



IBM Pilot Head Office (Cosham, Hampshire, 1970-71) and IBM Technical Park (Greenford, Middlesex, 1975-1980) - Architecture as Part of the Market Orient

Marco Alexander Caiza Andresen

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Seminar paper from the year 2004 in the subject English Language and Literature Studies - Culture and Applied Geography, grade: 1,0, University of Paderborn (Faculty of Arts and Humanities), course: The Cultural Heritage: British Art, Architecture and Music from the 1970s, 4 entries in the bibliography, language: English, abstract: The aim of this term paper is to describe the IBM Pilot Head Office in Cosham, Hampshire, and the IBM Technical Park in Greenford, Middlesex, both built by Foster Associates, and to show how the architecture contributes to the corporate culture of the company by analysing the exterior relationship between buildings and environment and social and democratic aspects inside. The whole analysis refers to these buildings, and how they were built in the 1970s, without taking architectural changes after this decade into consideration. After a short introduction to Foster Associates and IBM and a description of the corporate culture concept, in the main part both buildings will be analysed, firstly from the exterior and secondly from the interior view. At the end of this work a conclusion will be drawn, stressing the important architectural aspects relating to the corporate culture of IBM.

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