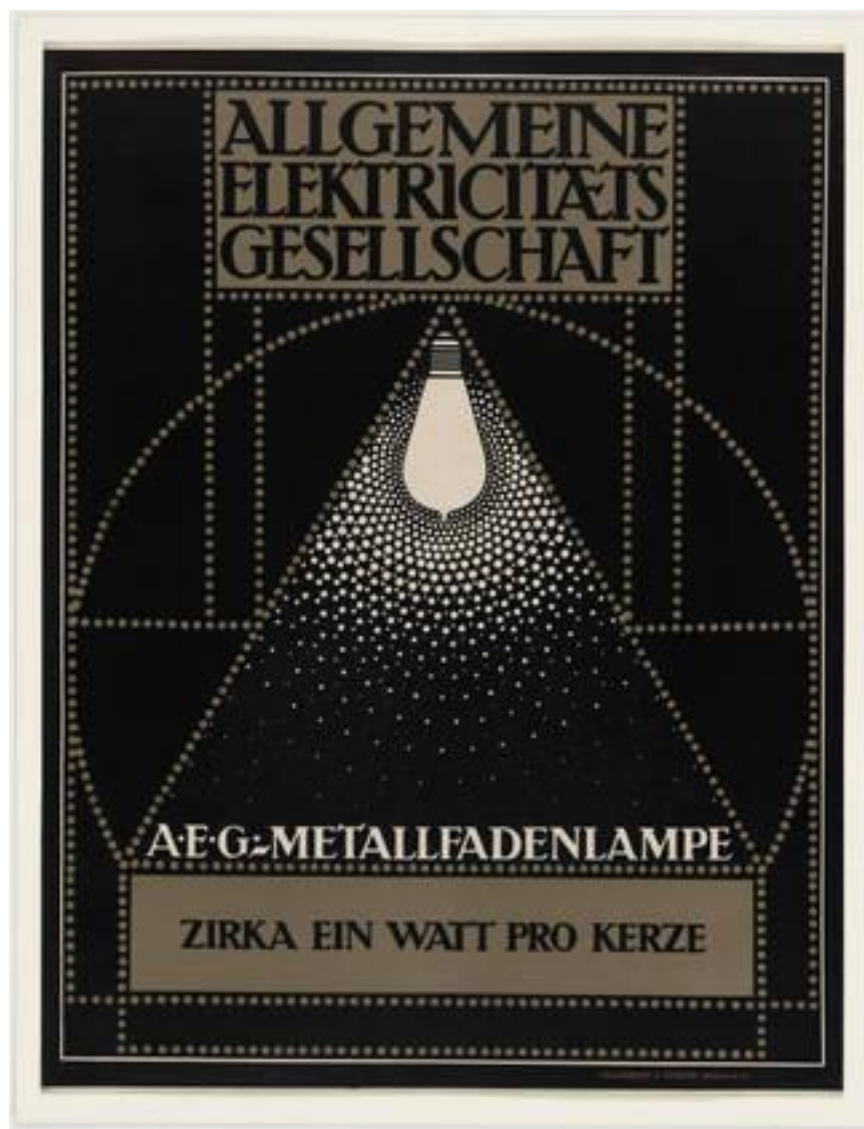




ARCHITECTURE

BRANDING &  
IDENTITY

*Is an innovative building or spatial design  
able to present a brand as current or cutting  
edge?*





1908



1908



2000





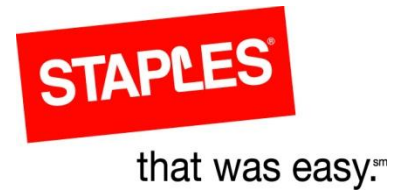
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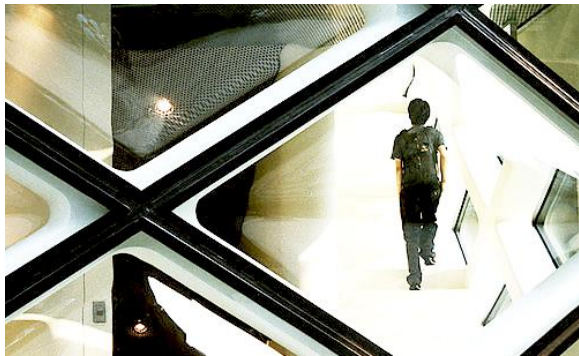
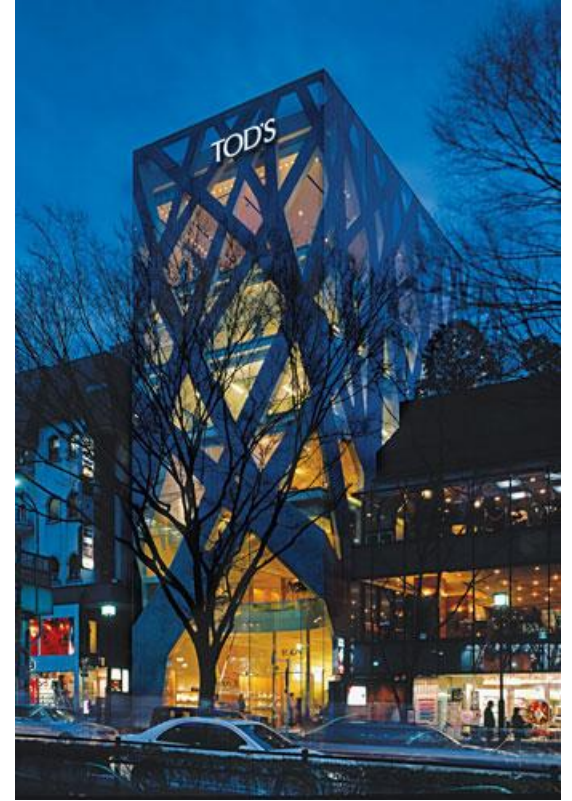
Bohlin Cywinski Jackson



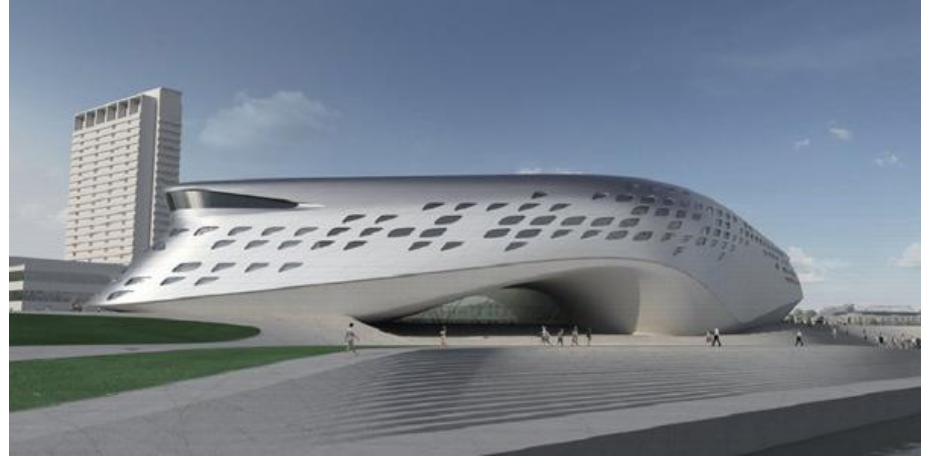
Apple, Bohlin Cywinski Jackson (Architects) Jonathan Ive (Lead Designer)



McDonald's, Walmart, Staples



Tokyo, Japan Retail : Prada, Louis Vuitton, Tod's



Guggenheim



*Embassies*





*Denmark*



*Germany*



*United Kingdom.*

*Shanghai Expo - 2010*



*Shanghai Expo - 2010*



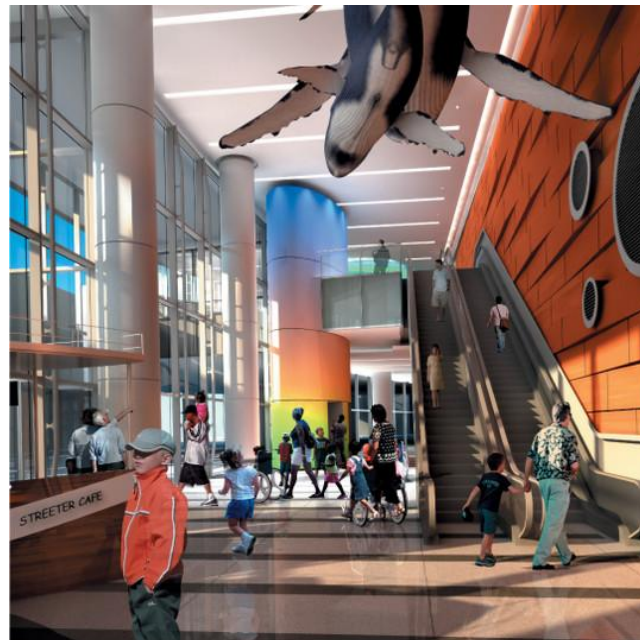
Shanghai Expo - 2010

*Is the role of our building to act as a background that a client can set their brand message against? Should we take a proactive approach?*













2

**AN OPEN LETTER TO THE BOARD OF VISITORS, THE UNIVERSITY ADMINISTRATION, AND THE UNIVERSITY COMMUNITY**

September 7, 2005

**WHAT ARE THE JEFFERSONIAN ARCHITECTURAL IDEALS?**

The University community is heir to the Lawn, one of the most important architectural complexes in the United States and a UNESCO World Heritage site. The University community is also heir to Jefferson's progressive vision of education, created to accommodate the challenges of a new democracy and to address the unique American landscape.

Why has this legacy of innovation in service of ideas been allowed to degenerate into a rigid set of stylistic prescriptions? The result has been a faux Jeffersonian architecture, confused between style and substance, characterized by apologetic neo-Jeffersonian appliqué, obsessive in its references to history, and incapable of responding to the profound social, political, and ecological discoveries of the last century.









*Is it an architect's responsibility to  
incorporate our client's brand or should we  
maintain a critical distance?*