

# **WORLD'S GREATEST ARCHITECT**

**Making, Meaning, and Network Culture**

**WILLIAM J. MITCHELL**

**The MIT Press  
Cambridge, Massachusetts  
London, England**

© 2008 Massachusetts Institute of Technology

All rights reserved. No part of this book may be reproduced in any form by any electronic or mechanical means (including photocopying, recording, or information storage and retrieval) without permission in writing from the publisher.

For information on quantity discounts, email [special\\_sales@mitpress.mit.edu](mailto:special_sales@mitpress.mit.edu).

This book was set in Scala and Scala Sans by The MIT Press.

Printed and bound in the United States of America.

Library of Congress Cataloging-in-Publication Data

Mitchell, William J. (William John), 1944-.

World's greatest architect : making, meaning, and network culture / William J. Mitchell.

p. cm.

Includes index.

ISBN 978-0-262-63364-2 (pbk. : alk. paper)

1. Architecture and society—History—21st century. 2. Cities and towns. I. Title.

NA2543.S6M57 2008

724'.7—dc22

2008000646

10 9 8 7 6 5 4 3 2 1

## INDEX

- access control systems, 34
- advertising, 95
- Age of Aquarius, 93
- Alan Dick and Company, 18
- Alberti, Leon Battista, 21–24
- Alexandria, library of, 100
- algorithms, graphic, 62–64
- Ali, Muhammad, 86
- al-Jazeera, 53
- allusion, x
- Amazon, 8, 22, 97–100
- American Civil Liberties Union, 54
- American Embassy, Helsinki, 113–114
- American Embassy, London, 113–114
- American landscape, 19–20
- Americans United for Separation of Church and State, 54
- Amsterdam, 38
- Anarchist's Cookbook*, 33–34
- Anderson, Benedict, 110
- APIs, 23
- Apple, 53
- Architecture as Signs and Symbols*, 12
- Armstrong, Louis, 49
- artifacts, vii–xvii
- associations, ix
- asymmetrical warfare, 77
- Australia, 1
- automobile disposal, 70
- Bacon, Francis, 66, 135–136
- Bali, 39
- Bamiyan, 101
- Barney's, 120
- Barthes, Roland, 86
- Bauer, Margaret, 5
- Baxter, Anne, 53–54
- Berry, Chuck, 90
- beverage companies, 2–3
- bicycles, 93–95
- big box stores, 41–44
- Big Brother, 33, 36

## INDEX

- biopics, 85–87
- Blackwater, 123
- Blair, Tony, 65
- blobs, 75
- blogs, 137
- Bloomberg*, 109, 111
- Body Worlds, 120
- books, 97–100
- Boston, 1
- Boston City Hall, 115–117
- bottles, plastic, 2–3
- Boykin, Richard, 77
- branding, ix, 2–3, 53
- Brussels, 38
- bullshit, 10
- Burroughs, William, 49
- Bush, George W., 9, 77–80, 123
  
- Calvino, Italo, 71–72
- camera-phones, 26–27
- Candela, Felix, 74
- canon, 7–8, 60
- Capitoline Hill, 21
- carbon trading, 106
- Cars*, 91–92
- Cartier-Bresson, Henri, 28
- cartographic databases, 22–24
- casinos, 13–15
- Casper, 54
- Cassady, Neal, 49, 98
- Catalano, Eduardo, 74
- CCTV cameras, 34
- cell towers, 17–20
- Cheney, Richard, 9, 77
- Chicago, 38
- Chicago crime map, 23
- Chinatown*, 1
- Christmas window displays, 120
  
- cities, global, 37–40
- cities, walled, 37–38
- Citizen Kane*, 79
- civil liberties, 129–130
- classical columns, x
- Clear Channel, 95
- climate change, 105–107
- colonial capitals, 46
- color film, 57
- Complexity and Contradiction in Architecture*, 11–12
- computer animation, 91–92
- computer disposal, 70–71
- computer graphics, 63–64
- concentration camps, 67
- convict settlements, 66–67
- corn chips, 74
- Coyoacan, 121
- Craig's List, 23
- crime, 124–130
- crosses, 19
- Crowe, Russell, 85–86
- Cruise, Tom, 41
- crunk, 61
- curtain walls, xii
- curved surfaces, 73–76
- curves, 63–64
- cyberspace, xv
- cyberspace archaeology, 24
  
- data mining, 36
- Data Retention Directive, 34–35
- database matching, 35
- databases, 35–36
- Davis, Mike, 124
- decorated shed, xii
- decorum, x
- deep focus, 79–80

## INDEX

- Delanoé, Bertrand, 93, 95  
 Deleuze, Gilles, 74, 75  
 dematerialization, xii–xv, 98–100  
 DeMille, Cecil B., 53–54  
 demolition, 15, 69–71  
*Desert Island Discs*, 5  
 designing, xvi  
 Devil's Island, 66  
 digital cameras, 30  
 digital image collections, 60  
 digital imaging, 26–31  
 digital information, xiv–xv, 98–100  
 Disney Corporation, 89–92  
 displays, electronic, xv, 98–100  
 Domino, Fats, 49  
 door handles, ix  
 Dr. John, 49  
 drafting instruments, 62–63  
 drawing, 61–64  
 drawing, freehand, 61  
 drawing, mechanical, 62–63  
 drawing, performance of, 61  
 Duchamp, Marcel, xi, 121  
  
 E Ink, 99  
 electronic text, xiv–xv, 98–100, 136–138  
 essays, 135–138  
 essences, 58  
 Euclid, 62  
 Evans, Walker, 29  
 evocations, x  
 evolution, vii  
 experience economy, 103  
  
*Fatal Shore*, 66  
 Faulkner, William, 49  
 Fiji, 1  
  
 filters, 128  
 firewalls, 128  
 Fischer von Erlach, Johann, 6  
 flagpoles, 19  
 Flanagan, Richard, 125  
 Fletcher, Banister, 7  
 food miles, 45  
 food shopping, 45–56  
 form follows function, x  
 formaldehyde, 120  
 Foster, Norman, 111  
 Foucault, Michel, 27, 33  
 frames, 10–11  
 Frankfurt, 38  
 Frankfurt, Harry, 9–10  
 Fraternal Order of Eagles, 54  
 French Quarter, 50  
 fritted glass, 82  
 functional articulation, xii  
 functions, vii–xvii, 116  
  
 garbage disposal, 69–72  
 Garrison, Jim, 50  
 Gautier, Théophile, 58  
 Gehry, Frank, 6, 74–75, 76, 82–83, 86–87  
*Genesis*, 131–134  
 God, 53–54, 131–134  
 Google, 8, 53, 60, 93, 95, 99–100, 137  
 Google Earth, 22  
 Google Maps, 22–23  
 Gore, Albert, 105  
 GPS navigation, 23  
 Graham, Bruce, 6  
*Grapes of Wrath*, 90  
*Gray Album*, 23–24  
 Green Zone, 126  
 Gruen, Victor, 44

## INDEX

- Guantanamo Bay, 65, 77, 138  
 Guevara, Ché, 79  
*Gulag Archipelago*, 67–68  
  
 Hadid, Zaha, 64  
 Harris, Harry, 77–78  
 Hearst Corporation, 111  
 Heemskerck, Maerten van, 6  
 Herodotus, 6  
 Heston, Charlton, 54  
 Hirst, Damien, 119–120  
 historic centers, 121  
 Holloway, Sterling, 89  
 Hong Kong, 38  
 Hopkins, Gerard Manley, 81–83  
 Hughes, Howard, 13–14  
 Hughes, Robert, 66  
 Hulett, Ralph, 89  
 Hurricane Katrina, 49–52  
 hydrocarbon economy, 2  
  
 Ibsen, Henrik, 85  
 ID card systems, 35  
 identification, 128–129  
 Ikea, 53  
 image distribution, 27–28  
 imagined communities, 110–111  
 immune systems, 126–127  
 industrial production, 81  
 Inglewood, 43  
 intelligent design, 131–134  
 intentions, vii  
 InterActiveCorp office, 82–83  
 Interstate Highway System, 91–92  
 Iraq, 123–124  
 Ito, Toyo, 75  
  
 Jacobs, Jane, 82–83, 133  
 JC Decaux, 93–95  
  
 JibJab, 30  
 Johnson, Ollie, 89  
 Johnson, Philip, 6, 131  
 Jones, Inigo, 58  
 junkyards, 70  
  
 Kahn, Louis, 6, 86  
 Kahn, Nathaniel, 86  
 Kalmann/McKinnell, 115  
 Kensington High Street, 45  
 Kerouac, Jack, 49, 98  
 Khan, Fazlur, 6  
 Kindle, 97–100  
 kitsch, 76  
 Klee, Paul, 61  
 Klein, Richard, xvi  
 Kodachrome, 57, 59  
 Kodak, 57  
 Koons, Jeff, 76  
 Korda, Alberto, 79  
 krupuk, 76  
 Kusadasi, 39  
 Kyoto Protocol, 107  
  
 labels, xiv  
 Lakoff, George, 10–11  
 Lane, Anthony, 105  
 language, spoken, xii–xiii  
 language, written, xiii–xiv, 97–98  
 lantern slides, 59  
 Larson Camouflage, 18  
 Las Vegas, 13–15  
 Le Corbusier, 7  
*Learning from Las Vegas*, 14  
 letters, 97–98  
 Levitt, Helen, 29  
 Lin, Maya, 86  
 link analysis, 36  
*Little Blue Coupe*, 89–90

## INDEX

- location awareness, 23, 27  
*Lolita*, 89–92  
 London, 38  
 London Congestion Charge, 34  
 Los Angeles, 38  
 lost homes, 52  
 lyric poetry, xiii
- Madrid, 38  
 Main Street, 41–44, 45–46, 90, 91  
 Malraux, André, 57–58  
 Manhattan Christian College, 54  
 Mardi Gras, 50  
 Marsalis, Wynton, 49  
 Marx, Leo, 19–20  
 mash-ups, 23–24  
*Master Builder*, 85  
 meaning, vii–xvii, 116  
 Meier, Richard, 6  
 Menino, Thomas, 115–117  
 messages, vii–xvii  
 metadata, 27, 60  
 metaphor, 80  
 metonymy, ix, 19  
 Mexico City, 38  
*Midnight Cowboy*, 101  
 Mies van der Rohe, Ludwig, 5–6  
 Milan, 38  
*Minority Report*, 36  
 mission accomplished, 78–80, 123  
 mobile phone disposal, 71  
 Mock, Freida Lee, 86  
 modernism, 11, 81  
 Monbiot, George, 106  
 Montgomery, 54–55  
 Moore House, Austin, 60  
 Moore, Charles W., 49, 60, 83  
 Moore, Judge Roy, 54–55  
*Morphology of the Folk Tale*, 86
- Morton, Jelly Roll, 49  
 Murdoch, Rupert, 109–111  
 Museum of Modern Art, 101–103  
*Museum Without Walls*, 57–58
- neon, 14, 91  
 Neo-Palladians, 58  
 New Orleans, 49–52, 79–80  
 New Urbanism, 90  
 New York, 38  
*New Yorker*, 123  
*New York Times*, 111  
 Newman, Paul, 92  
 newspapers, 109–111  
 Nietzsche, Friedrich, xiii  
 Nikon, 57, 60  
 Ninth Ward, 50  
 Nolli, Giambattista, 22  
 Noyes, Derry, 5  
 numerals, xiv
- Oklahoma City, 39  
*On the Road*, 98  
 online image collections, 8  
 online text collections, 99–100  
 Orwell, George, 33, 80, 126  
*Our Mutual Friend*, 9  
 Oyster Card, 34
- Paine, Tom, 66  
 Palazzo Caffarelli, 21  
 Palladio, Andrea, 7, 58  
*Pamela*, 97  
 Panopticon, 27  
*Panorama of the City of Rome*, 21–22  
 Paris, 38, 93–95  
 Pei, I. M., 6, 86  
 photography, 26, 57–60  
 Photoshop, 30

## INDEX

- Piano, Renzo, 111  
Piazza d'Italia, 49, 60  
picture taking, 28–29  
pinpoint marketing, 55–56  
Piranesi, Giovanni Battista, 22  
Pixar, 92  
*Placing Words*, xvii  
plastination, 120  
police, 129–130  
Pollack, Sydney, 86–87  
Portmeirion, 5  
potato chips, 73–76  
PowerPoint, 30, 60  
preservation, 115–117, 119–121  
Preserved Treescaping International,  
18  
Pringles, 73–74  
prisons, 65–68  
product placement, 53  
Professor Longhair, 49  
Prop, Vladimir, 86  
public space, 44  
Pyongyang, 38
- Queens Boulevard, 43
- Raines, Howell, 50  
rebuilding, 52  
recycling, 2, 69–72  
redundancy in systems, 127  
rendition, 68  
resemblance, viii  
retail space, 41–44  
RFID tags, 34  
rhetoric, ix, 77–80  
Riefenstahl, Leni, 78–79  
*Rights of Man*, 66  
Rizzo, Ratso, 101
- roadside architecture, 90–91  
*Roman Holiday*, 95  
Rome, 21–24  
Rosen, Peter, 86  
Roth, Philip, 20  
Route 66, 90–92  
Rudolph, Paul, 6  
Ruffles, 74  
Rumsfeld, Donald, 9  
Ruskin, John, 59  
Russell, Bertrand, 55
- Saarinen, Eero, 6, 113–114  
San Francisco, 38  
Sao Paulo, 38  
Sarkozy, Nicolas, 93  
scale, fixed and variable, 22–23  
Scholasticism, 137  
Scott Brown, Denise, 12, 14  
Scully, Vincent, 8, 60  
sculpture, 101–103  
search technology, 35–36  
seasonal foods, 46  
self-organization, 94  
sensors, 128  
Serra, Richard, 101–103  
Seven Wonders of the World, 6–7  
Sharm el-Sheikh, 39  
shopping malls, 44  
Siegel, Bugsy, 13  
signifiers, xi  
signs, xii, 12  
Simon, Paul, 57  
Singapore, 38  
slide lectures, 7–8, 59–60  
slide libraries, 7–8, 59–60  
slide sorting, 59–60  
slogans, 53

## INDEX

- sneakers, x
- Soane, John, 59
- Solzhenitsyn, Aleksandr, 67–68
- South Central Los Angeles, 42
- spatial association, 55–56
- Spielberg, Steven, 41
- stamps, 5–6
- Starbucks, 53
- Stealth Concealment Solutions, 18
- Steinbeck, John, 90
- Stevenson, Robert Louis, 121
- structural expression, ix
- Sunshine*, 105
- supermarkets, 46–47
- surveillance, 27, 33–36
- Sydney, 38
- synecdoche, ix, 46, 54
- syntax, x
- systems, viii
- tabletops, xi
- Taipei, 38
- technology, 19–20
- telephone call logs, 34–35
- Ten Commandments, 53–56
- Tenet, George, 77
- terroir*, 46
- terrorist attacks, 124–126
- Thompson, Hunter S., 14
- Thoreau, Henry David, 19–20
- thought, xiii
- Thought Police, 33
- Tilted Arc, 101–103
- Times Square, xv
- Tokyo, 38
- Toland, Gregg, 79
- topographic draftsmen, 26
- Toronto, 38
- Torqued Ellipse, 102–103
- torture, 66
- Tower of London, 65–66
- tradeoffs, xi
- transponders, 34
- trashcans, 71
- trees, 17–20
- Triumph of the Will*, 78–79
- Triumphus, 78
- Trotsky, Leon, 121
- Twain, Mark, 50
- Updike, John, 125
- urban resilience, 51–52
- Urpflanze*, 18
- Vailima, 121
- Van Alen, William, 6
- Vélib, 93–95
- Vencatachellum's curry powder, 45
- Venturi, Robert, xii, 6, 9–12, 14
- videophones, 25
- Vigiles Urbani, 129
- village wells, 1–3
- Virtual Earth, 22
- Vitruvius, 7
- von Hagens, Gunther, 120
- Wall Street Journal*, 109–111
- Wal-Mart, 41–44
- War of the Worlds*, 41–44
- War on Terror, 77–80, 125–130
- water, 1–3
- water supply systems, 1–2
- Webcams, 25
- Weston, Edward, 30
- Whole Foods, 45–47
- Wikipedia, 137

## INDEX

Williams, Tennessee, 49  
Winograd, Gary, 29  
wireless networks, 17–20, 98–100  
Wolfe, Tom, 14  
Wolfflin, Heinrich, 59  
World Wide Web, 8  
Wright, Frank Lloyd, 5

Yahoo Maps, 22

Zurich, 38