



Demystifying Architectural Research: Adding Value to Your Practice

Flora Samuel, Anne Dye

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This practical, hands on introduction guides you through the basics of undertaking research in day-to-day architectural practice helping you to exploit the growing opportunities on offer. It explores how developing a research specialism can improve the quality of your projects, help to define your brand and generate new channels of revenue with innovative services for clients.

The text is divided into four sections focussing on different types of Architecture Research Practice; commercial, cultural, social and technology. Each section includes a series of inspiring case studies written by practitioners themselves on the way in which research benefits their business as well as an essay by an expert which sets these projects in their methodological context. In this way the book highlights the broad spectrum of research being undertaken and the practical implications for the practice and their projects.

This is designed for architects and practices who want to develop a clear specialism that adds brand value and will enable them to access new funding streams as well as students of architecture who are getting to grips with architectural research. This book will inspire cutting edge and innovative architectural practice that can clearly demonstrate its impact and value to non-architect clients.

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