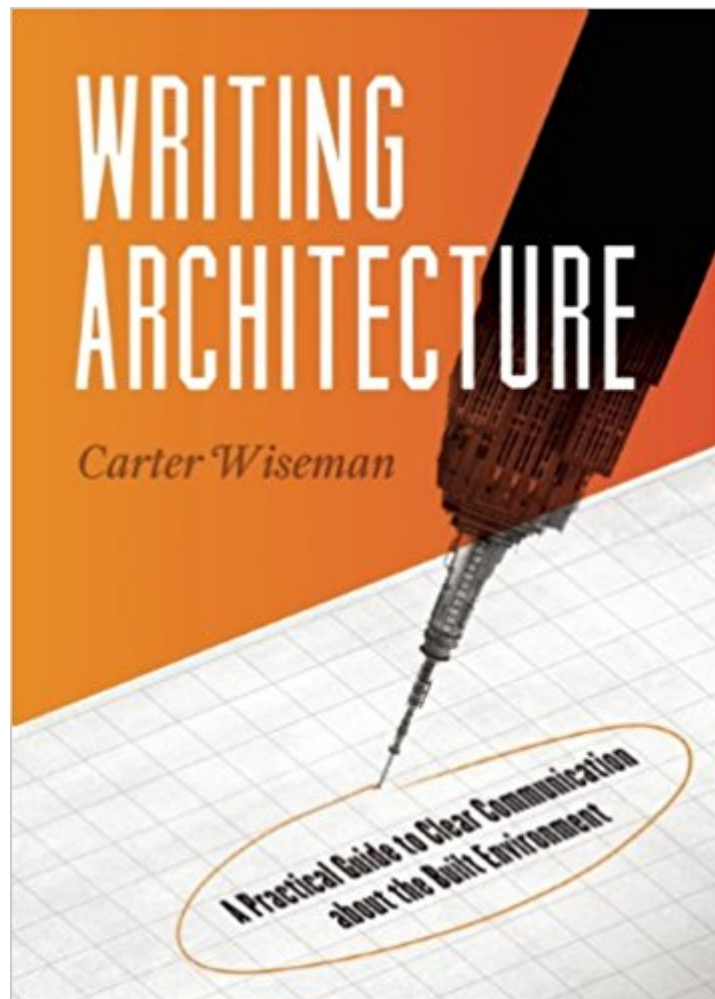


The book was found

# Writing Architecture: A Practical Guide To Clear Communication About The Built Environment



## Synopsis

Architects expect to design buildings. But persuading clients to carry those designs into tangible form almost always involves writing as well as designing. Yet architects, and those who write about architecture, are often more comfortable with images than words. Presenting their visions in an articulate, accessible, and convincing written form can be difficult, and professionally hazardous. In *Writing Architecture*, Carter Wiseman provides an invaluable guide for students and practitioners on how to convey the importance of architecture to those who commission it, build it, and benefit from it. Drawing on a wide range of sources and citing examples from such authors as Frank Lloyd Wright, Ada Louise Huxtable, Vincent Scully, F. Scott Fitzgerald, and today's leading designers, Wiseman analyzes basic principles of compositional structure to illustrate the most effective forms of architectural writing. Free of professional and theoretical jargon, *Writing Architecture* considers the process, methods, and value of architecture writing based on Wiseman's 30 years of experience in writing, editing, and teaching young architects how to write. It integrates historical references with current practice to help students and practitioners reach their professional goals.

## Book Information

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## Customer Reviews

I came across this book by reading "Writing about Architecture (Alexandera Lange)" first. Prof. Lange's book is really a good book; likewise, this book is also awesome. Prof. Lange focuses on 'style' and Prof. Wiseman on 'clarity'. Hence, Prof. Lange's book is 'what to say' book and Prof. Wiseman's book 'how to write' book. If a prospect reader is interested in structuring architecture

perspective and writing style, Prof. Lange's Book will serve the purpose, however, if a prospect reader is interested in bolts and nuts of delivering the thesis Prof. Wiseman's Book will do the job. Whereas Prof. Lange's book focuses mostly on newspaper critics (Mumford, Huxtable, Muschamp, Goldberger, Kamin, Sorkin), Prof. Wiseman's book focuses on diverse fields of writers (critics, scholars, literary authors, professionals). Latter is broader in that sense. In either case, both books teach architects that words could be as useful as models and drawings in expressing the ideas. We are lucky to have both books published recently.

Great book for working architects on writing clearly to better monetize your work. A must-read for students of architecture.

I wish I had this book as I was writing my thesis. Well worth it for grad students.

Love love love

sorry but pretty mediocre and really really boring

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