



Media Capital: Architecture and Communications in New York City (The History of Communication)

Aurora Wallace

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With a unique focus on corporate headquarters as embodiments of the values of the press and as signposts for understanding media culture, *Media Capital: Architecture and Communications in New York City* demonstrates the mutually supporting relationship between the media and urban space. Aurora Wallace considers how architecture contributed to the power of the press, the nature of the reading public, the commercialization of media, and corporate branding in the media industry. Tracing the rise and concentration of the media industry in New York City from the mid-nineteenth century to the present, Wallace analyzes physical and discursive space, as well as labor, technology, and aesthetics, to understand the entwined development of the mass media and late capitalism. [_x000B_](#)

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