This innovative book looks at design competition architecture from a social science, psychological and public policy perspective. It shows the flaws of competition architecture, and high brow architecture in general, for the consumer, and it offers a scientific approach to make design results more meaningful and functional to the public. This book is important for the systematic way in which the author presents and evaluates the methods. While architectural critics speculate about the performance of various buildings, this book also presents solid evidence on the failures of a design competition design heralded as the ‘building of the decade’, and designed by the world-famous architect Peter Eisenman.