



Architecture 3.0: The Disruptive Design Practice Handbook

Cliff Moser

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Cliff Moser : Architecture 3.0: The Disruptive Design Practice Handbook before purchasing it in order to gage whether or not it would be worth my time, and all praised Architecture 3.0: The Disruptive Design Practice Handbook:

1 of 1 people found the following review helpful. arch 3.0 is not a paradigm shiftBy Cameron CrockettIn just finished this read and have mixed feelings about its relevancy. It pro-ports arch 3.0 as a new - not building centric profession in its new incarnation. The author takes great effort to describe what in simple terms is the increasingly specialization of the profession and the blurring of architectural and consultant roles. The repeated criticism of the "commodification" of architecture is oddly validated by successfully commodity businesses. The books central idea of 'disruption' as a positive, innovative effect on the incumbent technology is an interesting perspective but the author fails to make it relevant to architecture in my opinion - at least not for other than mega size corporate firms. The most valuable insight I received was on the consideration of the architectural network both in relation production and marketing which I found to be a truly eye opening perspective. I found the book to be intriguing....and debatable...0 of 0 people found the following review helpful. A Possible Future for ArchitectsBy Brian PalmquistA thought provoking analysis of the current state of the architectural profession in North America, where it may be headed and how to manage that emerging reality.0 of 0 people found the following review helpful. Fresh, thoughtful, insightfulBy CustomerExtreme insights into the changing profession of architecture. This is the first time I have read an analysis of the profession that gives plausible and profitable strategies for refocusing the practice of architecture without belittling the design side of

the office. In fact, he leverages the strengths we have as designers and collaborative leaders and proposes a more active, community-oriented approach to practice. In Moser's view of the profession, Architecture 1.0 is the Master Builder, Architecture 2.0 is the Building-oriented Practice, and Architecture 3.0 is the Design-solver era, where architects must approach design and client service by leading collaborative teams that are responsive, innovative, and community/network driven.

This book provides a definitive guide for the future direction of the practice and profession of architecture. In five parts, Cliff Moser provides you with all the tools and know-how to implement changes that will serve you and your practice in the short, medium and long term. Written at a crucial time for the industry, this is essential reading for every architect.