Builders of the Vision: Software and the Imagination of Design

Daniel Cardoso Llach

Builders of the Vision: Software and the Imagination of Design

Daniel Cardoso Llach

Builders of the Vision: Software and the Imagination of Design Daniel Cardoso Llach

Builders of the Vision traces the intellectual history and contemporary practices of Computer-Aided Design (CAD) and Numerical Control since the years following World War II until today. Drawing from primary archival and ethnographic sources, it identifies and?documents the crucial ideas shaping digital design technologies since the first numerical control and CAD systems were developed under US Air Force research contracts at MIT between 1949 and 1970: the cybernetic theorization of design as a human-machine endeavor; the vision of computers as "perfect slaves" taking care of the drudgery of physical labor; the techno-social utopias of computers as vehicles of democracy and social change; the entrepreneurial urge towards design and construction integration; and the managerial ideologies enabling today's transnational geographies of practice.

Examining the contrasting, and often conflicting, sensibilities that converge into CAD and BIM discourses - globalism, utopianism, entrepreneurialism, and architects' desires for aesthetic liberation - *Builders of the Vision* shows that software systems and numerically controlled machines are not merely "instruments," or "tools," but rather versatile metaphors reconfiguring conceptions of design, materiality, work, and what it means to be creative. Crucially, by revealing software systems as socio-technical infrastructures that mediate the production of our built environments, author Daniel Cardoso Llach builds a strong case for the fields of architecture, media, and science and technology studies to critically engage with both the politics and the poetics of technology in design.

Builders of the Vision will be essential reading for scholars and practitioners across disciplines interested in the increasingly complex socio-technical systems that go into imagining and building of our artifacts, buildings, and cities.

⬇ **Download** Builders of the Vision: Software and the Imaginati ...pdf

▤ **Read Online** Builders of the Vision: Software and the Imagina ...pdf

Download and Read Free Online Builders of the Vision: Software and the Imagination of Design Daniel Cardoso Llach

---

From reader reviews:

Jose York:

Have you spare time to get a day? What do you do when you have much more or little spare time? Yep, you can choose the suitable activity to get spend your time. Any person spent their own spare time to take a walk, shopping, or went to the Mall. How about open or even read a book called Builders of the Vision: Software and the Imagination of Design? Maybe it is to be best activity for you. You know beside you can spend your time with your favorite's book, you can better than before. Do you agree with it is opinion or you have additional opinion?

Raymond Roth:

In this 21st millennium, people become competitive in each way. By being competitive currently, people have do something to make them survives, being in the middle of often the crowded place and notice by simply surrounding. One thing that occasionally many people have underestimated the item for a while is reading. Yeah, by reading a book your ability to survive increase then having chance to stand than other is high. For you who want to start reading a new book, we give you this particular Builders of the Vision: Software and the Imagination of Design book as basic and daily reading reserve. Why, because this book is more than just a book.

Leonel Burton:

Are you kind of active person, only have 10 or maybe 15 minute in your moment to upgrading your mind expertise or thinking skill even analytical thinking? Then you are experiencing problem with the book when compared with can satisfy your short period of time to read it because all of this time you only find book that need more time to be go through. Builders of the Vision: Software and the Imagination of Design can be your answer since it can be read by you actually who have those short spare time problems.

Stephen Redmond:

Many people spending their moment by playing outside with friends, fun activity together with family or just watching TV all day every day. You can have new activity to enjoy your whole day by reading a book. Ugh, think reading a book can definitely hard because you have to take the book everywhere? It ok you can have the e-book, delivering everywhere you want in your Mobile phone. Like Builders of the Vision: Software and the Imagination of Design which is obtaining the e-book version. So , why not try out this book? Let's notice.

Download and Read Online Builders of the Vision: Software and the Imagination of Design Daniel Cardoso Llach #IMQN8GF5KZ4

Read Builders of the Vision: Software and the Imagination of Design by Daniel Cardoso Llach for online ebook

Builders of the Vision: Software and the Imagination of Design by Daniel Cardoso Llach Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Builders of the Vision: Software and the Imagination of Design by Daniel Cardoso Llach books to read online.

Online Builders of the Vision: Software and the Imagination of Design by Daniel Cardoso Llach ebook PDF download

Builders of the Vision: Software and the Imagination of Design by Daniel Cardoso Llach Doc

Builders of the Vision: Software and the Imagination of Design by Daniel Cardoso Llach Mobipocket

Builders of the Vision: Software and the Imagination of Design by Daniel Cardoso Llach EPub