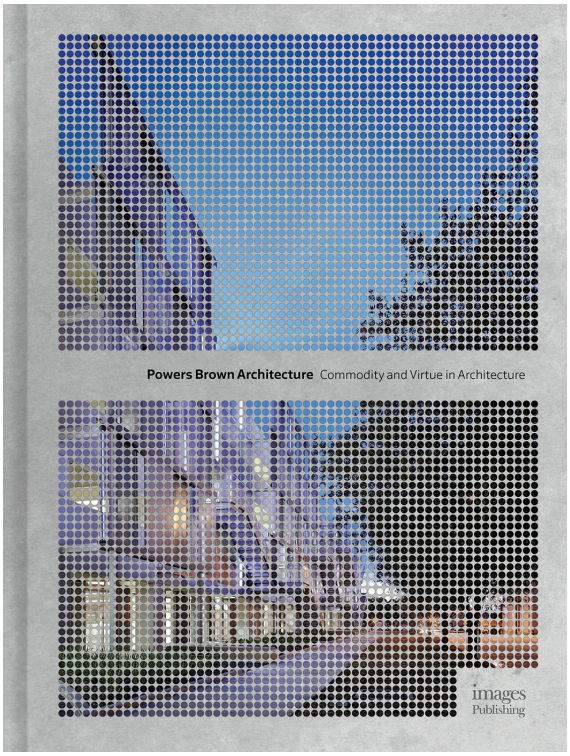
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Powers Brown Architecture

Commodity and Virtue in Architecture

Powers Brown Architecture

Introduction by Stephen Sharpe

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- Spans the entire 25 years of Powers Brown Architecture's practice, including projects not previously covered in earlier publications
- Carefully curated collection of work evinces the defining characteristic of the firm: singularly disciplined structure over a predominate style or argument about form
- Explores the notion of 'marketect' as opposed to 'starchitect'
- Includes compelling foreword by Stephen Sharpe, (editor of *Texas Architecture* magazine) and thought-provoking essay by Jeffrey Brown, FAIA
- In-depth interview with Jeffrey Brown, FAIA by architect and professor Donna Kacmar, FAIA

You've heard of the "Starchitects." Now meet the "Marketects." This monograph spans all twenty-five years of Powers Brown Architecture and evinces why all clients deserve good design.

"Marketecture," a term coined by Powers Brown Architecture as an antithesis to the "Starchitecture," is a market-driven strategy for striving for the best design solutions for all clients. Through this bottom-up approach, Powers Brown seeks cutting-edge solutions that elevate a seemingly mundane building type beyond client expectations. Its dedication to working with clients to develop cost-effective, market-driven buildings without sacrificing good design has resulted in a broad range of commercial projects that respond to everyday pragmatics while still exhibiting strong architectural ideas and developing new technologies along the way.

In ***Powers Brown Architecture: Commodity and Virtue in Architecture*** , the firm presents a curated collection of work that spans its entire twenty-five years in practice and includes projects not covered in earlier publications. The body of work evinces the disciplined structure of the practice itself over a predominant style or form.

Projects such as Hillel Student Center in Washington, D.C. and the Transit Terminal in Galveston, Texas showcase the firm's approach to public work. Frank's International and Seismic Exchange explore the possibilities of corporate architecture to create place as much as to make a statement. Arabella showcases the potential for variety, rather than repetition, in a condominium building, and the Thompson Hotel & Arts Residences in San Antonio navigates pedestrian scale in a twenty-storey tower. POST covers the commitment to resiliency and the future of the planet, while MEDDNet™ transforms urban design tactics into a national-scale disaster relief strategy.

The introduction is by journalist Stephen Sharpe, who has covered Powers Brown's work for nearly twenty years. An extended essay by principal Jeffrey Brown, FAIA, situates the firm's position at the conversational threshold of scepticism about "Starchitecure" and the reality of everyday architecture, or "Marketecture." Architecture professor and author Donna Kacmar, FAIA, interviews Brown to reveal the details behind the firm and its work.

Opened in 1999 in Houston by Joe Powers and Jeffrey Brown, **Powers Brown Architecture** now has offices spread across North America in multiple markets. The firm believes in a commitment to process, standards and the ability to apply their accumulated experience and a depth of experience to concluding architectural projects of all manner of description. Self-described as a professional services firm, they practice award-winning architectural, interior, and urban design both in North America and overseas. **Jeffrey Brown**, FAIA, is the Founding Principal/CEO for Powers Brown Architecture. Practicing architecture for more than 30 years, Jeffrey has an array of experience working on multiple building types for both public and private entities. He has authored numerous articles on architecture / criticism for various publications, and has led several research projects. Jeffrey has a passion for shaping architecture and the architects of tomorrow. He has taught and been a guest critic at numerous colleges and universities. **Joe Powers**, AIA was active in the Houston, Austin, Washington, D.C., and Denver markets during his career. In his more than 40 years of architecture, Joe demonstrated the ability to design and document buildings that were attractive, economical, and durable. His familiarity with his project markets and was key in making strategic decisions for the projects, ranging from construction type to building layout issues as they pertained to future flexibility and code compliance. Joe's focus on balancing project budget issues with durability and quality made him the go-to architecture for clients throughout many markets. In 2017, Joe retired from the firm and architecture to spend time on his Texas farm.







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