

architecture/design

“Through selected modern constructions—the Eiffel tower, the Twin Towers, and One World Trade Center—*Tower to Tower* offers a fresh, deep, and illuminating probe into the ambition to build bigger buildings, networks, and theories. This book will benefit anyone looking critically into digital culture and the domination of big moves in contemporary design.”

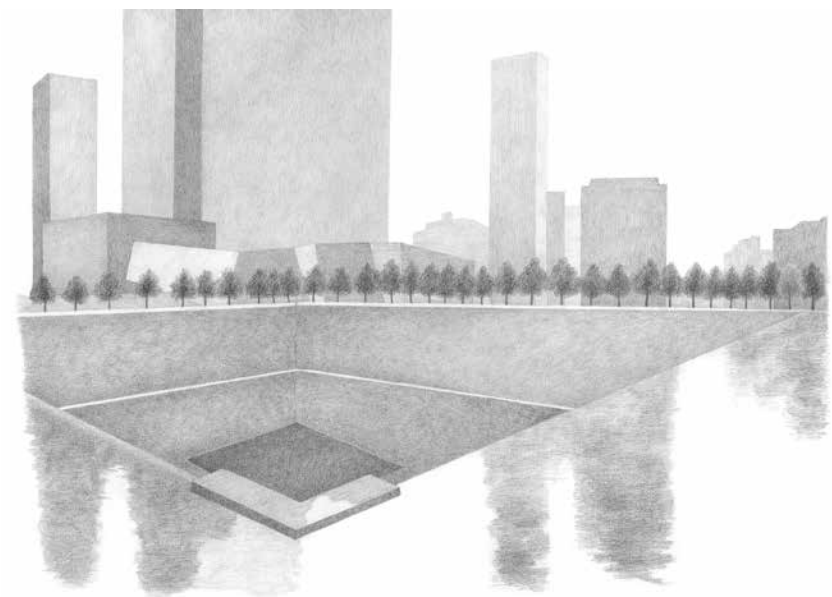
—**Anne Bordeleau**, O’Donovan Director, Waterloo Architecture

“Through a skillful and beautiful analysis of seemingly iconic and familiar skyscrapers in Paris, New York, and Beijing, *Tower to Tower* is an atlas of new concepts and vocabularies to inspire more diverse, equitable, sustainable, and critical spatial practices for the future.”

—**Orit Halpern**, Associate Professor in Interactive Design and Theory at Concordia University

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TOWER TO TOWER
Gigantism in Architecture and Digital Culture

Henriette Steiner and Kristin Veel



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TOWER TO TOWER

Gigantism in Architecture and Digital Culture
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The gigantic is everywhere, and gigantism is manifest in everything from excessively tall skyscrapers to globe-spanning digital networks. In this book, Henriette Steiner and Kristin Veel map the trajectory of gigantism in architecture and digital culture—the convergence of tall buildings and networked infrastructures—from the Eiffel Tower to the World Trade Center. They show how these two forms of gigantism—the architectural stretch toward the sky and the digital enveloping of the globe—intersect in the figure of the skyscraper with a transmitting antenna on its roof, a gigantic building that is also a nodal point in a gigantic digital infrastructure.

Steiner and Veel focus on two paradigmatic tower sites: the Eiffel Tower and the Twin Towers of the destroyed World Trade Center (as well as their replacement, the One World Trade Center tower). They consider, among other things, philosophical interpretations of the Eiffel Tower; the design and destruction of the Twin Towers; the architectural debates surrounding the erection of One World Trade Center on the Ground Zero site; and such recent examples of gigantism across architecture and digital culture as Rem Koolhaas’s headquarters for China Central TV and the phenomenon of the “tech giant.” Examining the cultural, architectural, and media history of these towers, they analyze the changing conceptions of the gigantism that they represent, not just as physical structures but as sites for the projection of cultural ideas and ideals.