



## ORGANIZATIONAL MODELS FOR GLOBAL ARCHITECTURE

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urbanNext interviews **Ciro Najle** on *The Generic Sublime: Organizational Models for Global Architecture*, a book that investigates how the modern concept of the generic –once assumed to achieve universality by means of organizational homogeneity, formal neutrality, programmatic blankness, lack of identity, and insipidness of character– holds the potential to become its very opposite: the singular, the irreducible, and the extraordinary.

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