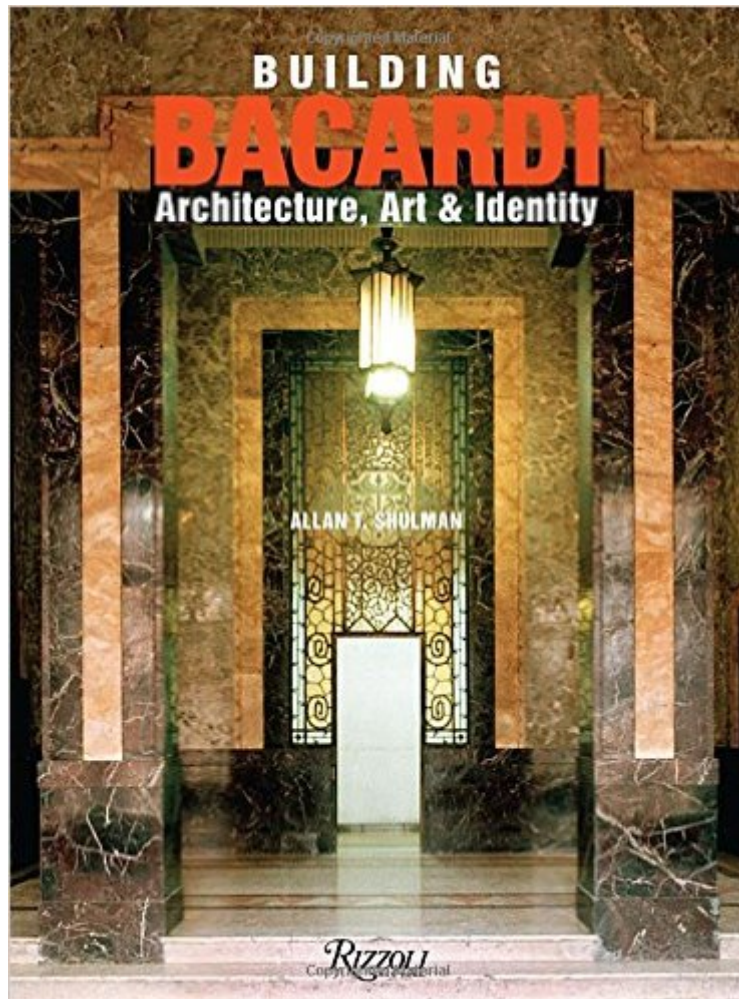


The book was found

Building Bacardi: Architecture, Art & Identity



Synopsis

Richly illustrated with vintage, powerfully graphic, and often glamorous imagery, *Building Bacardi* tells the story of the iconic brand's love affair with high design. Anyway you drink it — | Bacardi rum is the mixable one. Bacardi is best known for its rum and trademark bat logo, yet the famed spirits company has also been a force in the development of avant-garde art and architecture. True to the company slogan, Bacardi has asserted its corporate identity through buildings designed by a potent mix of modern architects with varying, sometimes radically different approaches to architecture. Corporate headquarters, distilleries, bottling plants, and executives' private homes have shaped and reflected Bacardi's position as a regional upstart, a national icon, and a global corporation with outposts in such places as Bermuda, Brazil, Cuba, Mexico, and the United States. *Building Bacardi* is the first book to explore the twentieth-century architectural legacy of the company.

Book Information

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Customer Reviews

Nice book. Great history of the company.

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