

Management Research Seminar

“Ugly Duckling No More: Aesthetic Legitimacy of New Materials and Products”

Candace JONES - University of Edinburgh

Thursday, November 15th, 2018 – 11:00 – 12:30

Abstract:

Scholars emphasize the cognitive or ideational aspects of legitimation. Less clear is the role of materiality and aesthetic responses to material objects in legitimating new materials that products. This study focuses on the introduction of a new building material—reinforced concrete— during 1890 to 1939 in the U.S. architectural profession. The findings illuminate how concrete was first legitimated through language analogies highlighting similarity to stone rather than steel, and by imitating stone structures. Although the imitation of stone with reinforced concrete initially aided legitimation, concrete soon was perceived as merely imitative and thus became de-legitimated. For reinforced concrete to become a legitimate and widely adopted building material in the U.S., architects and engineers had to theorize and develop a new aesthetic that capitalized on reinforced concrete's unique material properties.

- **Paris: Room P400**, Promenade building
- **Lille: Visio Room B252**, 3 rue de la Digue

