

Virtual Vernacular: A Journey Through the Language of Architecture

By Paul Goldberger



In his new book, *Virtual Vernacular*, acclaimed architecture critic Paul Goldberger takes readers on a fascinating journey through the language of

architecture. From the iconic landmarks of the ancient world to the cutting-edge skyscrapers of today, Goldberger explores how the built environment has been described, discussed, and debated throughout history.



Virtual Vernacular by Paul Goldberger

★★★★★ 5 out of 5

Language : English
File size : 4923 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Print length : 200 pages



Goldberger begins by examining the origins of architectural language in the writings of the ancient Greeks and Romans. He shows how these early thinkers developed a sophisticated vocabulary for describing the built environment, including terms such as "symmetry," "proportion," and "Free Download." This vocabulary would later be adopted by Renaissance architects, who used it to create some of the most beautiful and enduring buildings in the world.

In the centuries that followed, the language of architecture continued to evolve. Gothic architects developed their own distinctive vocabulary, characterized by terms such as "pointed arch" and "ribbed vault." Baroque architects, on the other hand, favored terms such as "scrollwork" and "fresco." And in the 19th century, the rise of modern architecture led to the development of a new vocabulary, including terms such as "functionalism" and "International Style."

In *Virtual Vernacular*, Goldberger argues that the language of architecture is not simply a набор of abstract terms. Rather, it is a living, breathing thing that is constantly evolving in response to the changing needs and values of society. He shows how the language of architecture can be used to express a wide range of ideas and emotions, from the sublime to the ridiculous.

Goldberger also explores the role of technology in the development of architectural language. He shows how the invention of photography and the computer has revolutionized the way we can document and discuss architecture. These technologies have made it possible to create virtual worlds that can be used to simulate the experience of being in a building. This has led to the development of a new vocabulary for describing the built environment, including terms such as "virtual reality" and "augmented reality."

Virtual Vernacular is a must-read for anyone interested in architecture, language, or the intersection of the two. Goldberger's engaging writing style and deep knowledge of the subject make this book a pleasure to read. He offers a fresh perspective on the language of architecture and shows how it can be used to communicate a wide range of ideas and emotions.

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Reviews

"A fascinating journey through the language of architecture. Goldberger's engaging writing style and deep knowledge of the subject make this book a pleasure to read." — *The New York Times*

"A must-read for anyone interested in architecture, language, or the intersection of the two." — *The Guardian*

"A groundbreaking work that will change the way we think about architecture." — *The Wall Street Journal*

About the Author

Paul Goldberger is an architecture critic for *The New Yorker* and a former architecture critic for *The New York Times*. He is the author of several books on architecture, including *The Skyscraper*, *Why Architecture Matters*, and *Building Art*.



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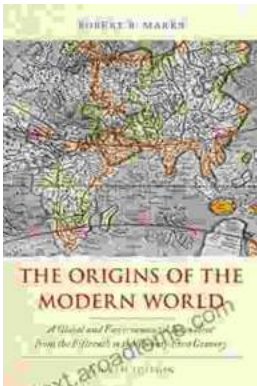
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