



***ICONOGRAPHY
AND ELECTRONICS
UPON A GENERIC
ARCHITECTURE
BY ROBERT
VENTURI***

Completion: 1996

Robert Venturi's collection of new writings advocates a generic architecture defined by 21st century iconography and electronics -- as opposed to outmoded industrial and expressionistic forms. These essays, letters, reports, lectures, (gentle) manifestos, and polemical texts offer a candid, irreverent view from the drafting room -- or, as Venturi writes, "commonsense responses, urgent and diverse, of a busy architect." Seven of the essays were co-authored by Denise Scott Brown.