

Reports from the Field

Architecture's Future: Brandism

By Linda G. Miller

Event: Brandism Series: Event as a Brand

Location: Center for Architecture, 01.30.07

Speakers: Patric O'Malley, AIA — vice president, Gensler; Daniel Goldner, AIA — Daniel Goldner Architects; Gregory Beck, AIA — Gregory Beck Architecture + Experience Design; Sharon Zukin — Broeklundian Professor of Sociology, Brooklyn College; Peter Slatin — Editor, *The Slatin Report*

Organizer: Anna Klingmann, Assoc. AIA; AIA NY



(l-r): Gensler Vice President Patric O'Malley, AIA; Daniel Goldner, AIA, Goldner Architects; Sharon Zukin, Broeklundia Professor of Sociology, Brooklyn College; Gregory Beck, AIA, Principal, Architecture + Experience Design; and moderator Peter Slatin, Editor, The Slatin Report.

Photo by Kristen Richards

Brandism™. No, that's not a typo. It's a new term trademarked by Anna Klingmann, Assoc. AIA, and principal of KL!NGMANN, a creatively driven agency for architecture and brand building. For the first in a series of six, she assembled a panel of practitioners and an academic, with a real estate expert as moderator, to discuss the global trend of branding cities, commercial and residential architecture, and architects themselves. There seemed to be no right or wrong answers, just a free flow of ideas and opinions. For example, take the Seagram Building. Did it brand Mies van der Rohe, Seagrams, or liquor? Does the new New York Times building reflect the values of the paper? How does brand affect Donald Trump's empire, or the Richard Meier signature design style? Some architects welcome marketers into the design team. Daniel Goldner, AIA, thinks the good marketers have their fingers on the pulse and now that the market is tightening, developers are relying more on their expertise. Patric O'Malley, AIA, vice president of Gensler, remarked that architecture is becoming formulaic and unoriginal, pointing out that restaurants like Pastis are designed to look like a well-preserved French bistro. It might take years to build a brand, but once it's done, it's a design shortcut. Is standardization and architectural repetitiveness in our future? Andy Warhol made it popular in the 1960s and he had his 15 minutes of fame...

Published in [Reports from the Field](#) on February 14th, 2007

- [Minor Details](#)
 - [The Measure](#)