Orange Roofs, Golden Arches: The Architecture of American Chain Restaurants

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The architecture most people experience is not architecture with a big "A," the heralded, often singular structures, but architecture with a little "a," the ubiquitous places where most people live, work, shop and eat. Yet it is the singular structures--the great cathedrals, the exceptional office towers, the atypical houses--marching in succession through history that tend to be the focus of most academic and professional architecture studies. Further narrowing this view is that many of the studies also tend to focus on the styles of the structures, treating them as monuments and not necessarily places of human activity or products of a particular economic, political or social climate. Generally ignored until recently as suitable material for study has been the great mass of commonplace and crass, arbitrary and vernacular architecture, such as the varied designs of the restaurants and fast-food outlets that mark America's roadside.

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