

FRANCES LINCOLN



Charles Jencks
THE
ICONIC
BUILDING
THE POWER OF ENIGMA

INTRODUCTION: THE BILBAO EFFECT 6

The War of the Hot Labels. Frank Gehry Opens the Door.

JUDGING THE ICON 20

Definitions: The Religious and Secular Tensions. Ancient Icons. The First Modern Icons. The Iconic Icon. Anything can be an Icon. Museum = Shop = Icon. A Suitable Case for Icons? The Spiritual Icon.

ICONIC MEDIA WARS 64

The I-Word Goes Public. Global Ritual. A Drama in Five Acts. Libeskind's Strategy—Precise Denotations and Fuzzy Connotations. Shrinking the Icons. The Incredible Shrinking Daniel Libeskind. The Subject of Icons—Emotional States.

ICONIC DILEMMAS 100

Rem Koolhaas—The Flying Dutchman Goes East. CCTV. Enric Miralles—Great Building, Great Tragedy. New Metaphors of Democracy. The Non-landmark Landmark. The Spiraling Cost of an Iconic Building. Renzo Piano—Function Stymies Form. Cancellation.

THE CHALLENGERS 136

Calatrava Looks to Nature. Will Alsop Pursues Difference. Zaha Hadid—Icons of Fluidity. U R Feeling the Intellectual Icon.

TWO WINNERS 170

Successful and Failed Icons. The Shape of Music. Verbal Evidence. The Cosmic Skyscraper. Architectural Virtue.

SURPRISING CONCLUSIONS 194

A New Era? Louis-Philippe Stumbles on the Enigmatic Signifier. Eiffel Adds a New Experience. De Chirico Names the Enigma Variations. The Lesson for Architecture: The Successful Landmark. Emergent Meaning: Nature and Cosmogenesis.

Notes	212
Index	218
Acknowledgments	224

