

Quest for the Aesthetics of Sustainability and Sustainable Architecture in the Digital Age

Bosco Verticale, Milan. Architect: Boeri Studio



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INDUSTRIAL REVOLUTIONS & ARCHITECTURAL STYLES

Revivalist
Architecture

Big Ben of Westminster Palace



1st Industrial
Revolution
(1750)
Mechanization

Art Nouveau
Art Deco

Hôtel Tassel, Brussels, Victor Horta



2nd Industrial
Revolution
(1870)
Mass production

Modernist
Architecture

Waterfall House, Pennsylvania, Frank Lloyd Wright



3rd Industrial
Revolution
(1969)
Automation

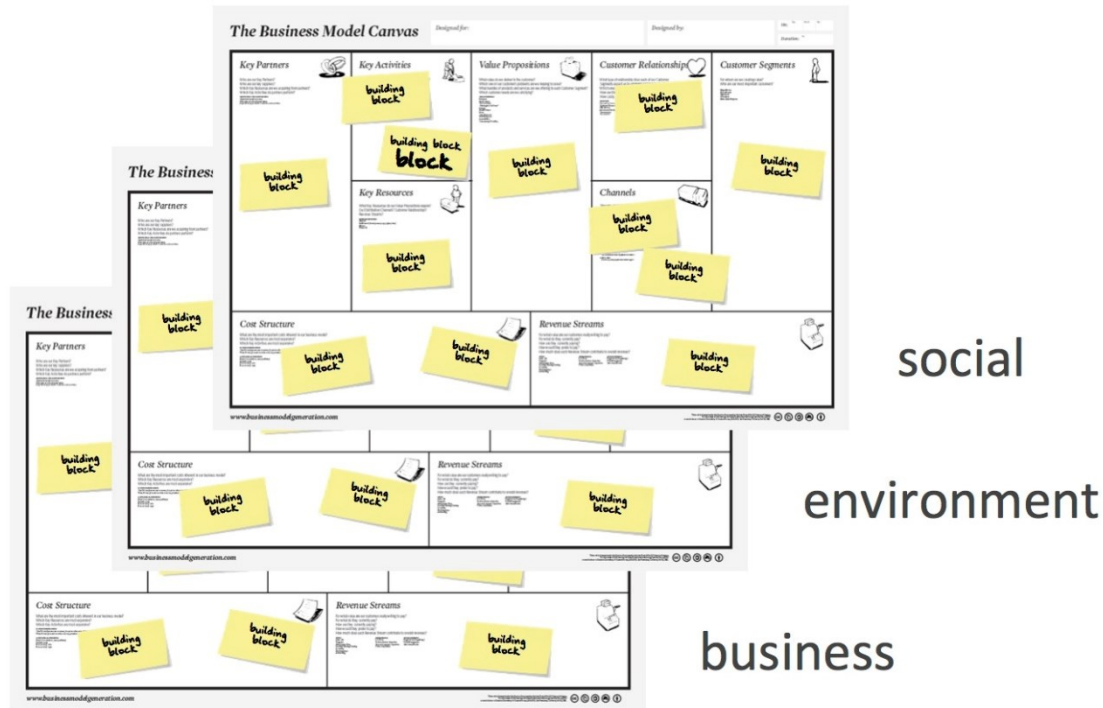
Sustainable
Architecture



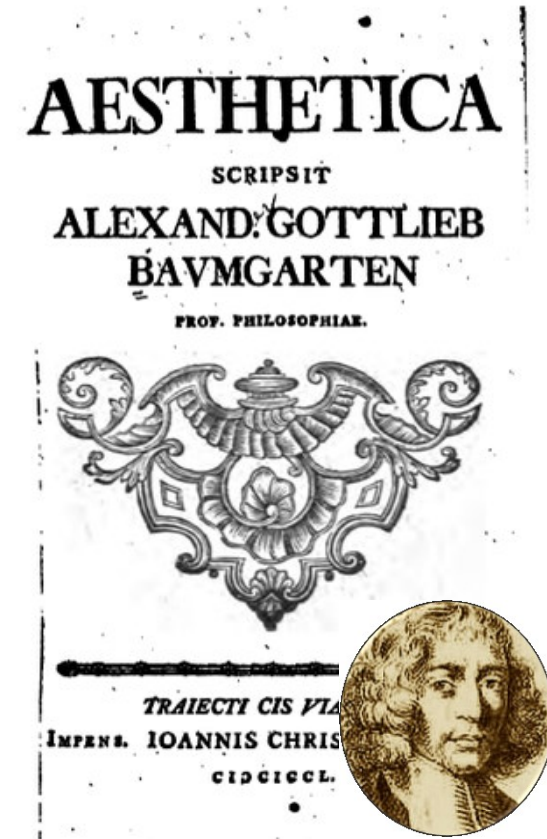
4IR
(TODAY)
Cyber / IoT

LOGIC & AESTHETICS

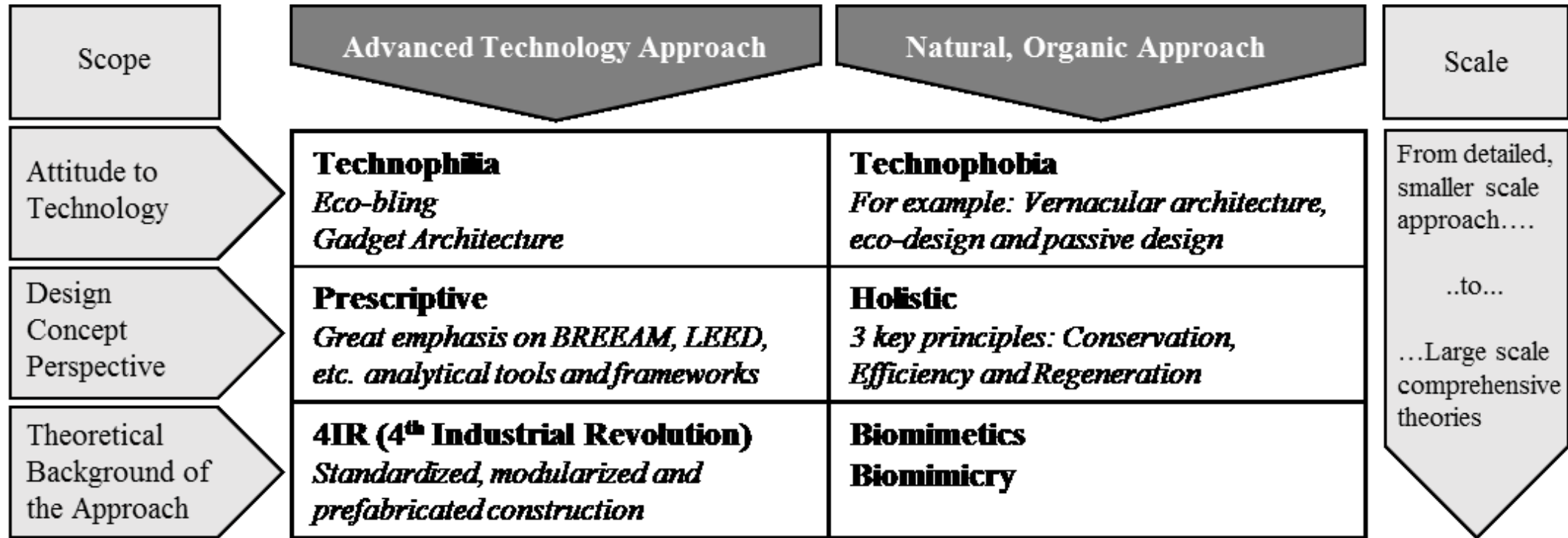
‘the role of logic for the intellectual cognition is the same as the role of aesthetics for perception’



Triple Layered Business Model Canvas
(based on Osterwalder)



ARCHITECTURAL APPROACHES TO SUSTAINABILITY



CONCLUSION

Opportunity seized or missed?

