CONTENTS

AC	CKNO	WLEDGMENTS	ix
1	INTE	RODUCTION	1
2	THE	SECOND DIGITAL TURN	9
	2.1	Data-Compression Technologies We Don't	
		Need Anymore	19
	2.2	Don't Sort: Search	23
	2.3	The End of Modern Science	33
	2.4	The New Science of Form-Searching	40
	2.5	Spline Making, or the Conquest of Free Form	55
	2.6	From Calculus to Computation: The Rise and	
		Fall of the Curve	65
	2.7	Excessive Resolution	70
	2.8	The New Frontier of Alienation, and Beyond	79
3	THE END OF THE PROJECTED IMAGE		99
	3.1	Verbal to Visual	102
	3.2	Visual to Spatial	104
	3.3	The Technical and Cognitive Primacy of	
		Flatness in Early Modern Art and Science	111
	3.4	The Underdogs: Early Alternatives to	
		Perspectival Projections	115
	3.5	The Digital Renaissance of the Third	
		Dimension	120

4	THE	PARTICIPATORY TURN THAT NEVER WAS	131	
	4.1	The New Digital Science of the Many	132	
	4.2	The Style of Many Hands	135	
	4.3	Building: Digital Agencies and Their Styles	140	
5	ECONOMIES WITHOUT SCALE: TOWARD A NONSTANDARD SOCIETY		145	
	5.1	Mass Production, Economies of Scale,		
		Standardization	147	
	5.2	The Rise and Fall of Standard Prices	149	
	5.3	The Digital Mass-Customization of Social		
		Practices	153	
6	POST	FACE: 2016	159	
NC	NOTES			
IN	INDEX			