



## Verb Conditioning: The Designs of New Atmospheres, Effects and Experiences

By Albert Ferre, Irene Hwang, Michael Kubo

ActarD Inc. Hardback. Book Condition: new. BRAND NEW, Verb Conditioning: The Designs of New Atmospheres, Effects and Experiences, Albert Ferre, Irene Hwang, Michael Kubo, The fourth issue of "Verb" looks at two related processes: the conditioning of architectural environments and the conditioning of behaviors. On the one hand, studies of luminosity, sound, atmosphere and temperature expand the range of techniques available to the discipline, allowing the production of ever more extensive effects with increasingly minimal means. On the other, the rise of commerce, theming and the manufacturing of identity produce a different set of effects, directing users and their emotions for maximum commercial success. What are the real potentials of conditioning? Do these new environments merely replicate the existing with increasing accuracy and sophistication, or can they generate qualitatively new atmospheres capable of stimulating not just new effects but new forms of living?.



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