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## Books Received

**Marti Rae Louw and Victor Margolin**

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Anthony Alofsin. *The Struggle for Modernism: Architecture, Landscape Architecture, and City Planning at Harvard*. New York, NY: Norton Architecture Books, 2002. ISBN 0-393-73048-4 (hardcover) 311 pages; color + black & white photographs.

An historical account of the Harvard experience of modernism beginning in the 1930s. A modernist agenda for collaborative design took shape under the deanship of Joseph Hudnut, and crystallized into a movement with the appointment of Walter Gropius in 1937. Filled with archival photographs, archival drawings and renderings, this is an excellent research tool for students and professionals in art, architecture, landscape design and city planning. M.R.L.

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Ciriaco Morón Arroyo. *The Humanities in the Age of Technology*. Washington D.C., 2002: The Catholic University of America Press. ISBN 0-8132-1074-7 (paperback) 263 pages.

A scholarly exposition of the role and value that knowledge from humanities brings to a modern world beset by technology. Arroyo draws on Spanish intellectual thought and traditions as evidence for the argument that the humanities are the “sciences” which examine human values, identity, communication, creativity and ultimately truth. M.R.L.

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*The Art of Persuasion: Political Communication in Italy from 1945 to the 1990s*. Edited by Luciano Cheles and Lucio Sponza. Manchester, UK: Manchester University Press, 2001. ISBN 0-7190-4170-8 (paperback) 384 pages; black & white illustrations.

An international team of scholars from various disciplines traces the evolution of Italian political communication from the postwar period to the present. This volume chronicles the use of different forms of media for the dissemination of political information by both official party-led groups and informal grassroots and subversive movements outside the system. Those interested in Italian sociopolitical history or the rhetoric and semiotics of political propaganda will find this to be a useful text. M.R.L.

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Gordon S. Barrass. *The Art of Calligraphy in Modern China*. Berkeley, CA: The University of California Press, 2002. ISBN 0-520-23451-0 (hardcover) 288 pages; color + black & white illustrations.

A survey of twenty-five masters of Chinese calligraphy. Lavishly illustrated, this book profiles trends in modern calligraphy from followers in the grand tradition to practitioners in the avant-garde. This revered form of art and communication reflects the tumultuous political and social changes the people of modern China have experienced in the last century. M.R.L.

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Jean Baudrillard. *Screened Out*. Translated by Chris Turner. London, UK: Verso, 2002. ISBN 1-85984-385-9 (paperback) 208 pages.

A collection of articles originally published in the Parisian newspaper *Libération*, by France’s most controversial critic of contemporary culture. One by one Baudrillard lucidly deconstructs Disneyland, Formula One racing, mad cow disease, transsexuality, and a whole host of other far-reaching topics. Engagingly written and accessible to even the neophyte of postmodern criticism, *Screened Out* tackles serious political and cultural issues with views sure to incite strong reactions. M.R.L.

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Hilary Balloon. *New York’s Pennsylvania Stations*. New York, NY: W.W. Norton & Company, 2002. ISBN 0-393-73078-6 (hardcover) 256 pages; color + black & white photographs.

A richly illustrated visual essay on the birth, death and rebirth of New York’s most-loved train station. Told in three parts, the first section details with historic photographs the conception of Pennsylvania Station in 1910. Norman McGrath captures in photographs the demolition of the aging engineering marvel and architectural masterpiece. Computer renderings in the final section show the Skidmore, Owings & Merrill design for a new station in the landmark Farley Post Office building. This book is treat for Penn Station aficionados and those interested in the preservation of historic landmarks, architecture, urban planning and transportation issues.

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Cynthia L. Breazeal. *Designing Sociable Robots*. Cambridge, MA: The MIT Press, 2002. ISBN: 0-262-02510-8 (hardcover) 281 pages; black & white photographs and illustrations; CD-rom.

An approach to infusing robot-like machines with the appearance of social intelligence. From the system level up, Breazeal shows how science, engineering and art were combined to endow Kismet, a test platform of a robotic head, with lifelike qualities that encourage users to treat Kismet as a creature rather than a machine. For designers, this book uncovers the myriad challenges associated with creating the impression of social intelligence in anthropomorphized machines. M.R.L.

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*Central European Avant-Gardes*. Edited by Timothy O. Benson. Cambridge, MA: The MIT Press, 2002. ISBN 0-262-02522-1 (hardcover) 447 pages; color + black & white photographs and illustrations.

An extensive look at the interconnected work produced by the artists and thinkers of early twentieth-century Central Europe. The book, published in conjunction with an exhibition organized by the Los Angeles County Museum of Art, juxtaposes critical discussions of movements, key figures and publications with chapters devoted to the cities of Central Europe that cultivated progress in the avant-garde. Beautifully designed and filled with innumerable color plates and illustrations, this work offers a comprehensive look at art and intellect in a time of revolution. M.R.L.

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*Confronting Consumerism*. Edited by Thomas Princen, Michael Maniates and Ken Conca. Cambridge, MA: The MIT Press, 2002. ISBN 0-262-66128-4 (paperback) 381 pages; black & white illustrations.

A direct attack on unsustainable consumption trends and the narrowly defined representation of environmental issues in public policy and academic circles. Framed as a series of stand-alone chapters, each explores the ecological, social and political implications of over-consumption. This provocative call to action encourages readers to check the growth of society's wasteful structures. M.R.L.

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*Creating Spaces of Freedom: Culture in Defiance*.

Edited by Els van der Plas, Malu Halasa, Marlous Willemsen. London, UK: Saqi Books, 2002. ISBN 0-86356-736-3 (paperback) 196 pages; color + black & white illustrations.

Fourteen essays illustrate works of creative expression that transcend conditions hostile to artistic freedom. This rich visual anthology includes contributions from Noble writer Wole Soyinka, anti-apartheid activist Albie Sachs, and the Vietnamese novelist Duong Thu Huong. The challenging work of these writers and artists show dissent and the pursuit of truth can exist in spite of oppressive regimes. M.R.L.

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*CTRL[SPACE] Rhetorics of Surveillance from Bentham to Big Brother*. Edited by Thomas Levin, Ursula Frohne, and Peter Weibel. Cambridge, MA: The MIT Press, 2002. ISBN 0-262-62165-7 (hardcover) 655 pages, color + black & white illustrations.

An impressive survey of the rise of "panopticism" in painting, photography, cinema, television, digital media, architecture, installation art, robotics and satellite imaging. Beginning in the 18th century with Jeremy Bentham's architectural vision for a prison with omnipresent surveillance, this book traces the role of the all-seeing-eye in art and culture to our postmodern media saturated society. The authors identify an Orwellian cultural trend in which the infringement of security and civil liberties are increasingly and surreptitiously present. M.R.L.

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Gen Doy. *Drapery: Classicism and Barbarism in Visual Culture*. London, UK: I.B. Tauris & Co. Ltd., 2002. ISBN 1-86064-539-9 (paperback) 288 pages; black & white photographs.

A revealing examination of the overlooked role of draped fabrics in the display and concealment of women in art. Doy covers everything from chiseled robes in classical statuary to images of death shrouds in contemporary television news reports. This book makes the case for the significance of drapery as an overlooked but continually present aspect of our collective visual culture. M.R.L.

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*Education of a Design Entrepreneur*. Edited by Steve Heller. New York, NY: Allworth Press, 2002. ISBN 1-58115-221-3 (paperback) 288 pages; black & white illustrations.

Current luminaries in the design profession address the pursuit of monetary and creative freedom. Contributors to this collection of fifty essays on design entrepreneurship include David Kelly, Clement Mok, Maira Kalman, Saul Wurman, Forrest Richardson, John Maeda and others who reveal how they confront the dual challenges of creativity and constraint that bracket design projects. Individuals intent on striking out on their own will find in this book sources of inspiration and cautionary tales. M.R.L.

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Hal Foster. *Design and Crime (And Other Diatribes)*. New York, NY: Verso, 2002. ISBN 1-85984-668-8 (hardcover) 176 pages; color + black & white illustrations.

A deliberately polemic collection of essays on the tyrannical aspects of an overly designed contemporary culture. Foster surveys the new political economy of a design that markets culture, brands identity and advances spectacle in information and architecture. He then shifts focus from the rise of “total design” to the concurrent fall of art and cultural criticism. From its stark black cover to its provocative text, this book is designed to raise critical questions about the role of design in contemporary life. M.R.L.

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Penny Fowler. *Frank Lloyd Wright: Graphic Artist*. Rohnert Park, CA: Pomegranate Communications Inc., 2002. ISBN 0-7649-2017-0 (hardcover) 133 pages; color + black & white photographs and illustrations.

A beautifully illustrated retrospective of Frank Lloyd Wright’s prodigious output in the graphic arts. This collection catalogues a range of work from early school drawings to a personal Christmas card greetings and unpublished illustrations done for the cover of *Liberty* magazine. Fowler places the architect’s wide-ranging designs in typography, books, posters, murals and magazines within the context of contemporary aesthetic movements. Though graphic work, one can see the underlying design fundamentals that infuse every application of his genius.

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Simon Garfield. *Mauve: How One Man Invented a Color that Changed the World*. W. W. Norton & Company Inc., 2000. ISBN 0-393-32313 (paperback) 224 pages; color + black & white photographs.

Part social history, part scientific biography of a forgotten Victorian chemist and his discovery of a new color. Searching for an anti-malaria drug, the 18-year old English chemist William Perkin stumbled upon the process to make the first synthetic dye—mauve. Lively prose details William’s successfully commercialized of his discovery and the fads it sparked in fashion and the fledgling field of applied chemistry. This book is a fascinating addition to the now familiar genre of scientific accident turned good. M.R.L.

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Ron Goldman. *Pyramid Algorithms: A Dynamic Programming Approach to Curves and Surfaces for Geometric Modeling*. San Francisco, CA: Morgan Kaufmann Publishers, 2002. ISBN 1-55860-534-9 (hardcover) 530 pages; color + black & white illustrations.

A textbook approach to understanding, analyzing and computing common polynomial and spline curves, and surfaces schemes in computer-aided geometric modeling and design. Goldman employs a dynamic programming method based on recursive pyramids for revealing the structure and relationship of algorithms. The jacket cover claims all you need is basic background knowledge in calculus, linear algebra and simple programming skills. This is a book written for the courageous in CADG geometric modeling. M.R.L.

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*Graphic Design Iran 1: The First Selected Works of Iranian Graphic Designers*. Tehran: Iranian Graphic Designers Society, 2001. ISBN 964 93478 1 X. 270 pages. Many color illustrations.

An excellent introduction to the work of Iran’s graphic designers. A brief introductory of visual communication and graphic design in Iran, written in English and Farsi, introduces the book. The work is divided into categories including illustration, interactive, packaging, advertising, logos, and posters. V.M.

Robin Hardy. *The Crisis of Desire: AIDS and the Fate of the Gay Brotherhood*. Minneapolis, MN: University of Minnesota Press, 2002. ISBN: 0-8166-3911-6 (paperback) 240 pages.

A moving combination of social commentary and personal narrative about the struggle to rescue sexuality and its partner, erotic desire, from the shadows of a devastating epidemic. Hardy makes a passionate call to liberate gay men from the proliferation of myths about HIV and the resultant squelching of passion, kinship, and the erotics of everyday life. Stinging prose lays blame for more than two decades of death on antigay governmental policies and a rapacious medical industry. M.R.L.

Steven Heller. *Merz to Émigré and Beyond: Avant-Garde Magazine Design of the Twentieth Century*. New York and London: Phaidon Press, 2003, ISBN 0 7148 3927 2. 240 pages. Color illustrations.

A richly-illustrated history of small political and cultural magazines. Heller describes their iconoclastic or artistic content and devotes considerable attention to their design. Examples range from humor magazines like *Punch* and *Simplicissimus* to avant-garde periodicals like *De Stijl* and *Der Dada* to more contemporary publications like *The Realist* and *Rat*. Many of the publications covered are little known. V.M.

*A Heranca de Olhar: O Design de Aloiso Magalhães* (The Heritage of Looking: The Design of Aloiso Magalhães). Art direction by Felipe Tabora. Editorial organization by João de Souza Leite. Rio de Janeiro: ARTVIVA Produção Cultural Ltda, 2003. ISBN 85-88778-02-5. Color and black and white illustrations.

A richly illustrated collection of essays on the life and work of Aloiso Magalhães considered by many to be Brazil's first and foremost graphic designer. Many documentary photographs as well as a near complete documentation of Magalhães projects. The essays cover all aspects of his career and include some of his own writings. V.M.

Kenneth Kolson. *Big Plans: The Allure and Folly of Urban Design* Baltimore, MD: The John Hopkins University Press, 2001. ISBN 0-8018-6679-0 (hardcover) 236 pages; black & white photographs and illustrations

A scholarly work that takes a historical user's perspective on urban design and exposes the futility of the social engineering upon which it rests. Far-ranging examples in time and place illustrate the folly of utopian plans visualized in the neat maps and predictive models of master planners that overstate the role of rationality in public life. Kolson makes a case for the rule of serendipity and randomness in urban dynamics; an irrational causality that renders the planned unplanned. Despite its academic origin, this is a fascinating read about the utopian goal of Big Plans and the dystopian reality of lived experience. M.R.L.

*Level of Detail for 3D Graphics*. Edited by David Luebke, Martin Reddy, Jonathan D. Cohen, Amitabh Varshney, Benjamin Watson, Robert Huebner. San Francisco, CA: Morgan Kaufmann Publishers, 2003. ISBN 1-55860-838-9 (hardcover) 432 pages; color + black & white illustrations.

A textbook treatment of the concepts, theories, algorithms and data structures essential for modeling detailed three-dimensional graphic worlds. The authors provide a conceptual framework for striking the tricky balance between increasing levels of detail (LOD) and the need for smooth, flowing animation. This technical reference will be of use to professionals in game development, computer animation, information visualization, and virtual reality fields. M.R.L.

Marjetica Potrc. *Naslednja postaja Kiosk* (Next Stop Kiosk). Ljubljana: Moderna Galerija Ljubljana, 2003. ISBN 961-206-038-X; 159 pages; black & white, color illustrations. In English with Slovenian translation.

The catalog of an exhibition curated by the Slovenian art historian Marjetica Potrc. The focus is on the unofficial structures that people construct and the architectural adaptations they make in the urban environment. Exhibition installation photographs as well as informative interviews and essays. V.M.

*Polski Plakat Filmowy: 100-lecie kina w Polsce, 1896-1966* (Polish Film Poster: 100th Anniversary of the Cinema in Poland). Cracow: Poster Gallery & the Association of International Cultural Exchange in Cracow, 1996. ISBN 83-905899-0-7; 295 pages; color illustrations. In Polish and English

The catalog of a large retrospective exhibition of Polish film posters. The volume provides an excellent written survey of the subject with ample illustrations. V.M.

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*Polski Plakat Teatralny 1899–1999* (Polish Theater poster, 1899–1999). ISBN 83-905899-6-6; 334 pages; color illustrations. In Polish and English

An excellent introduction to the topic. Many illustrations in color complement a useful historical text. V.M.

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Olivier Razac. *Barbed Wire: A Political History*. Translated by Jonathan Kneight. ISBN 1-56584-735-0. New York, NY: The New Press, 2002 (hardcover) 132 pages: black & white photographs.

An argument to include barbed wire in the list of important technological inventions. Razac reveals the hidden history of barbed wire and its role in the demarcation and control of vast amounts of land. Cheap and mass produced as an agricultural tool, barbed wire became a tool of political violence linked to the ethnocide of American Indians, the brutal treatment of WWI prisoners and extermination in Nazi death camps. This is a fascinating look at the potential misuse of a seemingly harmless technology. M.R.L.

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*Reimagining Textuality: Textual Studies in the Late Age of Print*. Edited by Elizabeth Bergmann Loizeaux, Neil Fraistat. Madison, WI: The University of Wisconsin Press, 2002. ISBN 0-299-17380-1 (paperback) 262 pages; black & white photographs and illustrations.

A collection of academically-oriented essays on textual scholarship. Interdisciplinary contributions map out the terrain where postmodernism and textual criticism intersect revealing issues in production, distribution, reproduction, consumption, reception, archiving, editing and the sociology of texts. This book is most compelling in its cultural analysis of the effects of electronic media on textual practices, a transition analogous to that from manuscript to print. M.R.L.

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Ed Ruscha. *Leave Any Information at the Signal*. Edited by Alexandra Schwartz. Cambridge, MA: The MIT Press, 2002. ISBN 0-262-18220-3 (hardcover) 472 pages; black & white photographs and illustrations.

An anthology of writings, interviews and images by the noted art provocateur, Pop and Conceptual artist Ed Ruscha. Divided into three parts, the first section "Writings" includes personal documents, letters, and work statements. The second section "Interviews" contains the transcriptions of more than 50 interviews and conversations with the artist. In the final section "Bits and Pages," Ruscha has compiled a collage of sketchbook pages, semantic explorations, and personal notes that provide a window into his artistic process and creative musings. Despite its enigmatic title, this book attempts to capture the artist's journey into the elusive and nonsensical. M.R.L.

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John R. Schermerhorn, Jr., James G. Hunt and Richard N. Osborn. *Organizational Behavior*. Edison, NJ: John Wiley & Sons Inc., 2003. ISBN 0-471-20367-X (hardcover) 422 pages; color photographs and illustrations; CD-rom.

A textbook offering up the latest wisdom in the constantly evolving world of organizational behavior. The eighth edition of this handbook features new entries on increasingly relevant subjects such as cultural relativism, virtual teams and innovation processes for the global economy. Also included are a workbook, an assessment CD, several contemporary case studies, and many links to interactive online resources. Well designed and engagingly written, this text would be an appropriate choice for any beginning course in organizational behavior. M.R.L.

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Mark C. Taylor. *The Moment of Complexity: Emerging Network Culture*. Chicago, IL: The University of Chicago Press, 2001. ISBN 0-226-79117-3 (hardcover) 340 pages.

A formidable work of cultural analysis and theory building which draws on the science of complexity to explain the chaos and order that define our emerging network culture. Taylor's synthesis points to a future dominated by irreducibly complex systems that requires the union of the humanities and sciences to maintain cultural literacy. An important book for those interested in a philosophical prescriptive for an age of complexity and rapid change. M.R.L.

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Karel Teige. *The Minimum Dwelling*. Translated by Eric Dluhosh. Cambridge, MA: The MIT Press, 2002. ISBN 0-262-20136-4 (hardcover) 412 pages; black & white photographs and illustrations.

A long-overdue English translation of Karel Teige's 1932 design classic for a simplified dwelling space dedicated to the needs of the working class. Teige, an influential contributor to almost every area of art, design and urban thinking, was a sometimes-radical Marxist who lived and worked in Czechoslovakia during the avant-garde modernism movement. The scope of his plan for minimal living reaches far beyond architecture, rethinking not only traditional spaces, but also the accepted norms of family-centered living arrangements. M.R.L.