



Identity by Design

Georgia Butina-Watson, Ian Bentley

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In a world of increasing globalisation, where one high street becomes interchangeable with the next, Identity by Design addresses the idea of place-making and the concept of identity, looking at how these things can be considered as an integral part of the design process.

Structured around a series of case studies including Prague, Mexico, Malaysia and Boston, the authors discuss an array of design approaches to explain and define the complex interrelated concepts. The concluding sections of the book suggest ideas for practical application in future design processes.

With full colour images throughout, this book takes the discussion of place-identity to the next level, and will be valuable reading for all architects, urban designers, planners and landscape architects.

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