of iconic structures, he also shows how corporations increasingly dominate the built environment and promote the trend

towards globalizing, consumerist cities. The Icon Project, Sklair argues, is a weapon in the struggle to solidify capitalist hegemony as well as reinforce transnational capitalist control of where we live, what we consume, and how we think.

Icon Norge Iver Hesselbergs vei 3 3260 LARVIK Tel: ++47 33 50 25 50 post@iconnorge.no Hva er personvern og behandling av personopplysninger er. For å kredittvurdere deg, må en virksomhet ha et saklig behov for opplysningene. Design- og kommunikasjonsbyrået Form til fjells er opptatt av strategi, lønnsomhet og god design - akkurat som kundene våre! 25 år - Ansluttet 1992. Eberg Motor: 18 år med Ducati i Norge, har siden 1999 vært offisiell Ducati-forhandler og importør siden 2003. Du er hjertelig velkommen til. Frisyrekolleksjoner. Mangler du inspirasjon til din neste frisyre? Her finner du masse av inspirasjon! I dette frisyregalleriet har du tilgang til et hav av. Gjelder for: Excel 2016 Word 2016 PowerPoint 2016 Publisher 2016 Access 2016 Visio Professional 2016 Visio Standard 2016 Project Professional 2016 Excel 2013 Word.

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