

<<全球建筑史 A Global Hist>>

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内容概要

Displaying a wonderful array of visually tempting and delicious produce, staffed by friendly and knowledgeable experts, a whole new generation of stylishly designed food shops are emerging. Conveniently located, they are often epicurean magnets for local communities or centrally placed meccas for cosmopolitan customers. Whatever their location, however, they all appeal to our eyes, nose, ears, taste and touch; because we shop with our senses. They also connect to something more vital, whether we are aware of it or not — our emotions. Designers of food shops are not just charged with the responsibility of creating a good-looking space, they also most aptly and discreetly push shoppers' mental buttons, triggering their needs, desires and aspirations, by a marriage of design and psychology. This book is a unique opportunity to browse thirty-three fabulous food shops, the majority built since 2000, in Britain and Continental Europe, Africa, Asia, Australia and North America. They not only look marvellous, but sell some of the finest fresh and prepared produce in the world. Every type of retail outlet is featured: from vast superstores to the tiniest delicatessen; heritage food halls and their 21st century futuristic counterparts; minimalist bakeries and patisseries that resemble jewellery shops.

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书籍目录

Preface. Color Portfolio. Introduction. 3500 BCE. Beginnings of China ' s Civilization. Early Indus Settlements. Predynastic Egypt. Mesopotamia. European Megalithic Tombs. 2500 BCE. Indus Ghaggar-Hakra Civilization. Early Empires of Mesopotamia. Egypt: The Old Kingdom. Megalithic Temples of Malta. Stonehenge. First Civilizations of the Americas. 1500 BCE. Egypt: The New Kingdom. Hittite Empire. Minoan Civilization. Mycenaean Civilization. Civilization of the High Andes. Poverty Point. Shang Dynasty China. 800 BCE. The Olmecs. Chavin de Hu á ntar. Zhou Dynasty China. Varanasi: The Aryan Conquest. Etruscan Civilization. Greece: The Geometric Period. Temple of Solomon. Kingdom of Kush. Neo-Assyrian Empire. 400 BCE. Achaemenid Dynasty. Classical Greece. Early Hellenic Age. Advent of Bhuddism. China: The Warring States Period. Late Olmec Centers. 0. Republican Rome. Augustan Rome. Post-Augustan Rome. Imperial Rome. Mahayana Buddhism. Taxila: The Gandharan Cosmopolis. Qin Dynasty China. Shaft Tombs of Teuchitl n. 200 CE. Roman Empire. Zoroastrian Fire Temples. Buddhism of the Satvahanas. The Kushan. Han China. The Moche and Nazca Civilizations. Teotihuac á n. Ohio ' s Hopewell Mounds. 400 CE. Hindu Renaissance. Kushans of Bamiyan. Establishment of Chinese Buddhism. Emergence of Christianity. Post-Constantinian Age. Zapotecs of Oaxaca. Kofun Period: Japan. 600 CE. Maya of the Yucatan. Tiwanaku. Age of Justinian. Armenian Architecture. Ries of the Temple Kingdoms. The Sui and Tang Dynasties. Nara Period: Japan. 800 CE. Chang ' an, the Tang Capitol. Korean Buddhism. South Asian Hindu-Buddhism. Indonesia at a Crossroads. Hindu Kingdoms of Cambodia. Construction in Southeast Asia. Rise of Islam. Carolingian Empire. Byzantine Empire. Pueblo Bonito. Maya City-States. 1000. Rise of Rajput Kingdoms. Song Dynasty China. Pure-Land Buddhism. Seljuk Turks. The Fatimids. Almoravid Dynasty. Byzantine Revival. Ottonian Germany. The Normans. Pilgrimage Churches. Italian City-States. Medieval Scandanavia. Kievan Russia. Mayan Uxmal. Native Americans of Cahokia. 1200. Khmer Vrah Vishnulok. Kingdom of Pagan. Kamakura Japan. Southern Song Dynasty. Delhi Sultanate. The Hoysalas. African Kingdoms. Europe: The High Middle Ages. Republic of Novgorod. Nasrid Sultanate. Toltec Empire. 1400. The Mexica: Tenochtitlan. Nomadic Invaders. Ming Dynasty China. Joseon Dynasty. Muromachi Japan. Timurid Dynasty. The Deccan Sultanates. Ottoman Empire. Mamluk Sultanate. Republic of Venice. Italian Renaissance. French Chateaux. 1600. Tokugawa Shogunate. Voyages of Zheng He. The Mughals. Spanish Conquest of America. Italian High Renaissance. Place Royale. Elizabethan England. The Kremlin's New Churches. Baroque Italy. The Dogons of Mali. Architecture of the Eurasian Power Bloc. 1700. Colonialism. The French Culture of Empire. England: House of Stuart. Spread of the Baroque. Georgian Architecture. Qing Dynasty China. Edo and The Kyoto Odoi. Choson Dynasty. Nayaks of Madurai. The Mallas of Nepal. End of the Mughals. 1800. Qianlong Emperor. Neo-Classicism. Japan: The Edo Period. Romantic Nationalism. Shakers. Greek Revival. Synagogues. Viollet le Duc. Wat Pra Kaeow. 1900. London Metropolitan Board of Works. World's Fairs. National Museums. Colonial Bombay. cole des Beaux-Arts. Arts and Crafts Movement. The Indo-Saracenic. Dutch Kampung. Shingle Style. The City Beautiful Movement. Rise of Professionalism. Skyscrapers. Art Nouveau. International Beaux Arts. Colonial Africa. The Deutsche Werkbund. Expressionism. De Stijl. 679 Russian Constructivism. Bauhaus. 1950. Modernism. Postmodernism. The Postmodern Museum. The Postmodern Postcolonial World. Globalization. Glossary. Bibliography. Photo Credits. Index.

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