

Contents

<i>List of Figures</i>	vii
<i>List of Tables</i>	ix
<i>Acknowledgements</i>	xi
Introduction	I
The Argument	4
Sources	5
Structure of the Book	7
1. Iconic Architecture and Capitalist Globalization	9
Architecture, Power, Aesthetics	11
The Icon: History and Theory of an Idea	15
Iconic for When	26
Iconic for Whom	33
Iconic for Where	40
2. Two Types of Iconic Architecture: Unique and Typical	53
The Rise of Iconic Architecture	53
Iconicity Claims of Top Firms	57
Starchitects and Signature Architects	62
Architecture Theme Parks and Other Iconic Projects	69
3. The Architecture Industry and Typical Icons	77
The Sociology of Architecture	77
The Architecture Industry in the New Millennium	83
Successful Typical Icons	93
Celebrity Infrastructure	95
Bridges and Tunnels	96
Transportation Infrastructure	102
Water-Based Infrastructure	107

4. Corporate Starchitects and Unique Icons	III
Frank Lloyd Wright and the Frank Lloyd Wright Industry	112
Le Corbusier and the Corb Industry	118
The Rise of the Starchitects	122
Frank Gehry (Home Office Los Angeles)	129
Norman Foster (Home Office London)	133
Rem Koolhaas (Home Office Rotterdam)	139
Zaha Hadid (Home Office London)	144
5. The Politics of Iconic Architecture	150
Architectural Iconicity and Identities	154
Politics and the Architecture of Transnational Social Spaces	165
Iconic Architecture in Urban Megaprojects	170
Paris: The Ongoing Saga of the <i>Grands Projets</i>	178
China: The Biggest Urban Megaproject in Human History	183
6. Architects as Professionals and Ideologues	194
The Criticality Debate	198
Third World Modernism and Postcolonialisms	200
Postcolonialist Understandings of Architecture	207
Disney, China, and India	211
Sustainability, Human Rights, and the Architect's Place in Society	220
7. Architecture and the Culture-Ideology of Consumerism	225
Consumerist Space in the City of Capitalist Globalization	226
Architecture, Consumerism, and the Media	233
Iconic Architecture and Shopping	236
Performance Spaces	243
Displacement	251
8. Architecture, Cities, and Alternative Globalizations	255
<i>Appendix: Interview Codes</i>	267
<i>Notes</i>	269
<i>Bibliography</i>	293
<i>Index</i>	319