

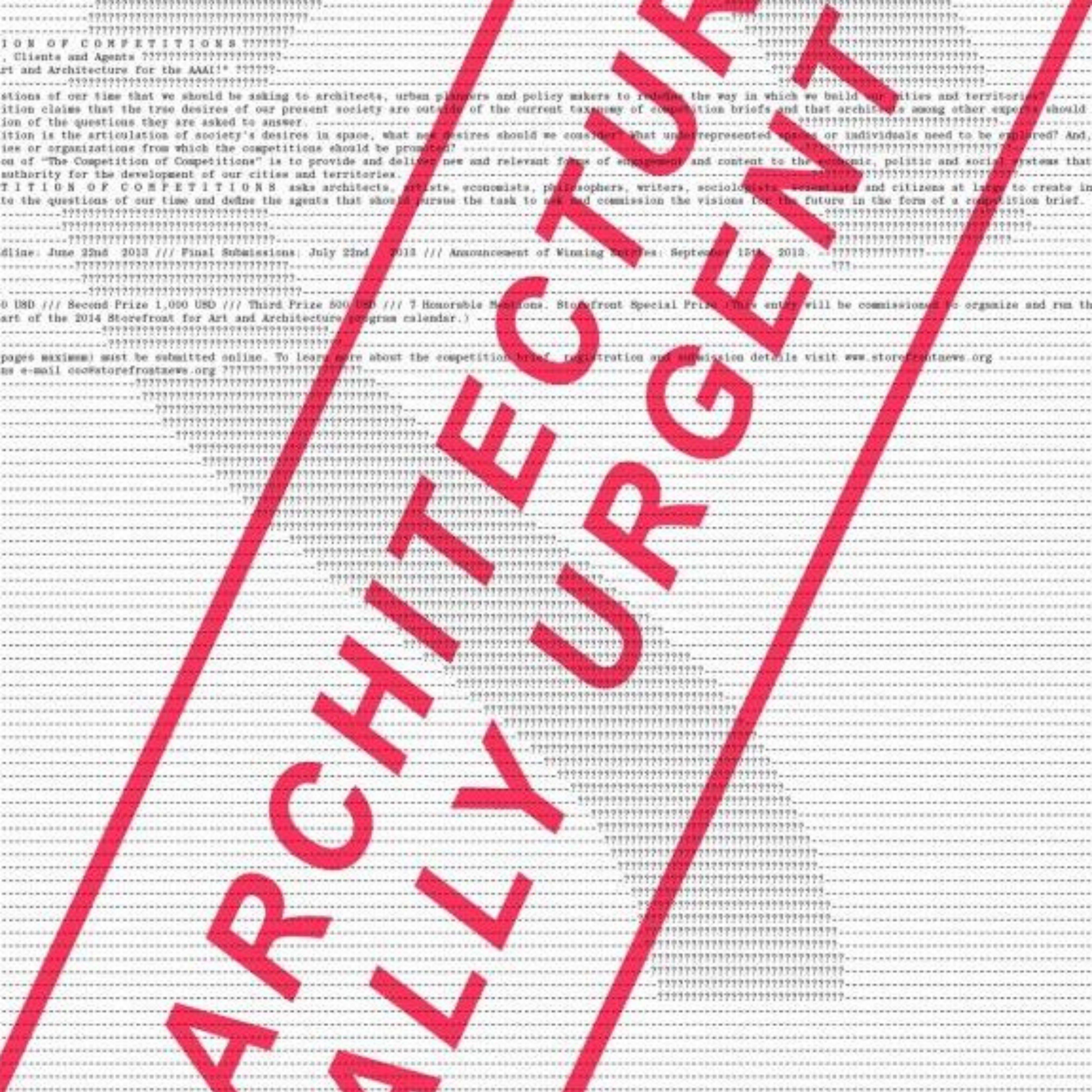


# Storefront for Art and Architecture

97 KENMARE STREET NEW YORK NY 10012 TEL 212 431 5795

[www.storefrontnews.org](http://www.storefrontnews.org)

***ARCHITECTUR-  
ALLY URGENT***



ION OF COMPETITIONS

, Clients and Agents

rt and Architecture for the AAI!

sions of our time that we should be asking to architects, urban planners and policy makers to rethink the way in which we build our cities and territories.

ition claims that the true desires of our present society are outside of the current taxonomy of competition briefs and that architects among other experts should

ion is the articulation of society's desires in space, what new desires should we consider what underrepresented groups or individuals need to be explored? And,

on of "The Competition of Competitions" is to provide and deliver new and relevant forms of engagement and content to the economic, politic and social systems that

ITION OF COMPETITIONS asks architects, artists, economists, philosophers, writers, sociologists, researchers and citizens at large to create

to the questions of our time and define the agents that should pursue the task to set and commission the visions for the future in the form of a competition brief

0 USD // Second Prize 1,000 USD // Third Prize 500 USD // 7 Honorable Mentions. Storefront Special Prize (this entry will be commissioned to organize and run the

art of the 2014 Storefront for Art and Architecture program calendar.)

pages maximum) must be submitted online. To learn more about the competition brief, registration and submission details visit [www.storefrontnews.org](http://www.storefrontnews.org)

as e-mail [oc@storefrontnews.org](mailto:oc@storefrontnews.org)

ARCHITECTURE



# STOREFRONT FOR SALE

As the number of artists creating works of cultural production are increasing and growing, there are various cultural institutions, funded primarily through individual or corporate donations, that have developed a complex relationship with donors and funders that sustains and sustains the cultural institution as a part of their mission. In some cases, the entrepreneurial nature of these institutions has led to the creation of spaces, objects, or even named buildings that have become an integral part of the cultural institution's identity.

Storefront for Art and Architecture creates a space that investigates new ways of thinking about the relationship between art and architecture. Every corner of Storefront—from office space to a Saturday craft fair—is for sale. The program is a series of projects that explore the relationship between art and architecture. Each project presents a new taxonomic model of the relationship between art and architecture. The show is an experiment with how to create a space that is both a gallery and a marketplace.

Storefront for Art and Architecture is possible by the Andy Warhol Foundation for the Visual Arts, the Audubon Foundation, the New York State Office of Cultural Affairs, the New York State Office of General Services, and the New York State Office of Cultural Affairs. The show is an experiment with how to create a space that is both a gallery and a marketplace.

NO SHAME





RETIRE THE DIRECT  
RETIRE THE CURAT  
RETIRE THE DIRECT  
RETIRE THE DEVELO  
RETIRE THE INT  
RETIRE THE WEB










# CORPOPOLY

ITEM IDEM EDITION

...al funding will never be the s

*Susan and Richard Braddock Stair*



Charles B. Benenson Grove





2012 Spring Planting



Who: All Madison Street (Bedford Ave to  
When: Saturday, May 5, 2012 from 2-4pm  
Location: In front of 182A Madison Street

Please bring your Block Association work tools and your good nature! Food will be served.

Thank you.  
Maliza



TO public party expansion \$250  
CAPITAL CITY



CAPITAL CITY

CAPITAL CITY

# Storefront *Projects*



# Storefront for Art and Architecture

97 KENMARE STREET NEW YORK NY 10012 TEL 212 431 5795

*[www.storefrontnews.org](http://www.storefrontnews.org)*





· STOREFRONT ·

5



REGISTER

POST



· STOREFRONT ·

51





Broadway & Lafayette

Prince & Broadway

Old STOREFRONT at 51 Prince Street.



Prince Street



Lafayette Street

RR

Gallery Hours: Tuesday-Saturday, 12-6 pm.  
Opening Reception: November 20, Thursday, 6-8 pm.

STOREFRONT of Art and Architecture, an organization in pursuit of the synthesis of creative arts with the public world, presents a benefit exhibition entitled "RETROSPECTIVE of STOREFRONT". Opening in the gallery's new location at 97 Kenmare Street, this exhibition will present a comprehensive documentation of our past projects, exhibitions, performances, and other programs of STOREFRONT since 1982. Selected works of artists, architects, performance artists, and others who have participated in our previous programs will be exhibited for purchase to benefit this not-for-profit organization. "RETROSPECTIVE of STOREFRONT" will present the history and the identity of our organization as a unique public service, distinct from organizations of convention and conformity.



Spring Street

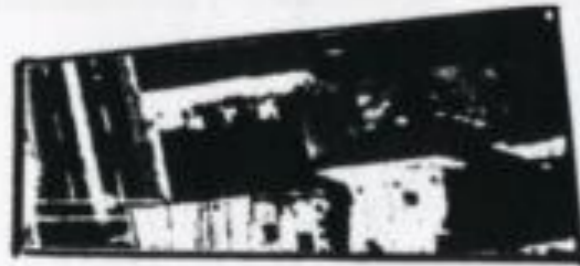
6

Spring & Lafayette



New STOREFRONT at 97 Kenmare Street.

Kenmare Street



Center Street

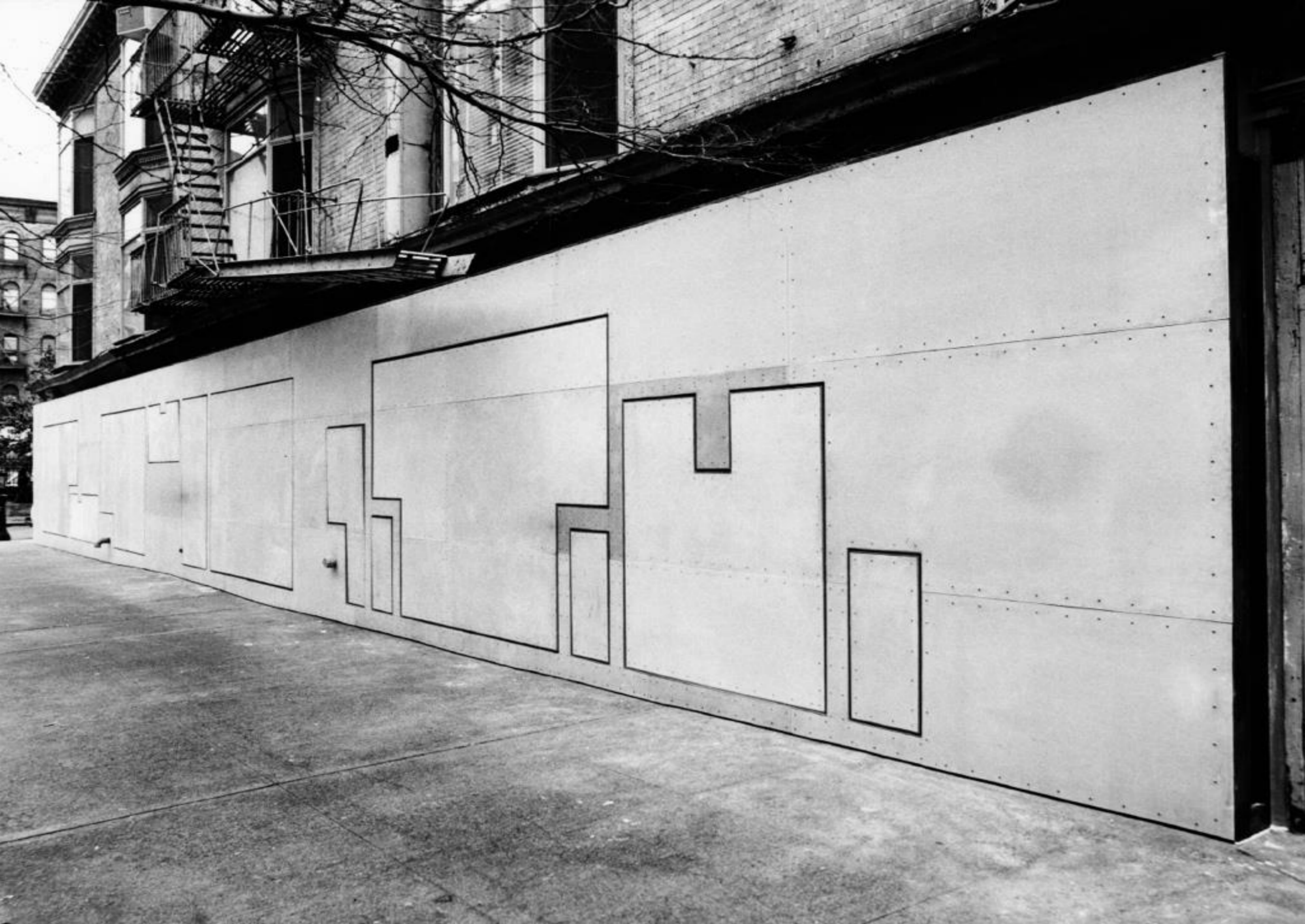




CALL-A-HEAD COMP  
1-800-634-2088

CALL-A-HEAD COMP  
1-800-634-2088

CALL-A-HEAD COMP  
1-800-634-2088







Pharmacopho  
Architectural Plac

Johnson Atel

Street  
and Archite







EXHIBITION

JAY CRITCHLEY MICHELLE FORNABAI BENJAMIN GIANNI & MARK ROBBINS ROCCO GIANNETTI BLAKE GOBLE & ROBERT RANSICK PAUL HASLHOFER & GREG TUCK  
GORDON BRENT INGRAM & MARTHA JUDGE TOM KALIN ADAM KUBY JURGEN MAYER BRIAN MCGRATH MITCHELL OWEN & CHARLES RENTRO REPO HISTORY MAURA SHEEHAN  
Exhibition designed by: PAUL LEWIS, PETER PELSINSKI & MARC TSUJIMAKI from OPERATIVES

# QUEER SPACE

*June 18 – July 31*

Gallery Hours: Tuesday–Saturday 11–6PM. Opening Reception: June 18, 6–8PM.

PANEL DISCUSSIONS

*June 19 Sunday 1PM \$8*

BEATRIZ COLOMINA DENNIS L. DOLLENS CINDI PATTON EVE KOSOFSKY SEDGWICK HENRY URBACH MARK WIGLEY

*July 9 Saturday 4PM \$8*

EXHIBITING ARTISTS & ARCHITECTS AND SELECTED WRITERS

Panel Discussions are at Cafe Architettura (25 Cleveland Place, near Spring & Lafayette). Reservation Required: 212. 451. 5795

## STOREFRONT

ART AND ARCHITECTURE

25 KENNEDY STREET NEW YORK, NY 10014 U.S.A. tel: 415 5795



**Storefront for Art  
and Architecture**

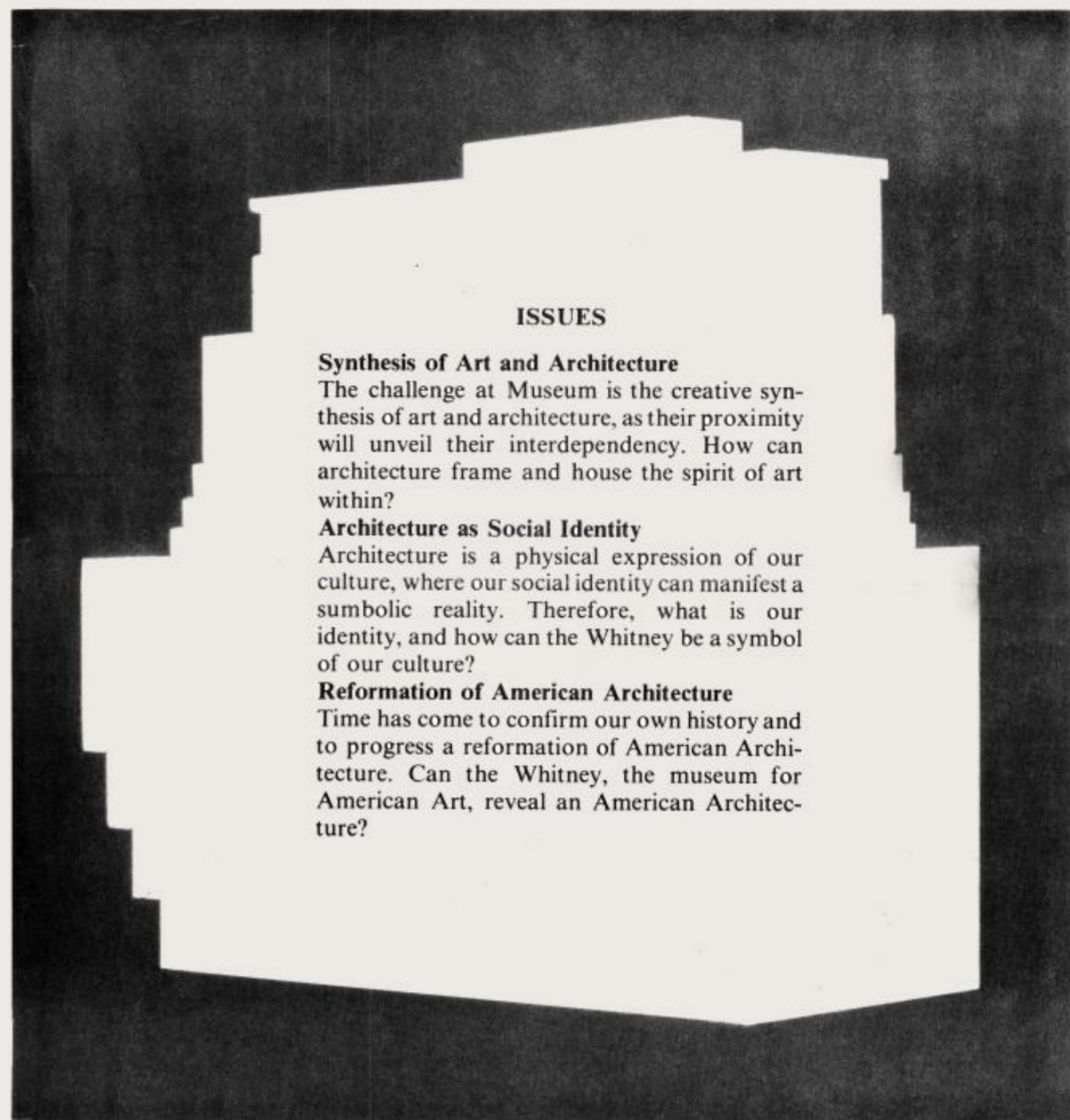
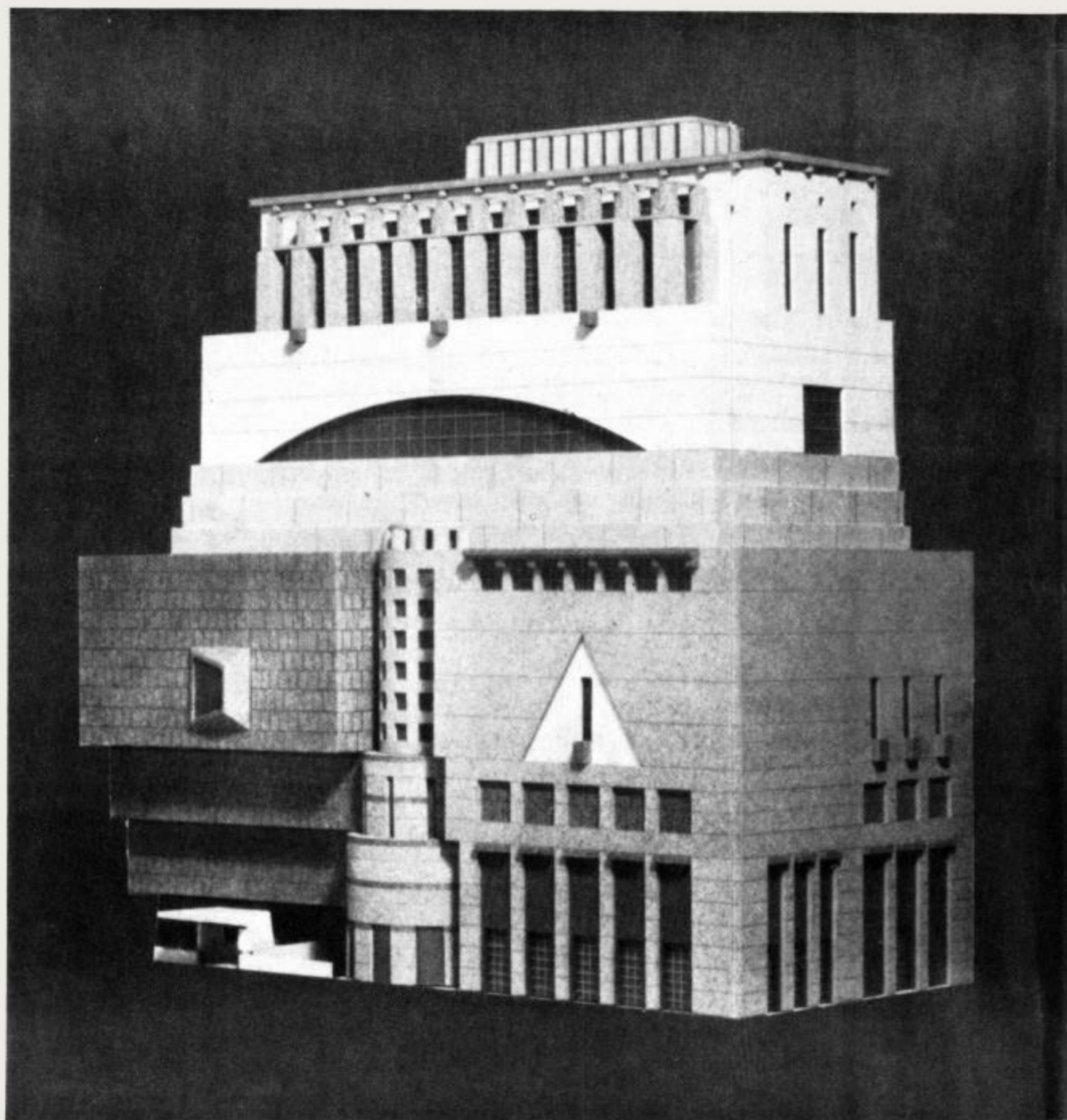
97 KENMARE STREET NEW YORK NY 10012 TEL 212 431 5795

*[www.storefrontnews.org](http://www.storefrontnews.org)*



# Before Whitney

Exhibition of alternative designs by architects to create an open forum of visual dialogue on the architectural issues that are crucial for Museum.



Gallery Hours: Wednesday-Sunday 1-6 PM

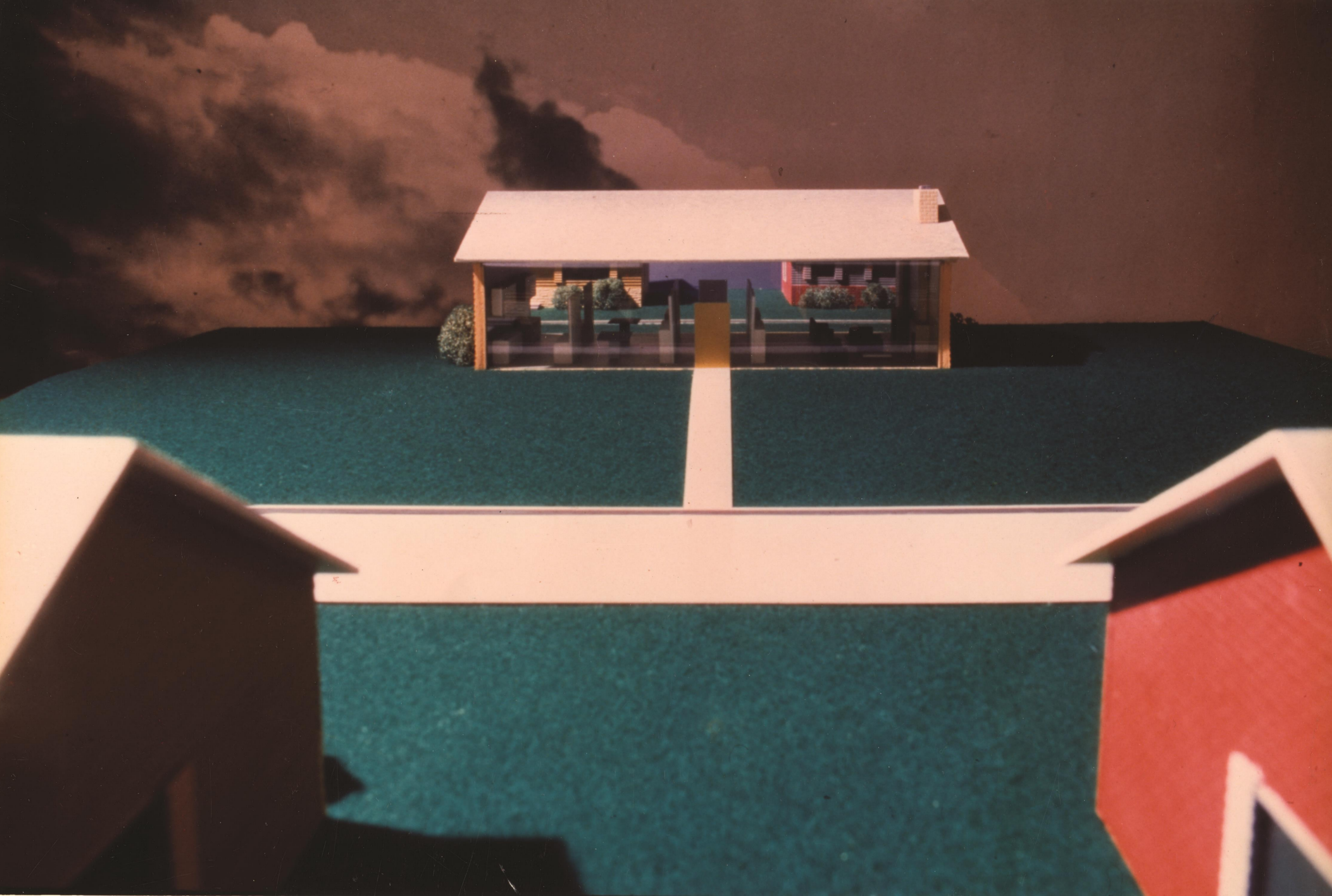
**December 6-29, 1985**

Opening Reception: December 6, 7-9 Pm

**STOREFRONT**  
Art and Architecture

Kyong Park/Glenn Weiss 51 Prince Street, New York, NY 10012 212-431-5795

Program of Cultural Council Foundation. Funded by N.Y.S.C.A. and J.M. Kaplan Fund.



LANDLORDS

ARE

THE

SIDERREAL

TERRONISTS





**Storefront** *Events*

**Storefront** *Publications*

**Storefront** *Competitions*

**Storefront** *Exhibitions*

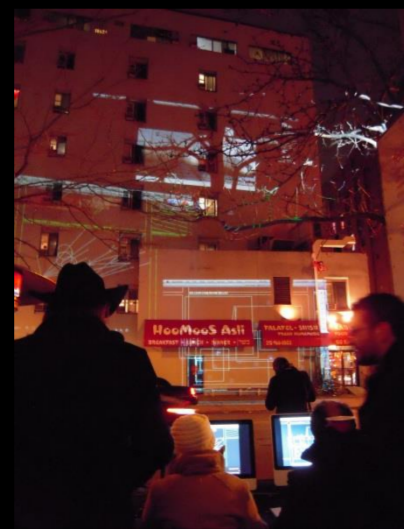
**Storefront** *Projects*



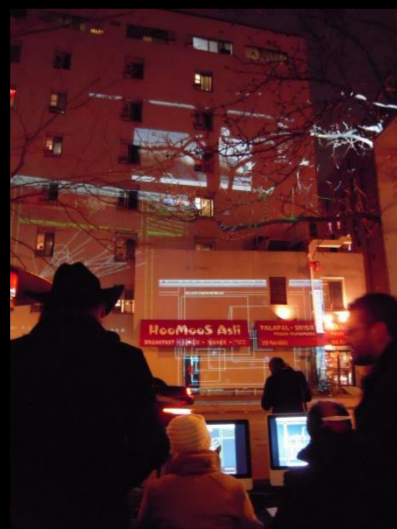
# Storefront for Art and Architecture

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# Storefront *Events*



# Storefront *Events*



**Storefront** *Events*



**Storefront** *Events*



**Storefront *Events***





# Storefront *Events*



**Storefront** *Events*



# Storefront *Events*



# Storefront *Events*

# Storefront for Art and Architecture



Storefront *Events*



# Storefront *Events*



**Storefront** *Events*



# Storefront *Events*





**Storefront** *Events*



**Storefront *Events***



**Before Whitney**  
 Exhibitions of alternative designs by architects to create an open forum of shared dialogues on the architectural issues that are crucial for Masses.

**December 6-29, 1985**  
 Gallery Hours: Wednesday-Sunday 1-4 PM  
 Opening Reception: December 6, 7-8 PM

**STOREFRONT**  
 Art and Architecture

**STOREFRONT**  
 Art and Architecture  
 A COLLECTIVE FORUM OF ARTISTS AND ARCHITECTS  
 AN ORGANIZATION FOR THE ENHANCEMENT OF THE HUMAN ENVIRONMENT

**RETROSPECTIVE OF STOREFRONT**  
 DECEMBER 4-21, 1986  
 Opening Reception: December 4, 7-10pm  
 Benefit Party: December 11, 10pm

**FUTURE OF STOREFRONT**  
 JANUARY 8-30, 1987  
 Opening Reception: January 8, 7-10pm

**Other Events:**  
 December 9: An evening of Discussions on critical issues in architecture.  
 December 12: An evening of film programs.  
 December 19: An evening of Discussions on critical issues in art.  
 December 26: An evening of video programs.

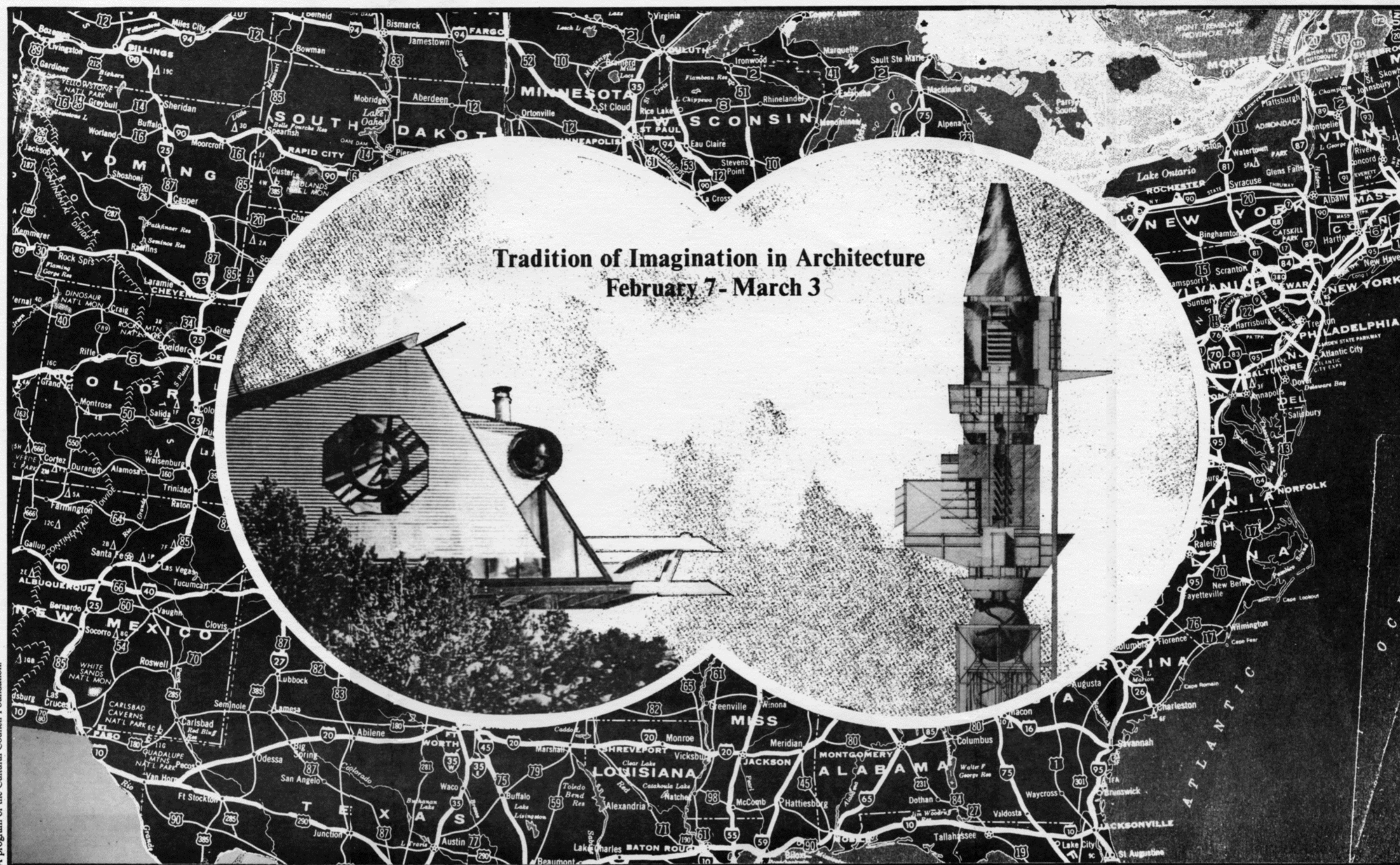
**GALLERY HOURS: TUESDAY-SATURDAY 12:00-6:00PM**  
**97 KENMARE STREET NEW YORK, NEW YORK 10012 PHONE: 212-431-5795**  
 For Complete Information on OTHER EVENTS call STOREFRONT

**Bart Prince Neil Denari**  
 Tradition of Imagination in Architecture  
 February 7-March 3

**STOREFRONT**  
 Art and Architecture  
 97 Kenmare Street, New York, NY 10012  
 Reception: February 7, 6-8 PM



# Storefront *Publications*



Tradition of Imagination in Architecture  
February 7 - March 3

Wednesday - Sunday: 11-6 PM

51 Prince St, New York, NY 10012

Art and Architecture

Kyong Park/Glenn Weiss 212.431.5795

Reception: February 7, 6-8 PM

STOREFRONT



**Before Whitney**

Exhibitions of alternative designs by architects to correct an open review of actual designs on the architectural issues that are crucial for Mexico.

Gallery Hours: Wednesday-Sunday 11-6 PM  
December 6-29, 1985  
Opening Reception: December 6, 7-9 PM

STOREFRONT  
Art and Architecture

**STOREFRONT**  
Art and Architecture

A COLLECTIVE FORUM OF ARTISTS AND ARCHITECTS  
AN ORGANIZATION FOR THE ENHANCEMENT OF THE HUMAN ENVIRONMENT

**RETROSPECTIVE OF STOREFRONT**  
DECEMBER 4-27, 1986  
Opening Reception: December 4, 7-9 PM  
Benefit Party: December 11, 10 PM

**FUTURE OF STOREFRONT**  
JANUARY 8-30, 1987  
Opening Reception: January 8, 7-9 PM

Other Events:  
8 PM: An evening of Discussions on critical issues in architecture.  
10 PM: An evening of film programs.  
12 PM: An evening of discussions on critical issues in art.  
8 PM: An evening of video programs.

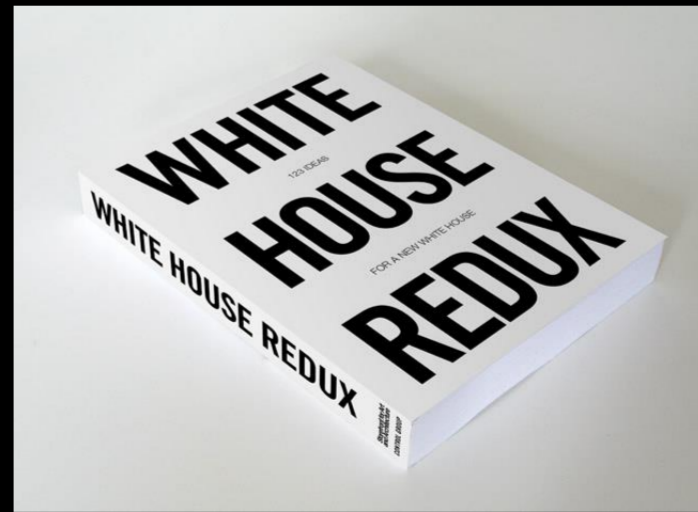
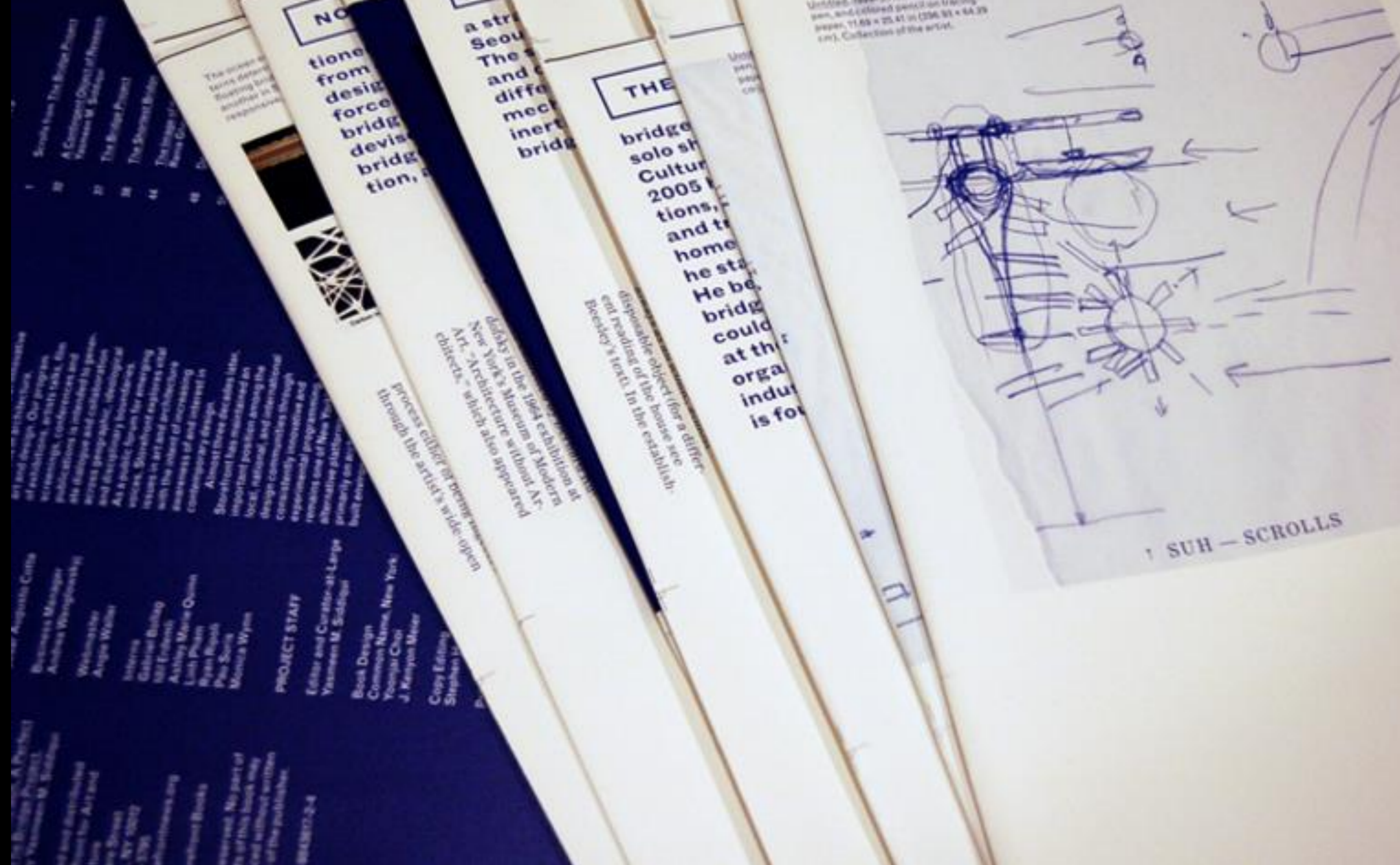
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97 KENMARE STREET NEW YORK, NEW YORK 10012 PHONE: 212-431-5795  
For Complete Information on OTHER EVENTS call STOREFRONT.



Storefront Publications



# Storefront *Books*



# Storefront *Publications*

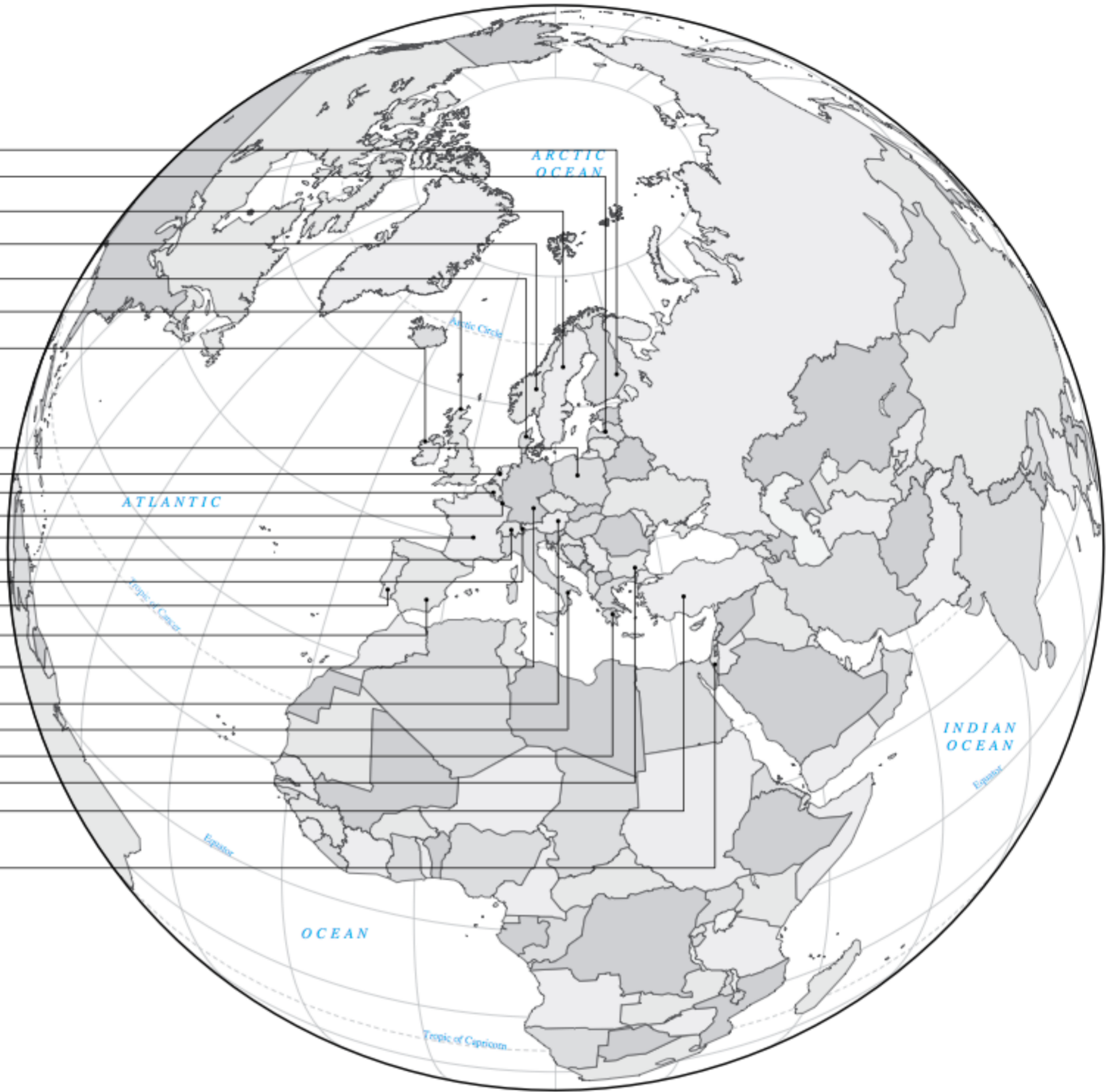


## ***Finding the formless*** / manifesto series 06 /

curated by Julian Rose and Garrett Ricciardi with manifestos by Vito Acconci, Lucia Allais, Julie Bargmann (D.I.R.T. Studio), Yve-Alain Bois, Ed Eigen, Hal Foster, Axel Kilian, MOS (Michael Meredith & Hilary Sample), and Jorge Otero-Pailos.

# **Storefront** *Publications*

- FINLAND 1
- LATVIA 1
- SWEDEN 5
- NORWAY 3
- DENMARK 10
- UNITED KINGDOM 27
- IRELAND 1
  
- POLAND 11
- NETHERLANDS 12
- BELGIUM 8
- LUXEMBOURG 1
- FRANCE 29
- SWITZERLAND 7
- LIECHTENSTEIN 1
- PORTUGAL 19
- SPAIN 18
- GERMANY 54
- AUSTRIA 12
- ITALY 67
- GREECE 2
- BULGARIA 1
- TURKEY 2
  
- ISRAEL 1



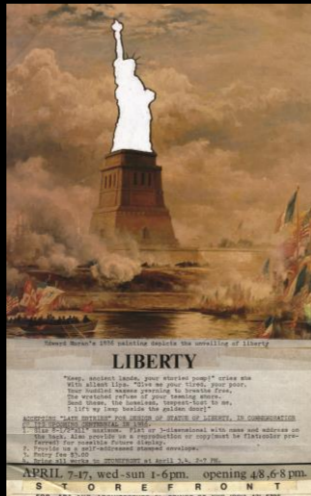
**Before Whitney**

Exhibition of alternative designs by architects to create an open forum of visual dialogue on the architectural issues that are crucial for Museum.

Gallery Hours: Wednesday-Sunday 1-6 PM  
**December 6-29, 1985**  
 Opening Reception: December 6, 7-9 PM

**STOREFRONT**  
 Art and Architecture

Presented by Cultural Council President, President N.Y.S.C.A. and M. Kallen Ford



AN INTERNATIONAL  
**CALL FOR IDEAS**  
**WHITE HOUSE REDUX**

**Sf**  
 treet est  
 competition



# Storefront *Competitions*



- JAPAN 17
- SOUTH KOREA 18
- CHINA 2
- TAIWAN 1
- HONG KONG 3
- VIETNAM 1
- INDONESIA 1
- AUSTRALIA 14
- NEW ZEALAND 1



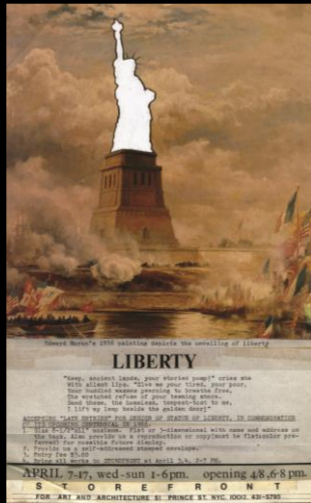
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**STOREFRONT**  
Art and Architecture

Exhibitions of Cultural Foundations, Fidelity, N.Y.S.C.A. and M. Kable Fund



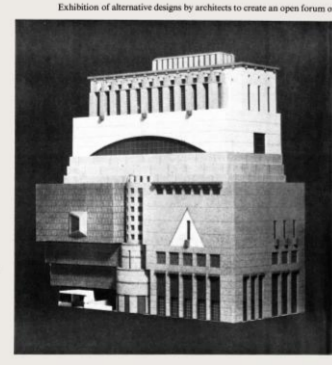

AN INTERNATIONAL  
**CALL FOR IDEAS**  
**WHITE HOUSE REDUX**

**Sf**  
treet est  
competition

# Storefront *Competitions*




**Before Whitney**  
 Exhibition of alternative designs by architects to create an open forum of visual dialogue on the architectural issues that are crucial for Museum.



**STOREFRONT**  
 Art and Architecture

Gallery Hours: Wednesday-Sunday 1-6 PM  
 December 6-29, 1985  
 Opening Reception: December 6, 7-9 PM



**LIBERTY**

APRIL 10th, wed-sun 10-6pm. opening at 8 PM  
**STOREFRONT**




**AN INTERNATIONAL**  
**CALL FOR IDEAS**  
**WHITE HOUSE REDUX**

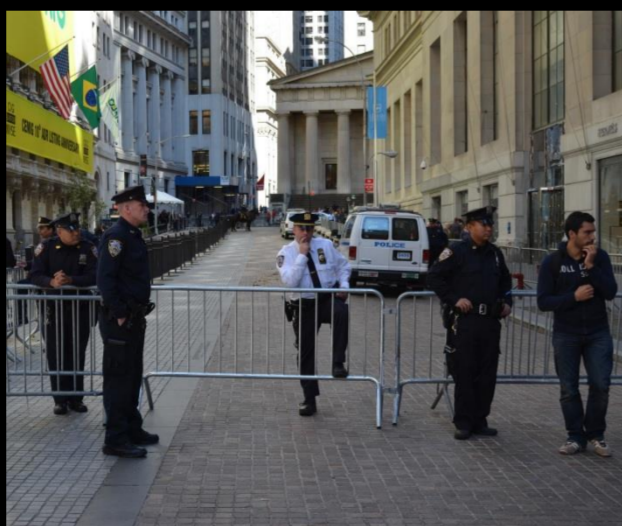
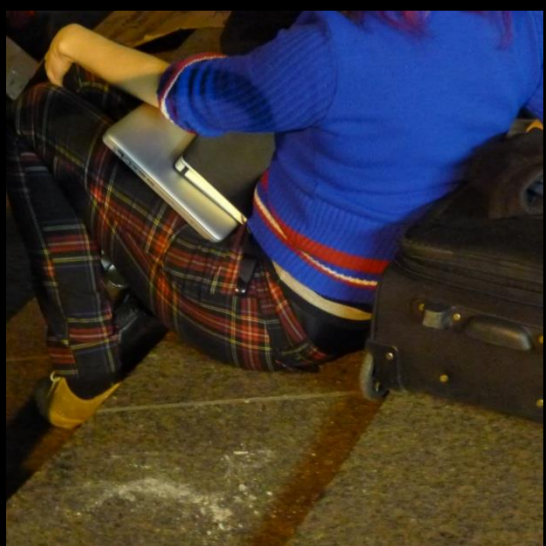
**Sf**  
**street est**  
*competition*

# Storefront *Competitions*



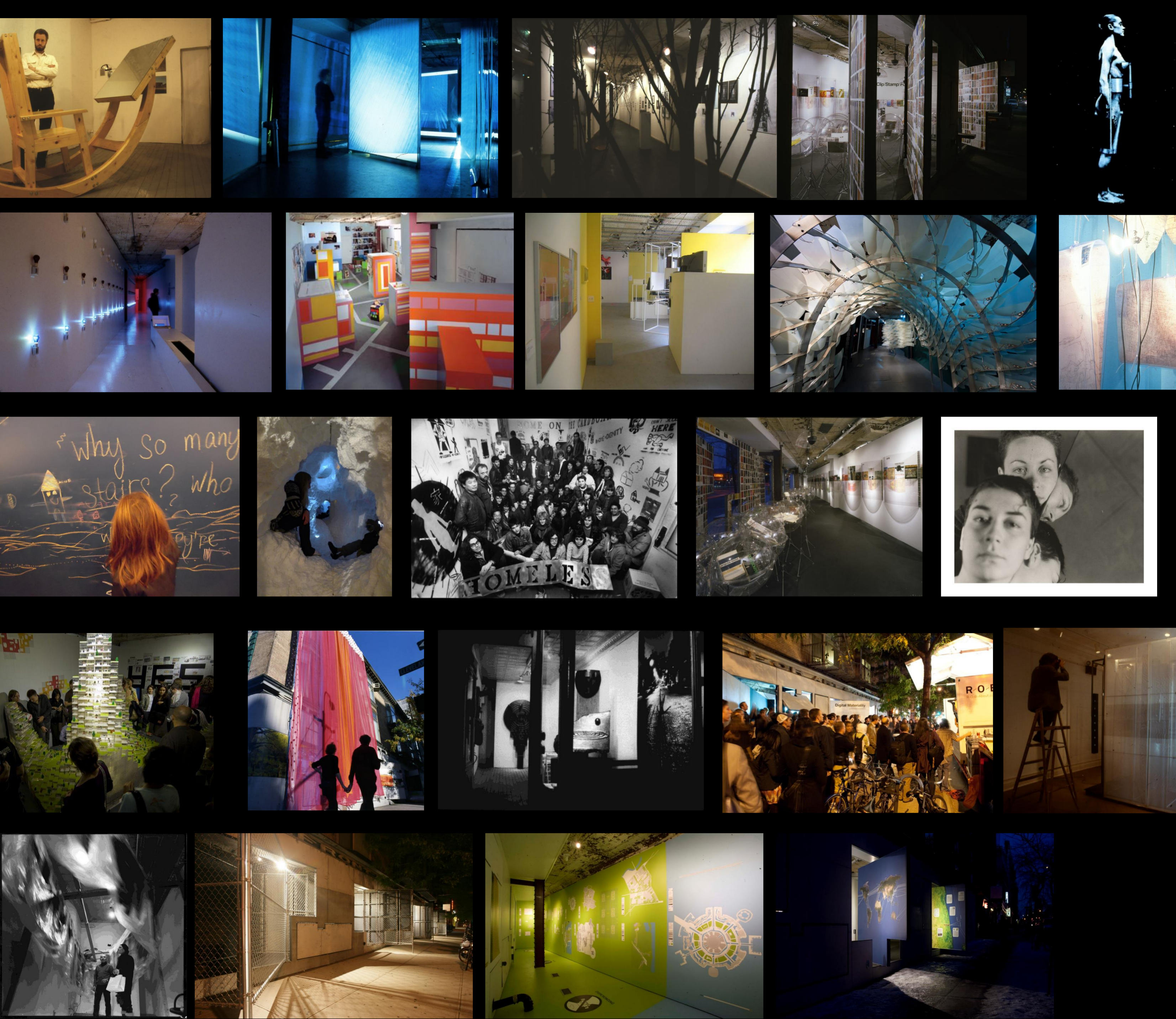
**Sf**  
street est  
competition

# Storefront *Competitions*

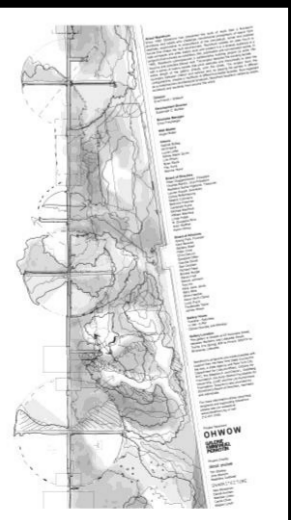


**Sf**  
**Strategies for**  
**Public Occupation**

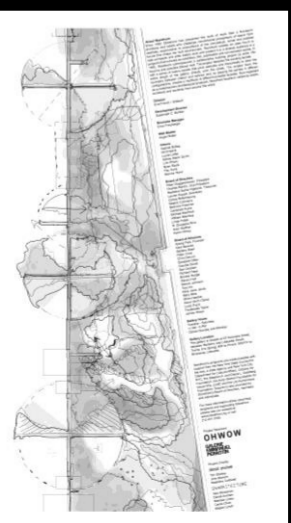
**Storefront** *Competitions*



# Storefront *Exhibitions*



# Storefront *Exhibitions*



# Storefront *Exhibitions*



# Storefront *Exhibitions*





**SACRED  
SPACES  
IN  
PROFANE  
BUILDINGS**



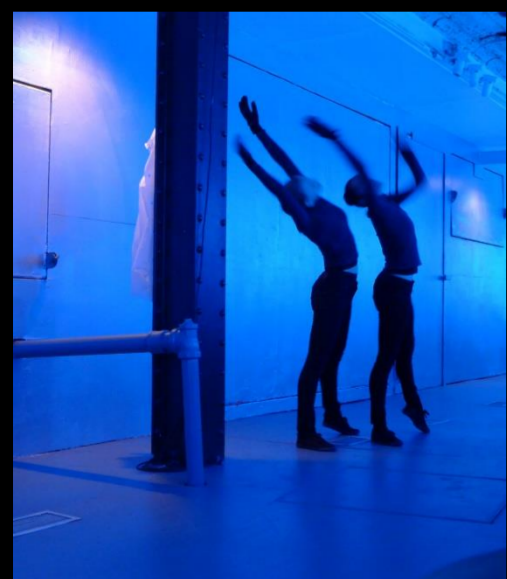
# Storefront *Exhibitions*



**Storefront** *Exhibitions*



**Storefront** *Exhibitions*



**Storefront** *Exhibitions*



*strategies for urban occupation*

*Opening Dec 16*

**Storefront** *Exhibitions*



# Storefront *Exhibitions*

...IN ...VEGIAN ...R. ...WHEN CON ...OUS INC ...HE SAL ...ITY. ...QUARE ...URHOOD ...GOES M ...CK. HEAL ...S COLONY ...WONDER ...HE NEST ...TO SEE F ...NBOW. I ...POCKET ...RMINT ( ...ENOBIA ...LE. THE ...ING THE ...ORDER I ...OF MIND ...SPEAK G ...ESSER, ...24H DE ...N\_SCAP ...IAL GRE ...OW AND ...ND BENE ...IPSIDET ...O SPORT ...



# Storefront *Exhibitions*



**Storefront** *Exhibitions*





**Storefront** *Exhibitions*



**Storefront *Projects***

**IDEAS**

**NEW YORK  
MAY 1-4**

**CITY**

**Sf**









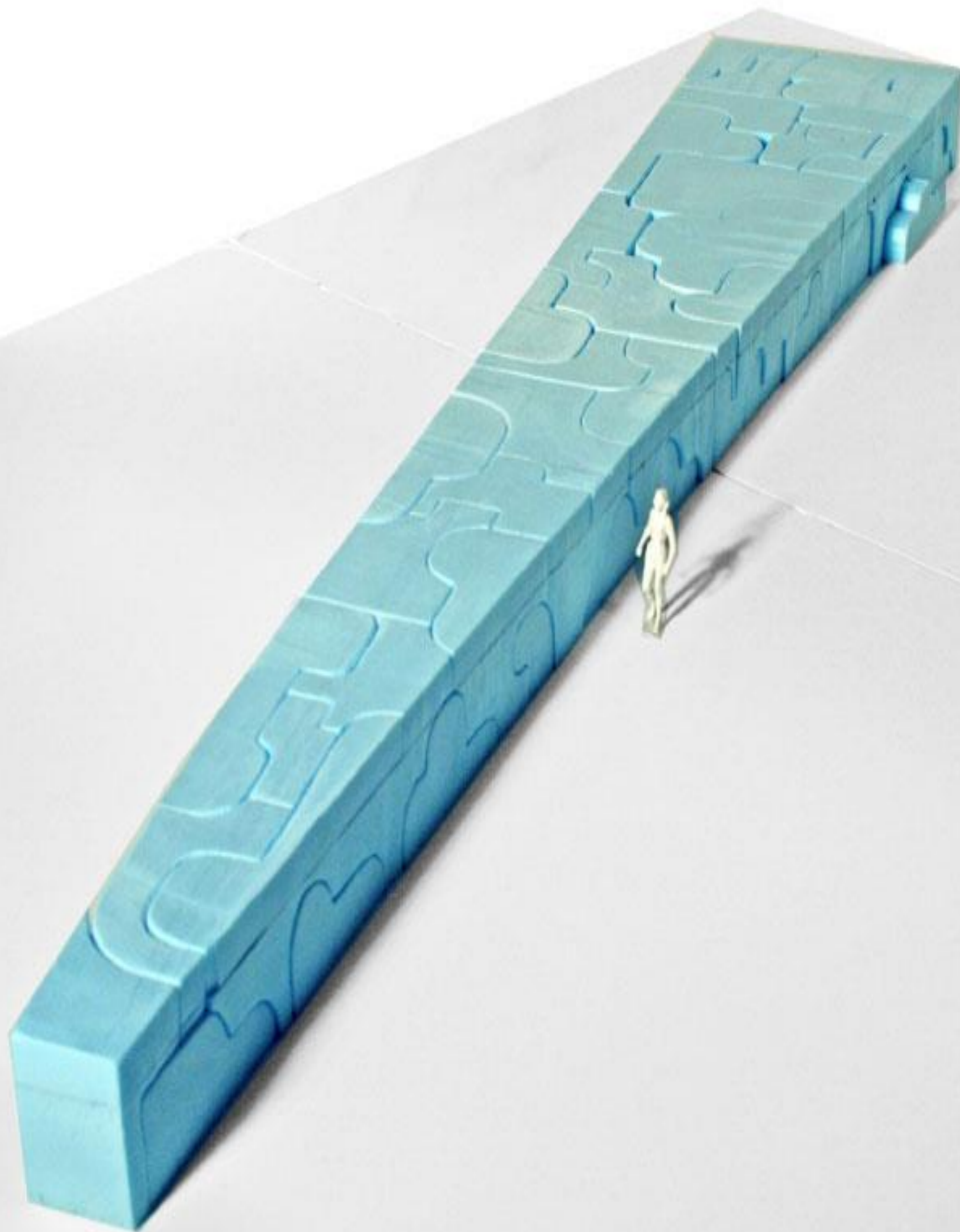


SPACE  
BUSTER

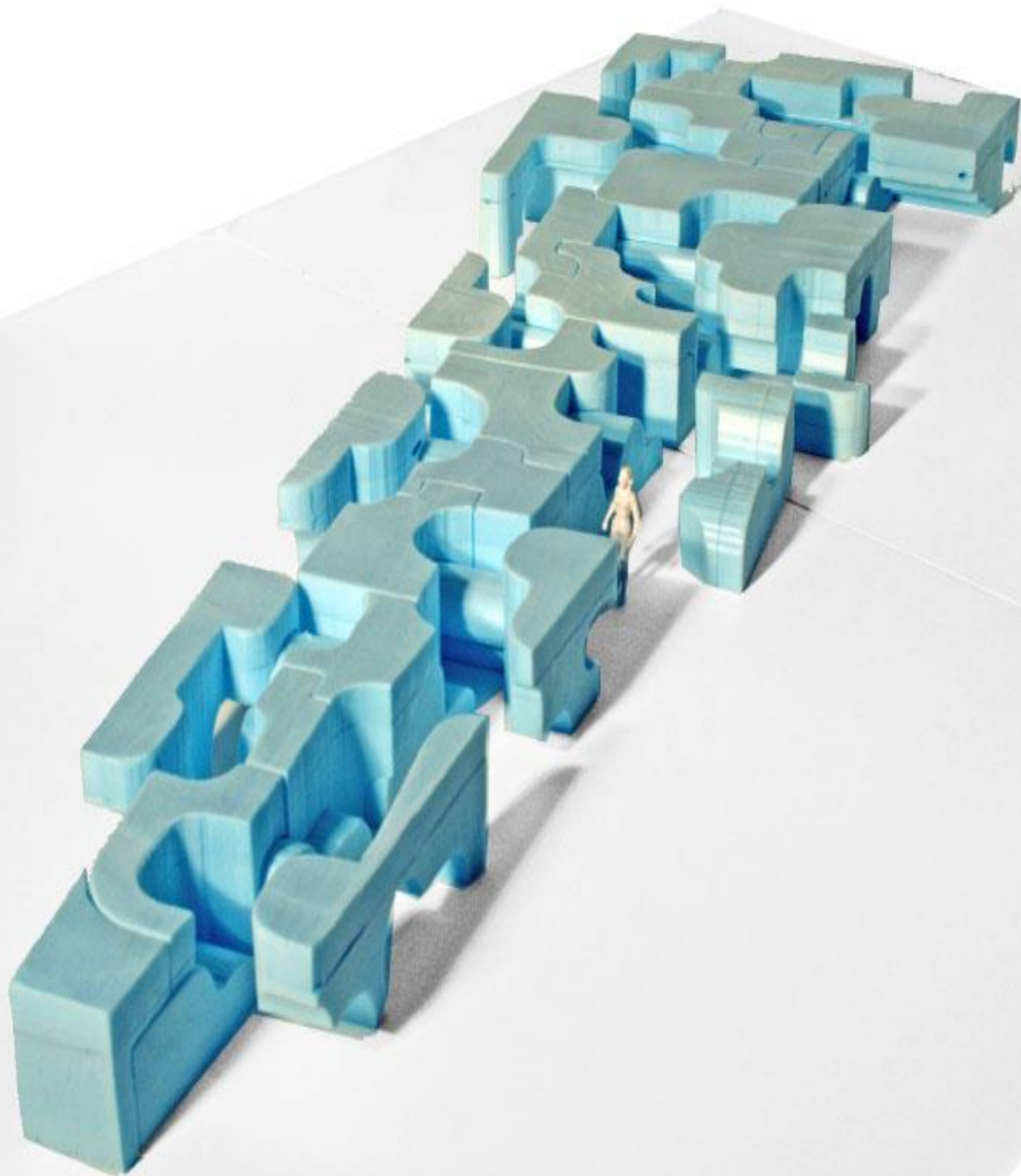
HAUL



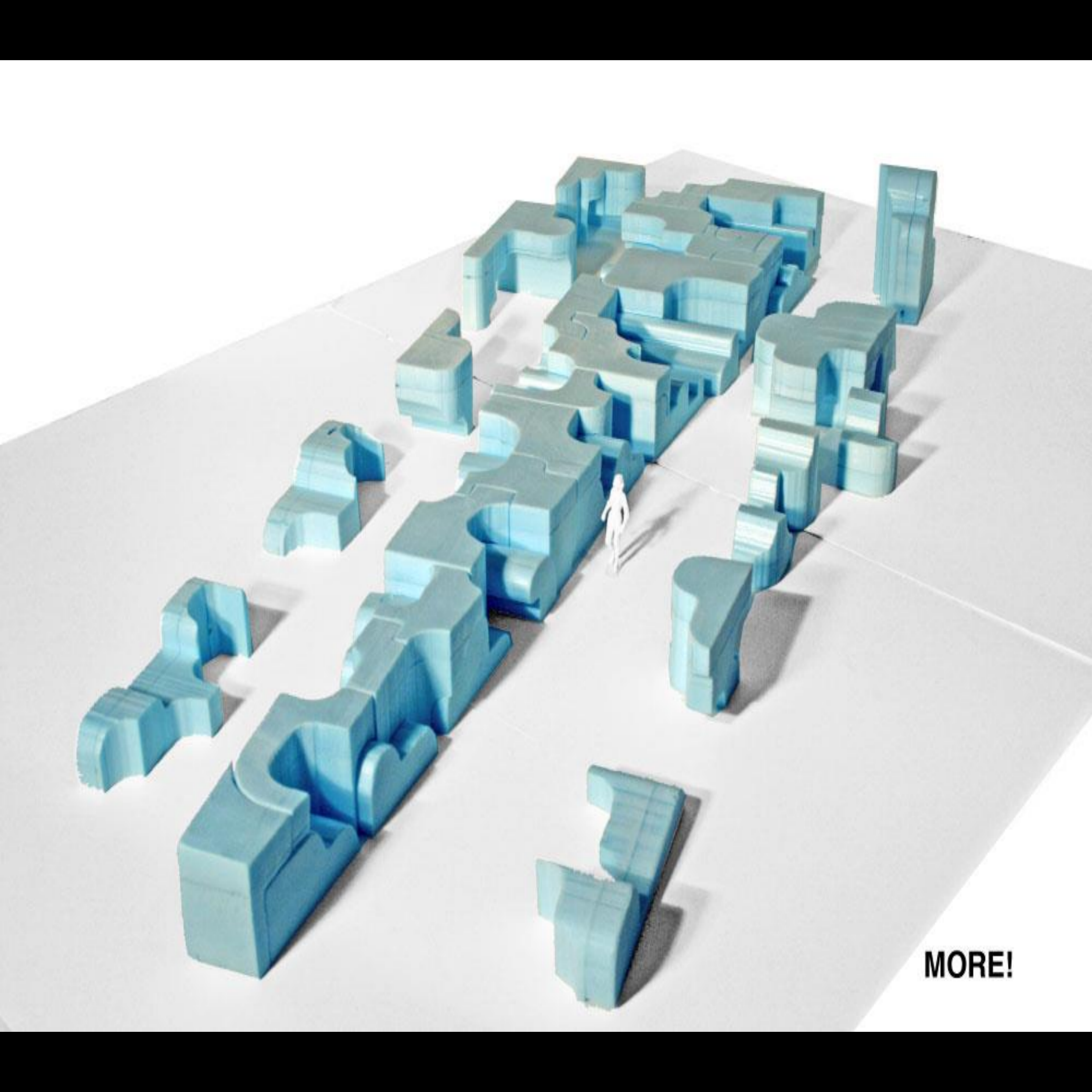




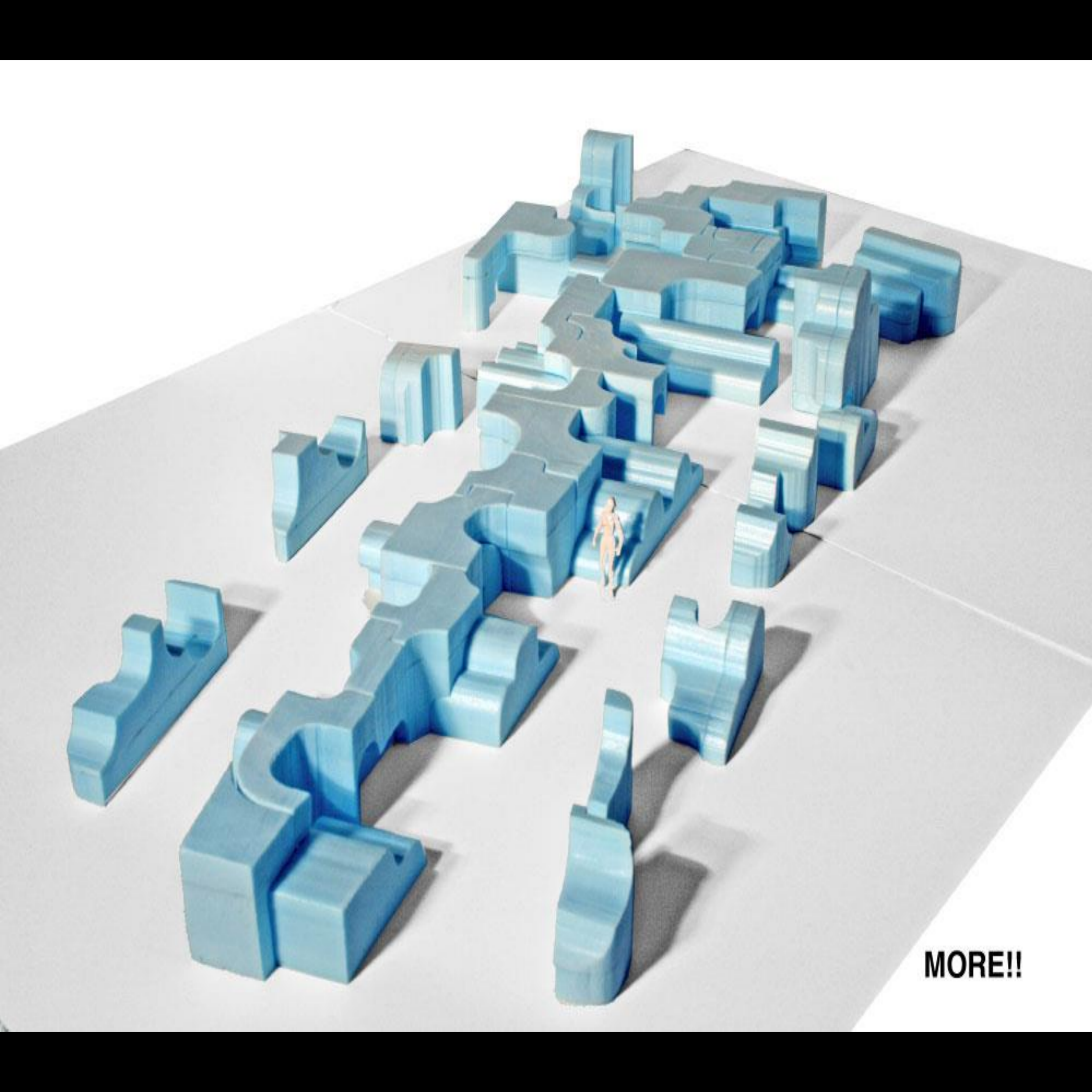
**WHOLE**



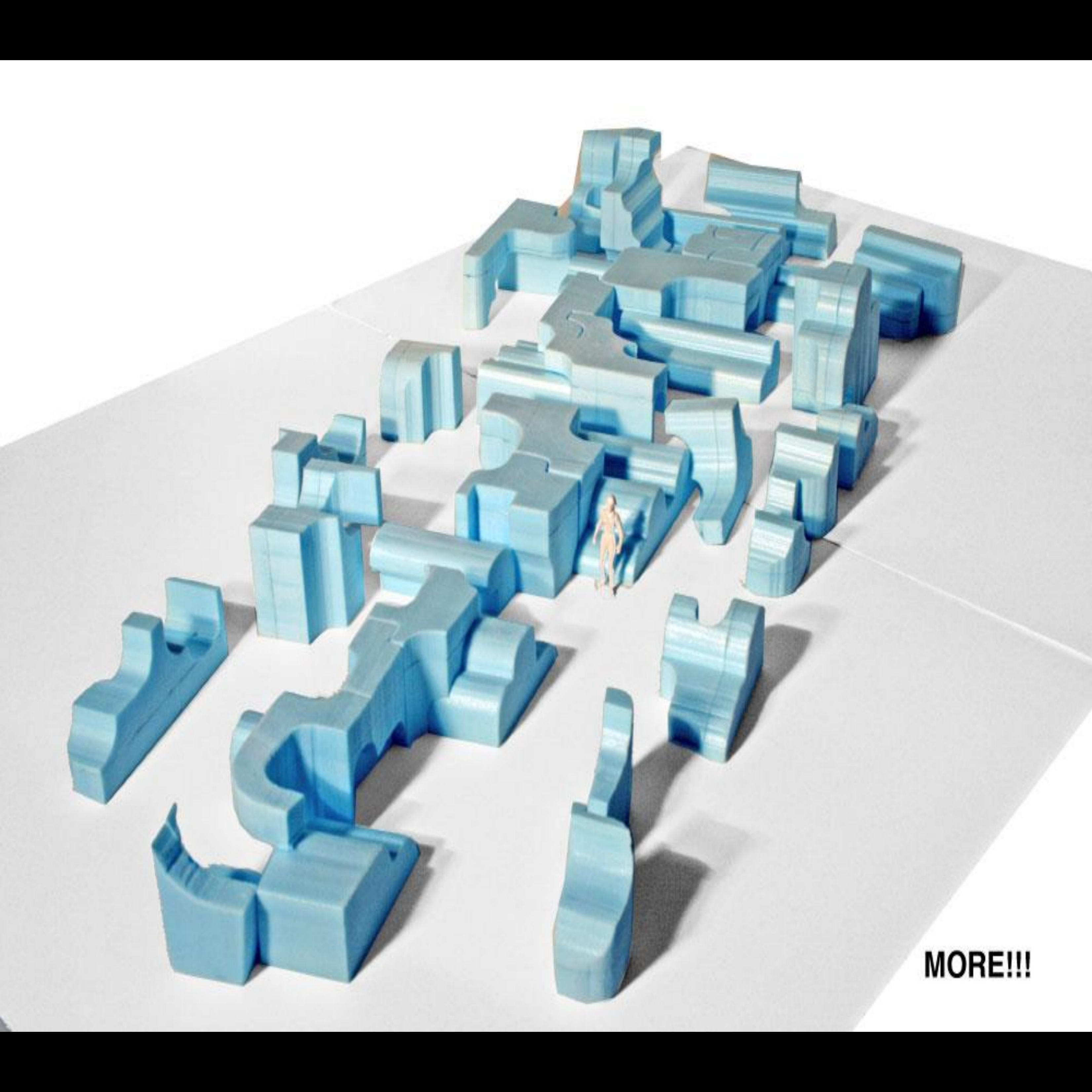
**EXPLODE**



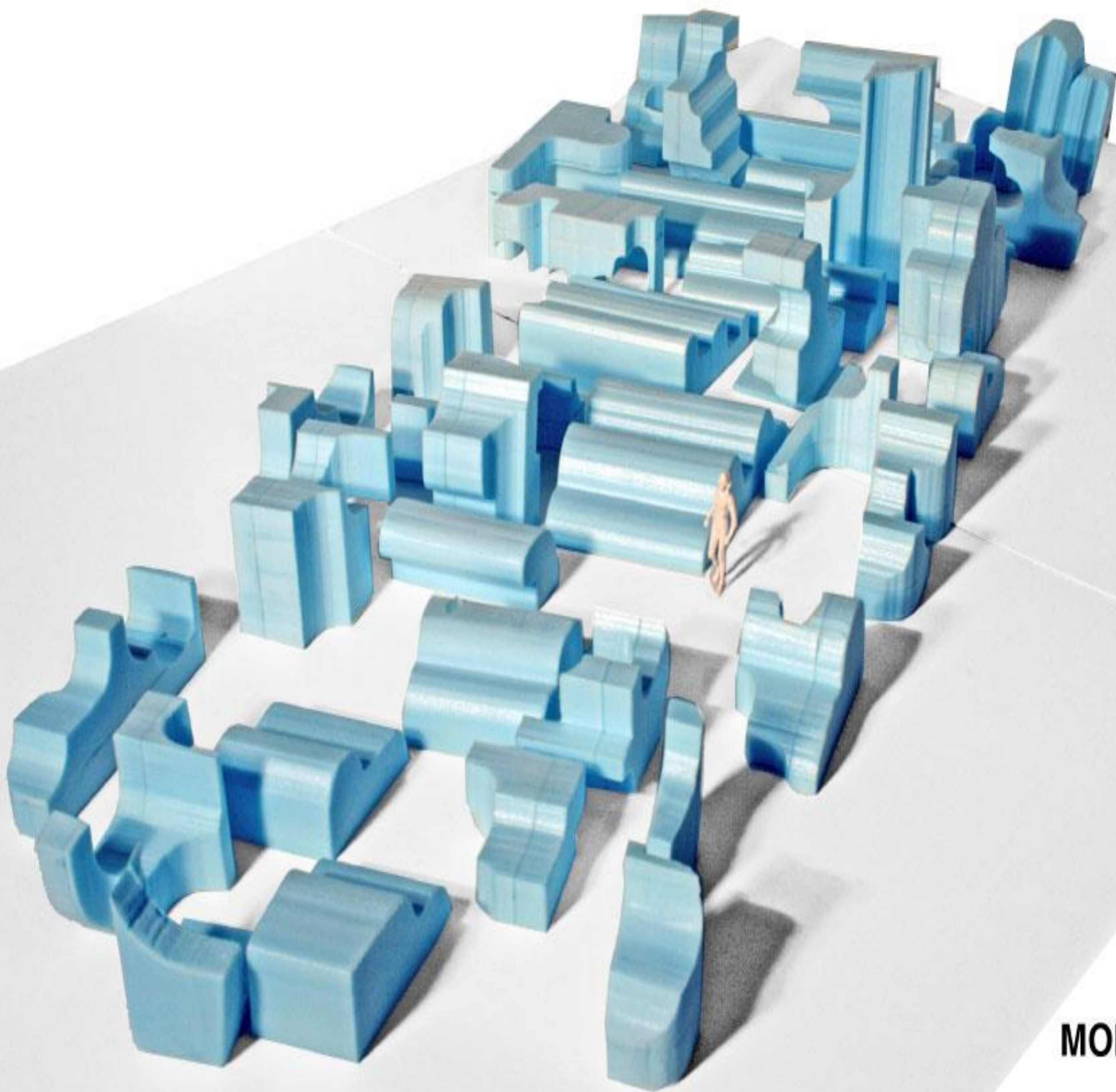
**MORE!**



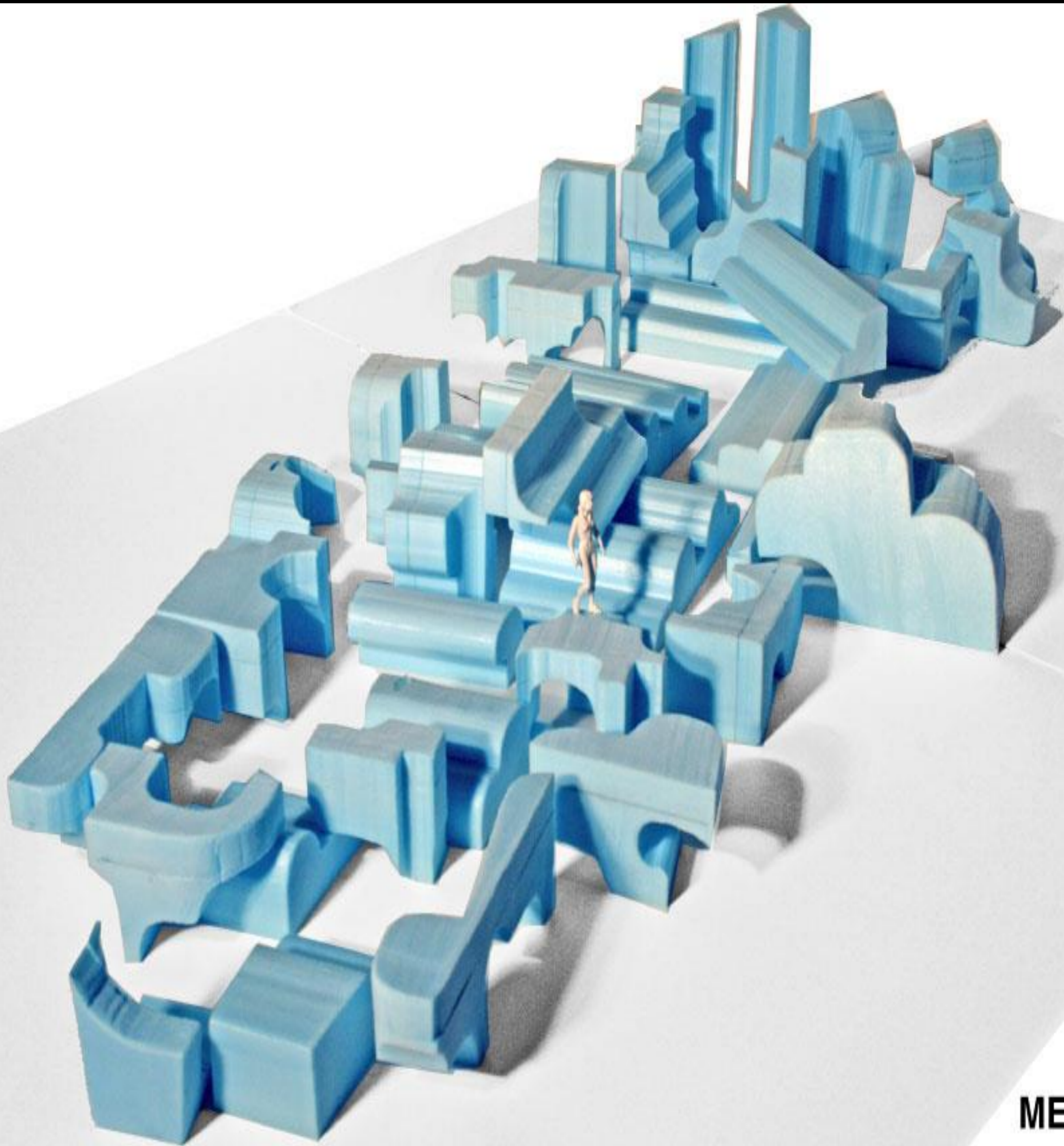
**MORE!!**



**MORE!!!**

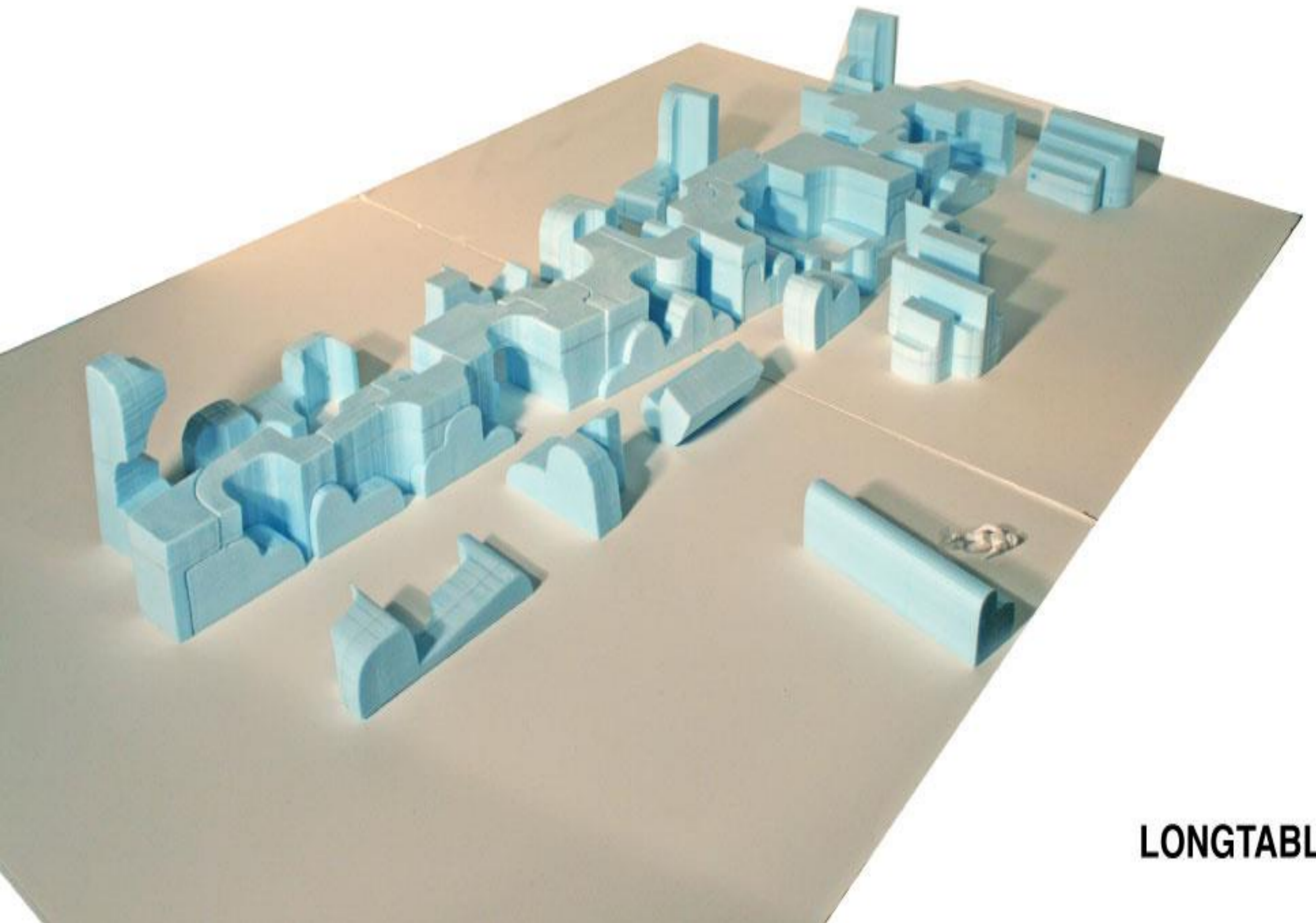


**MORE!!!!**

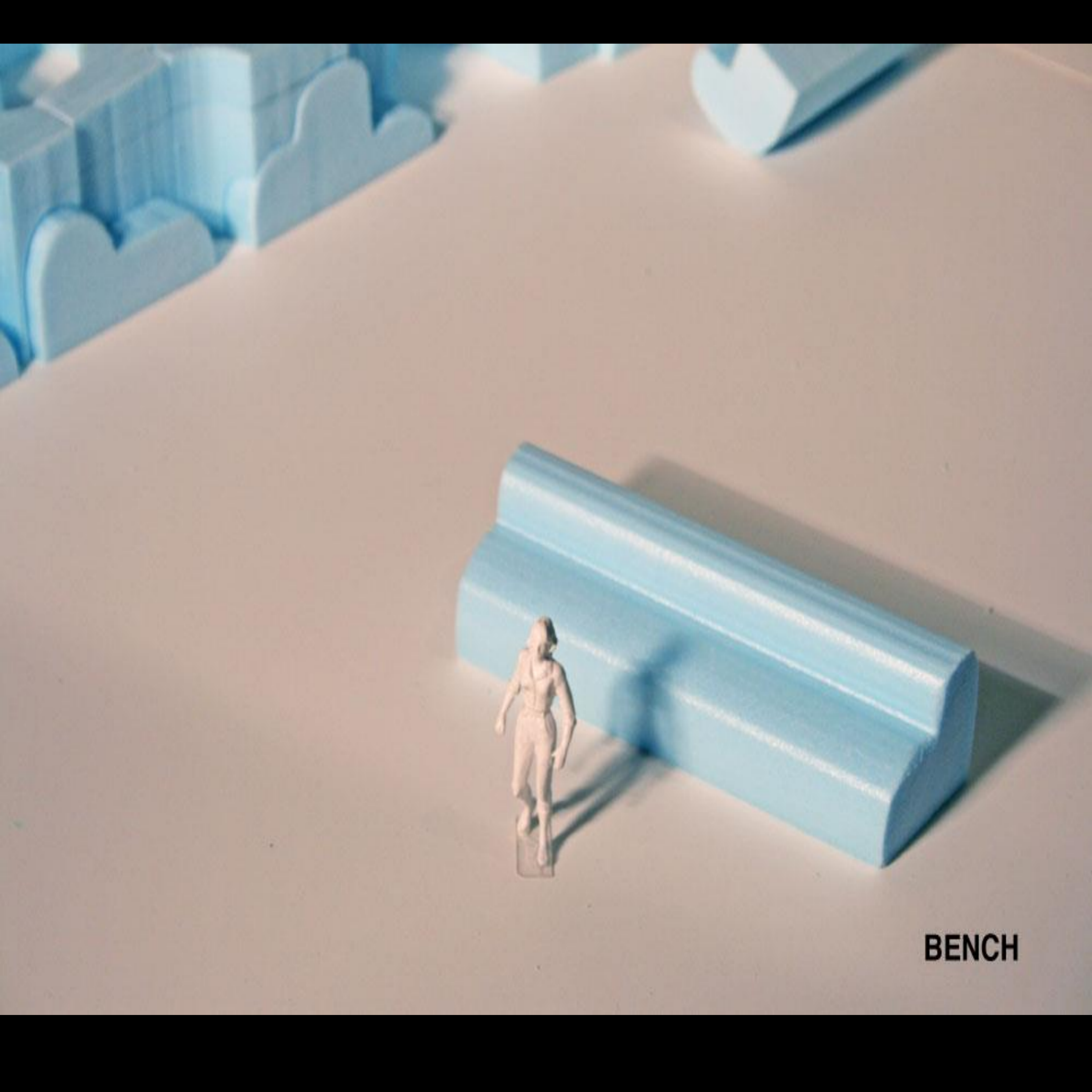


**MESS**

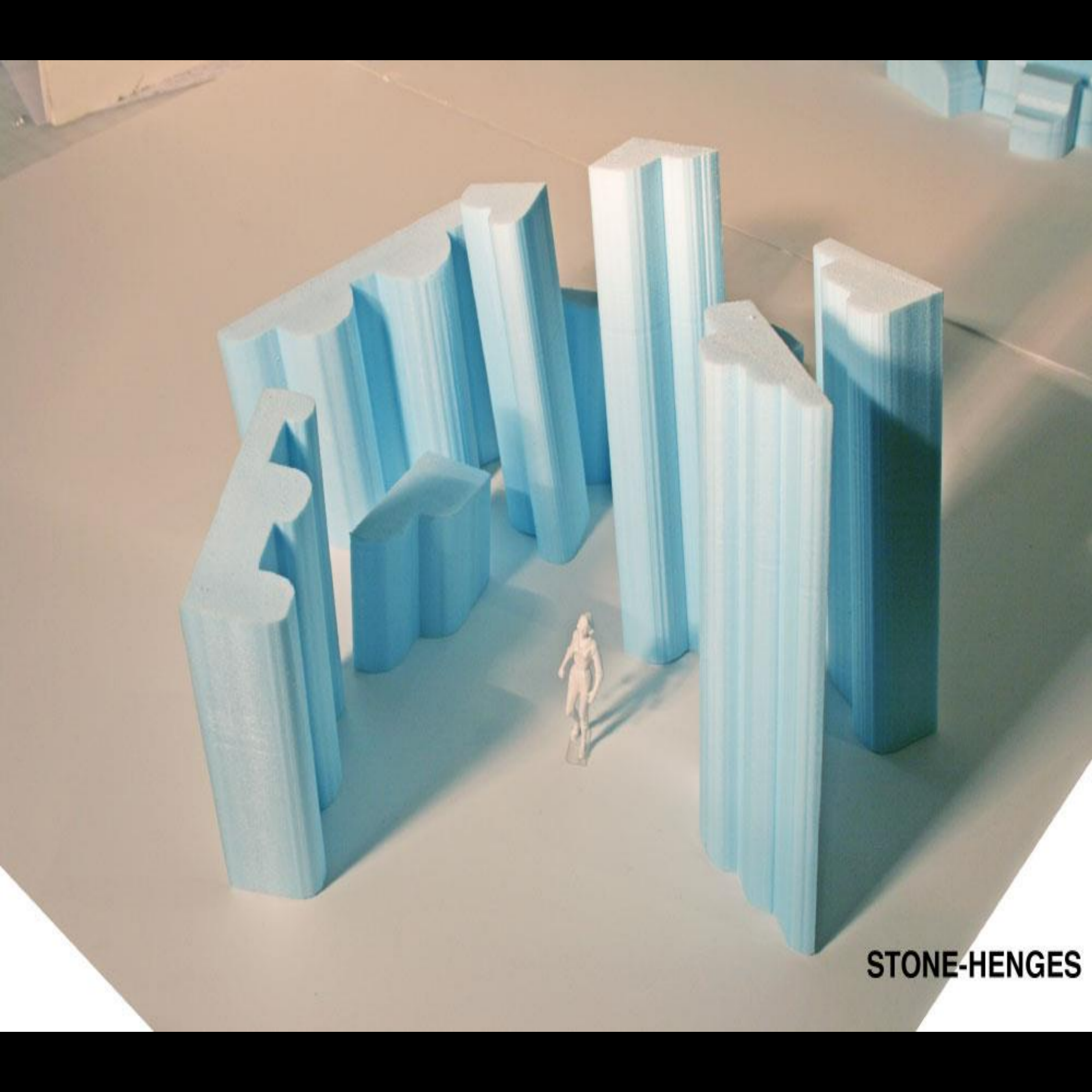




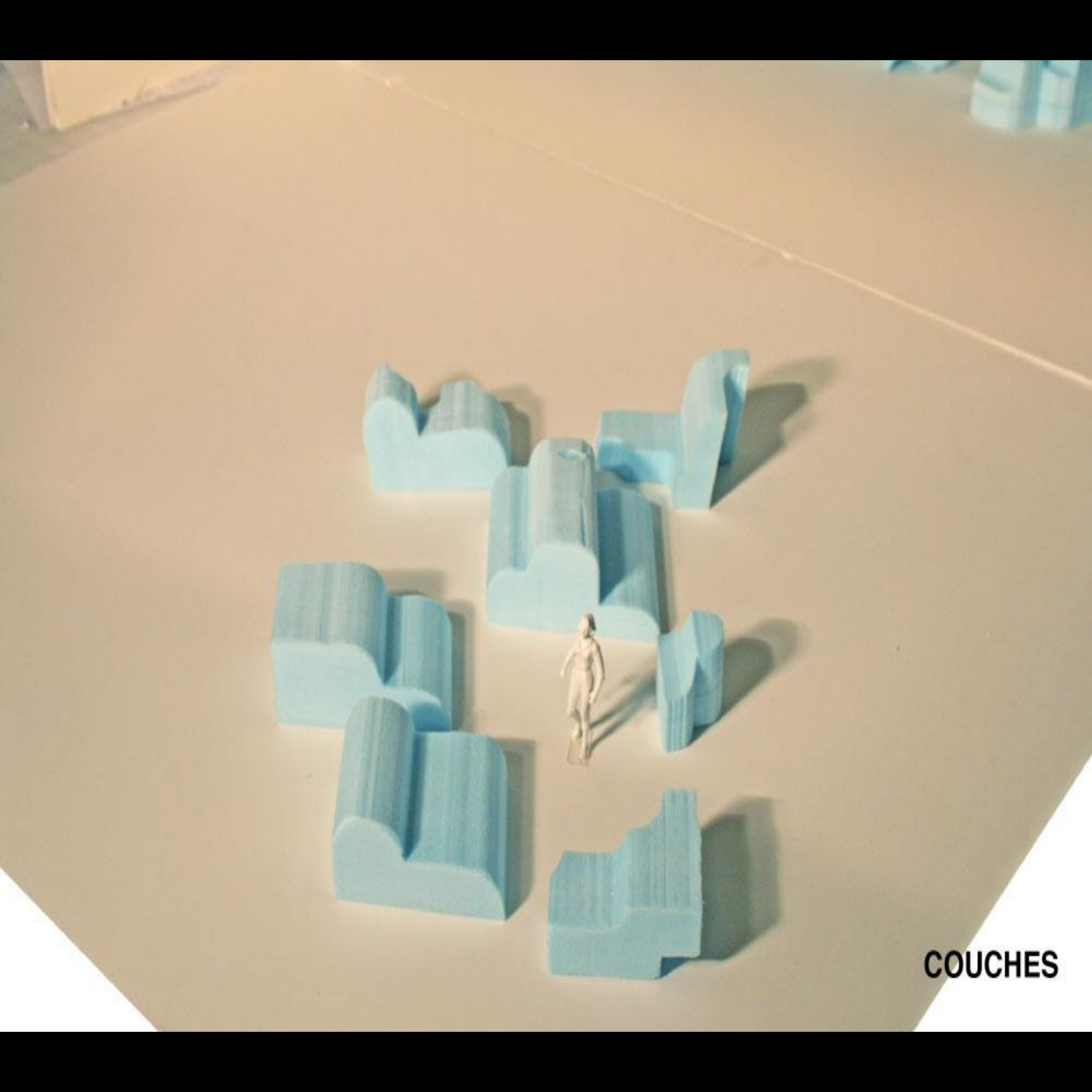
**LONGTABLE**



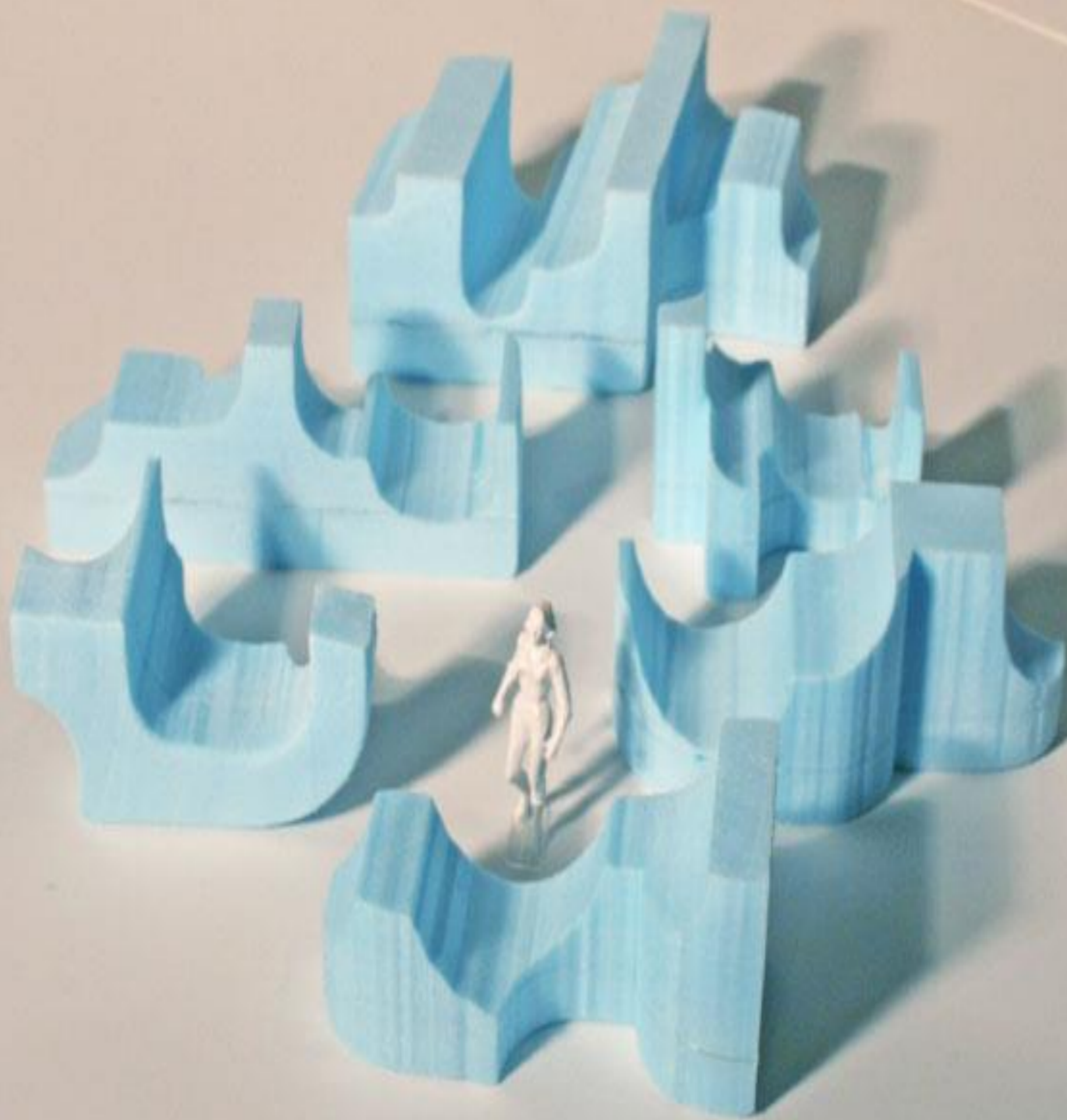
**BENCH**



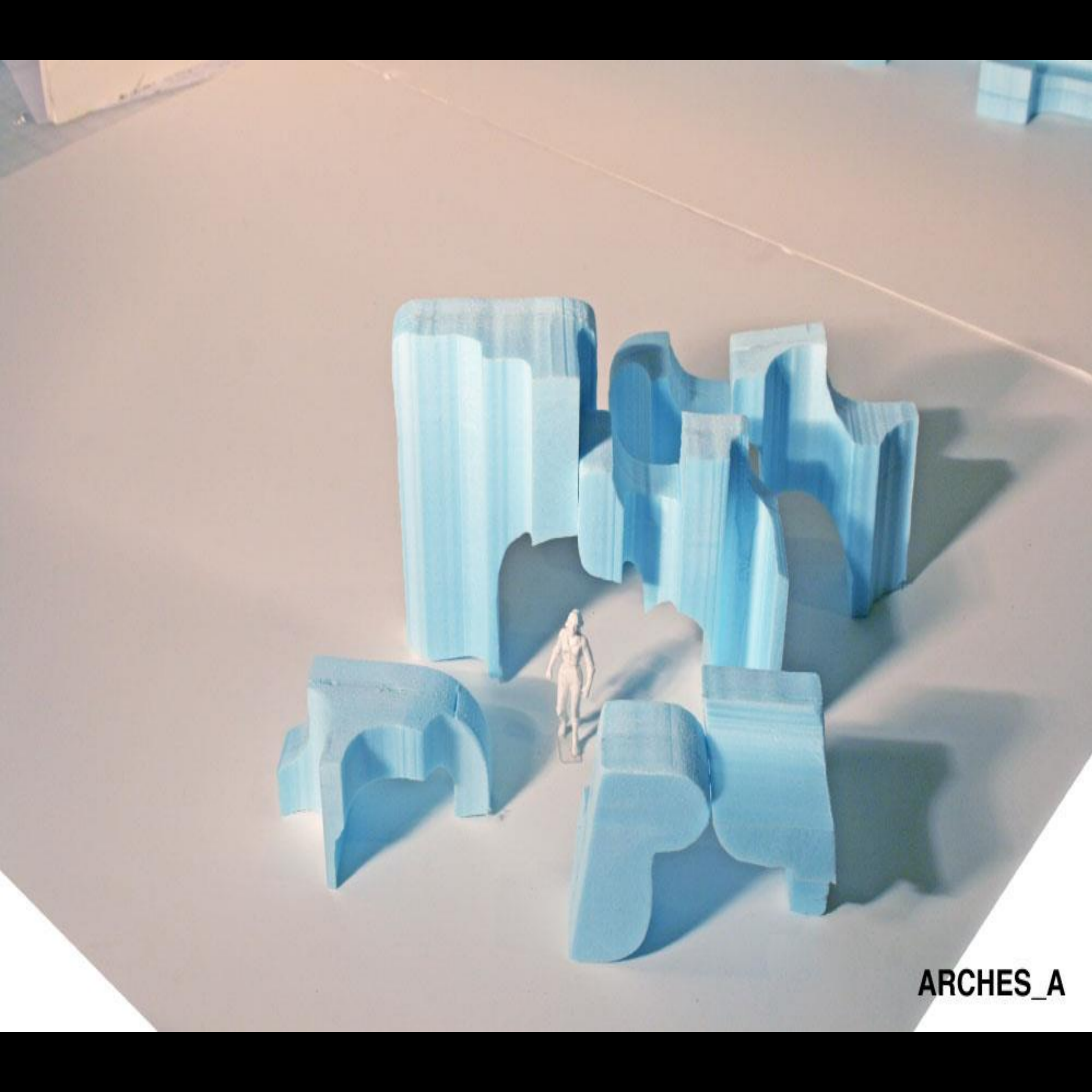
**STONE-HENGES**



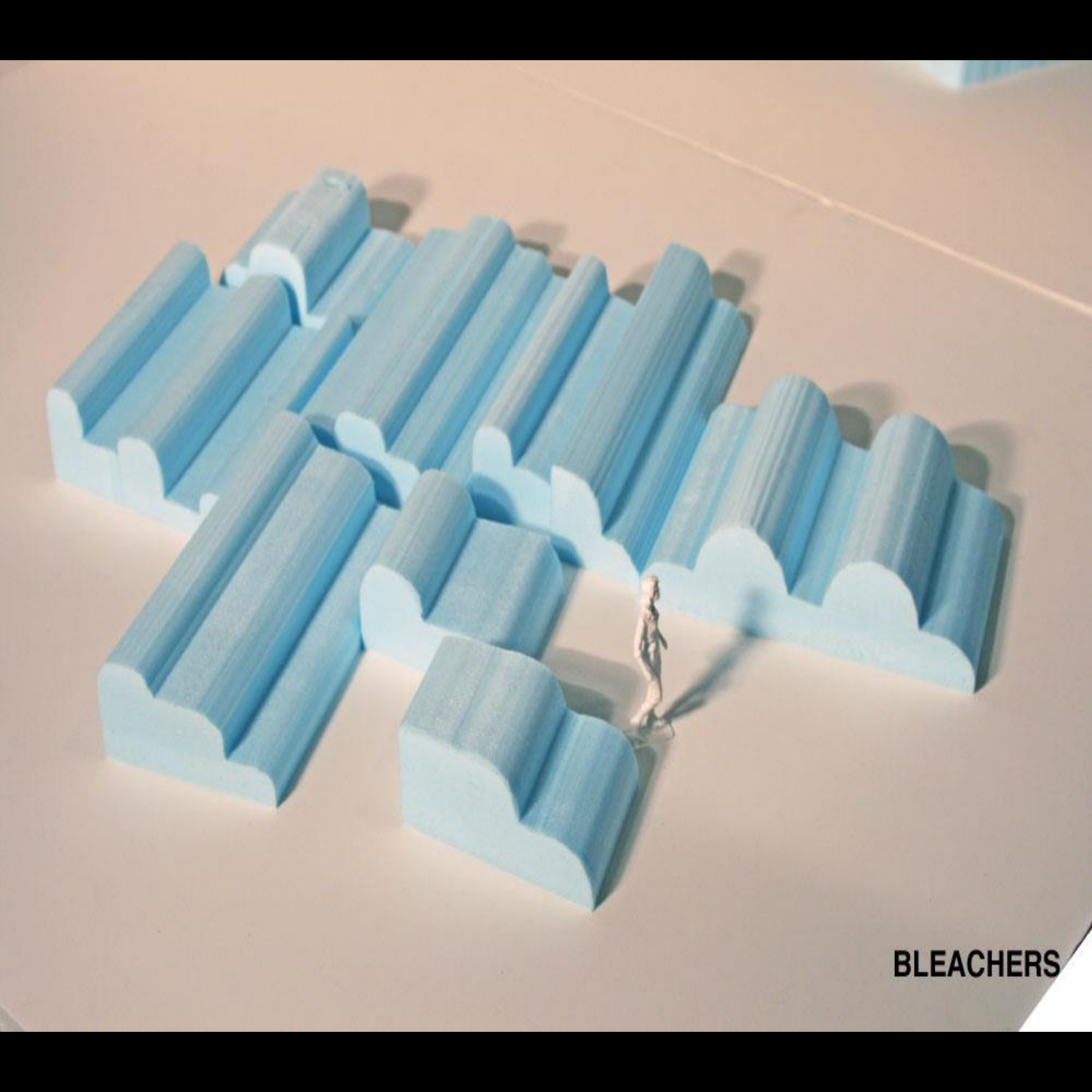
**COUCHES**



**RECLINERS**



ARCHES\_A



**BLEACHERS**

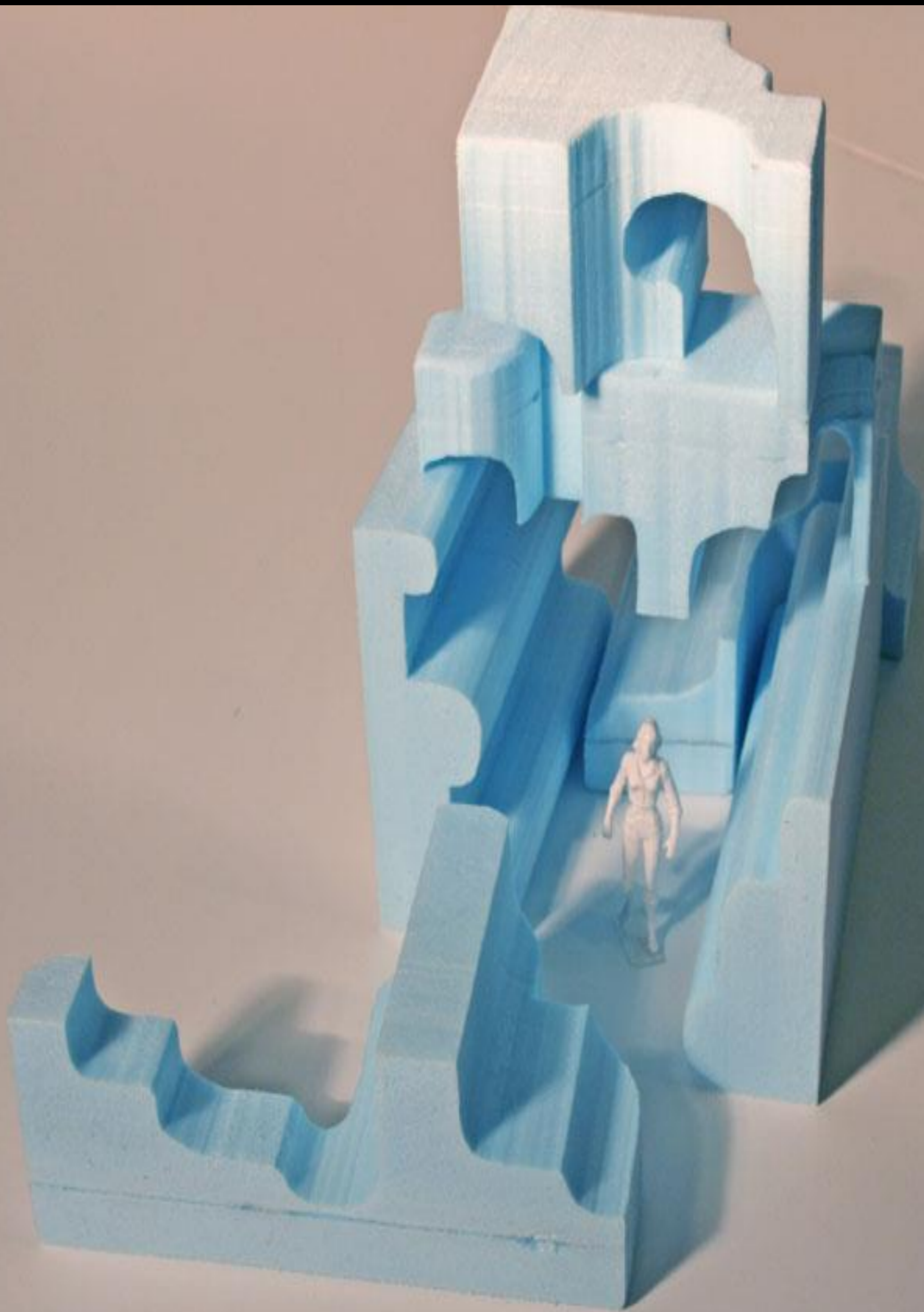


**PIGPEN**

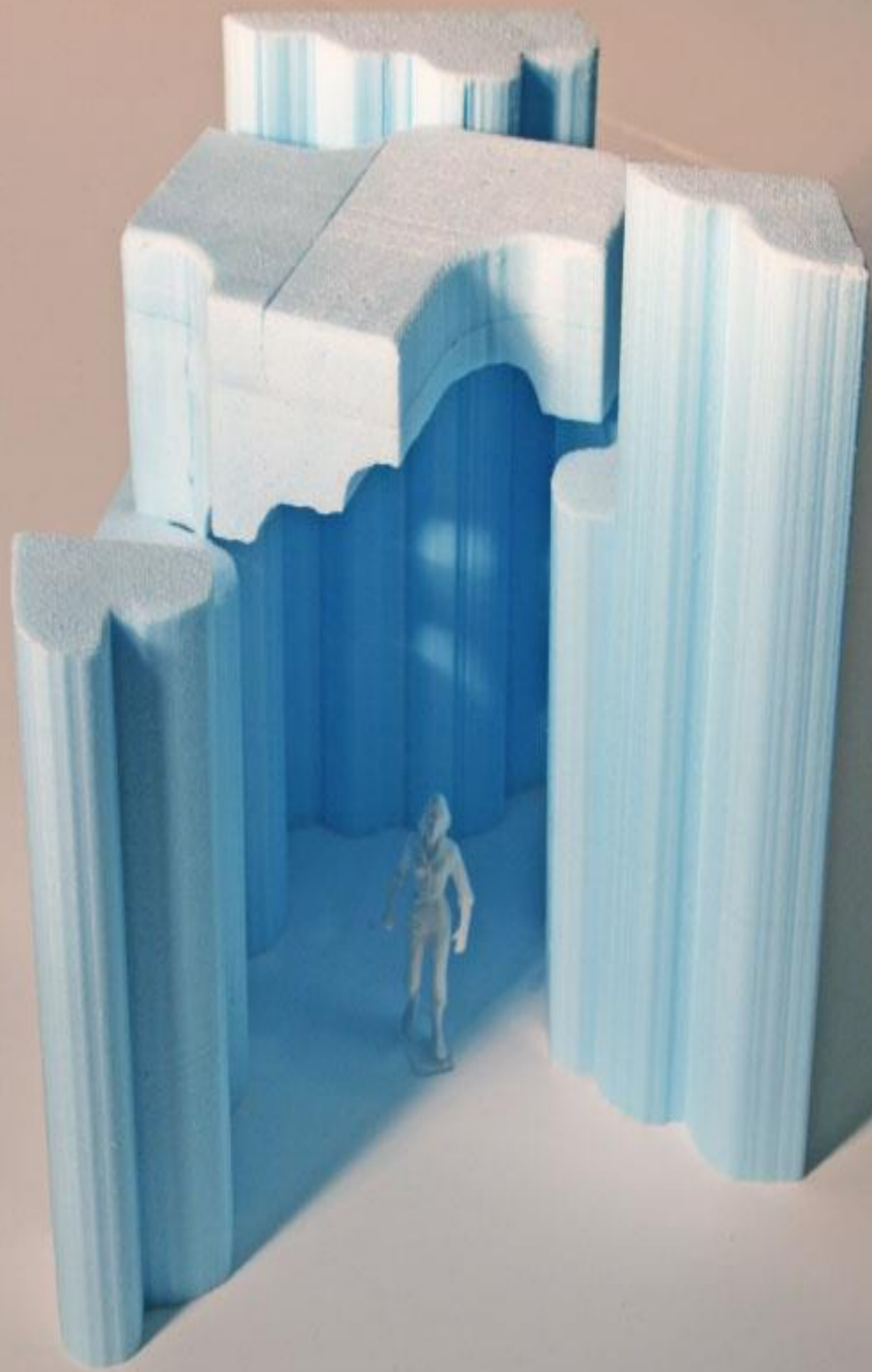




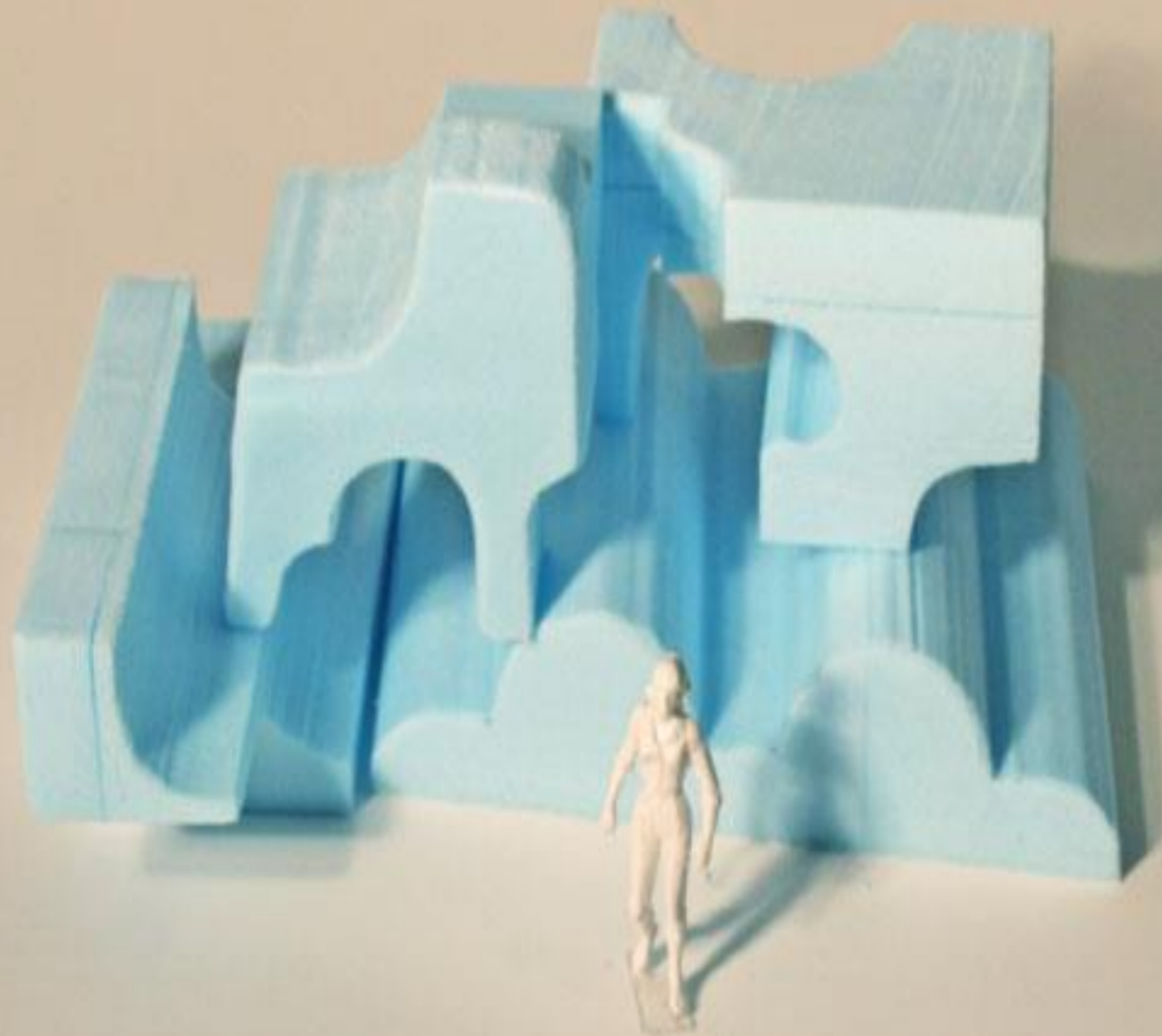
**LITTLE PEN**



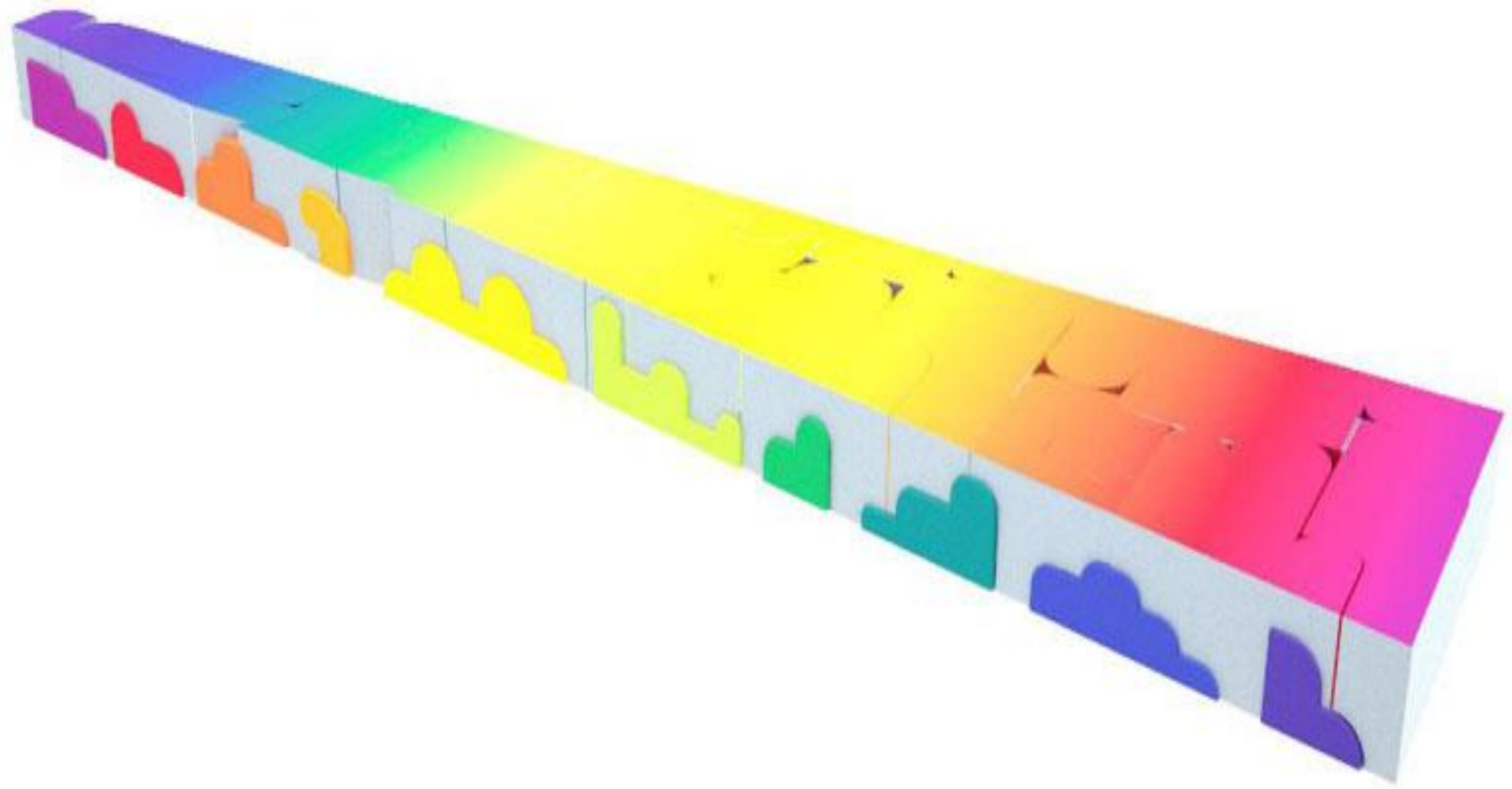
PAVILION\_B



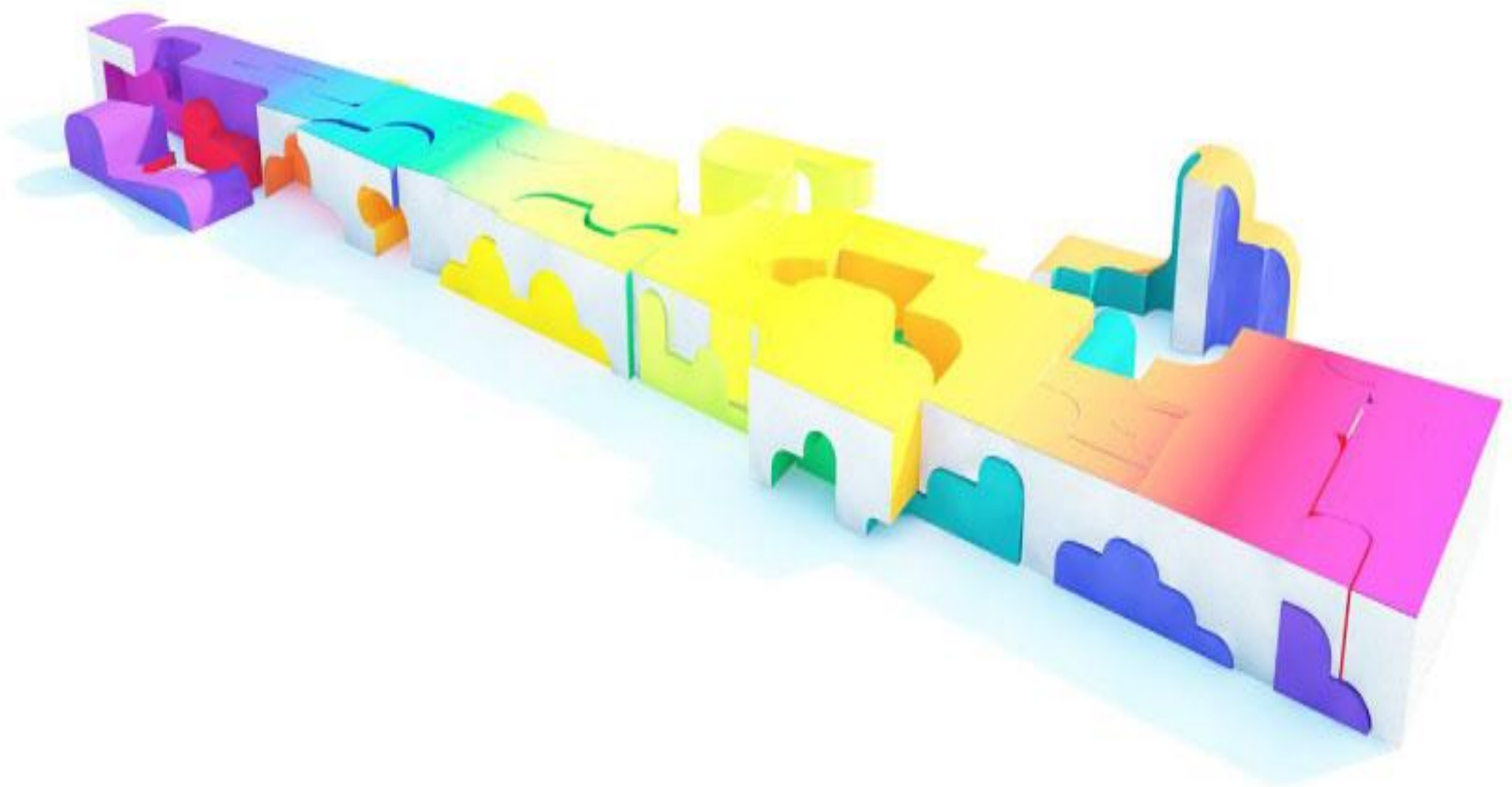
**ROOM**



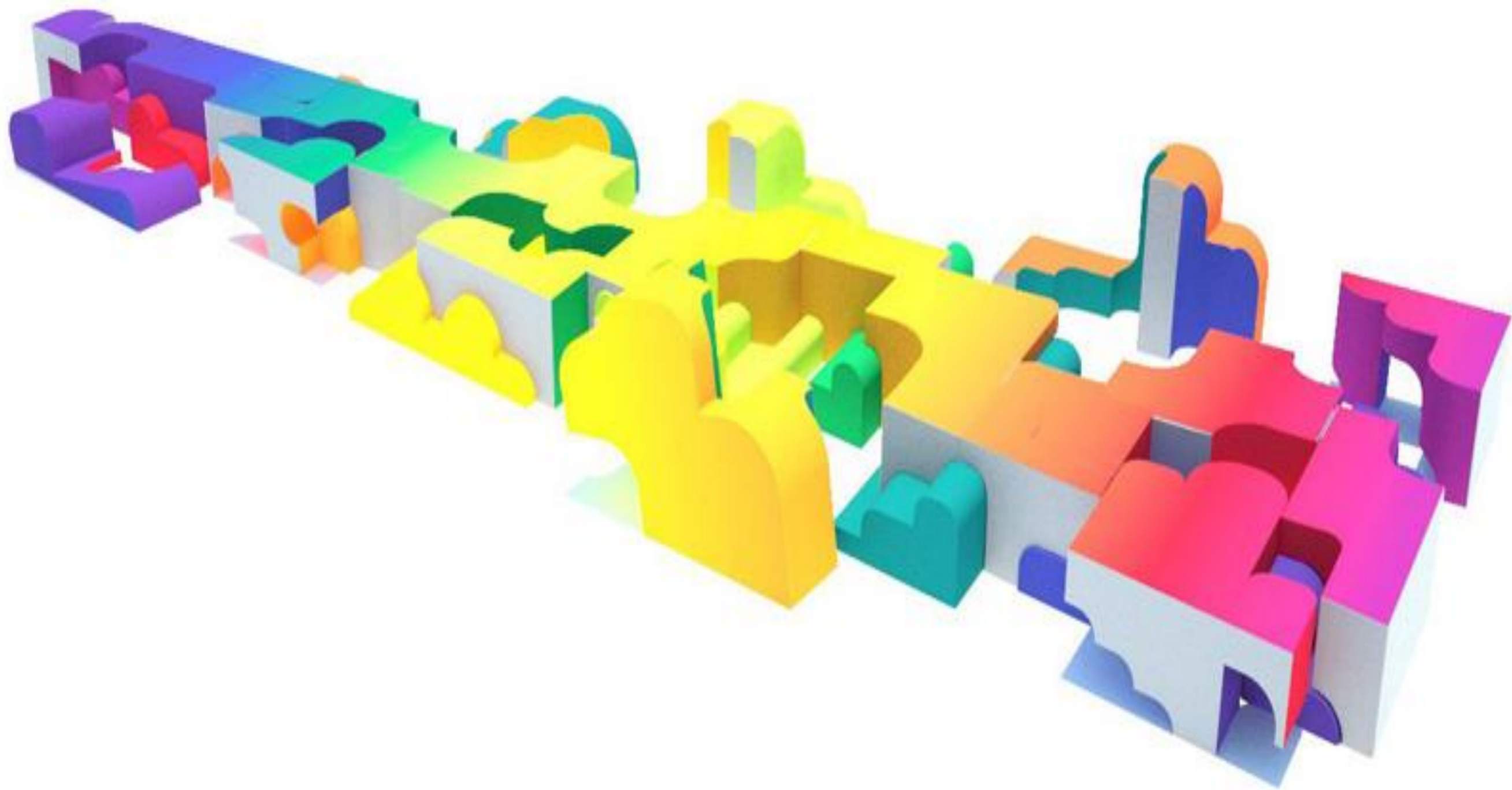
MISFIT\_B



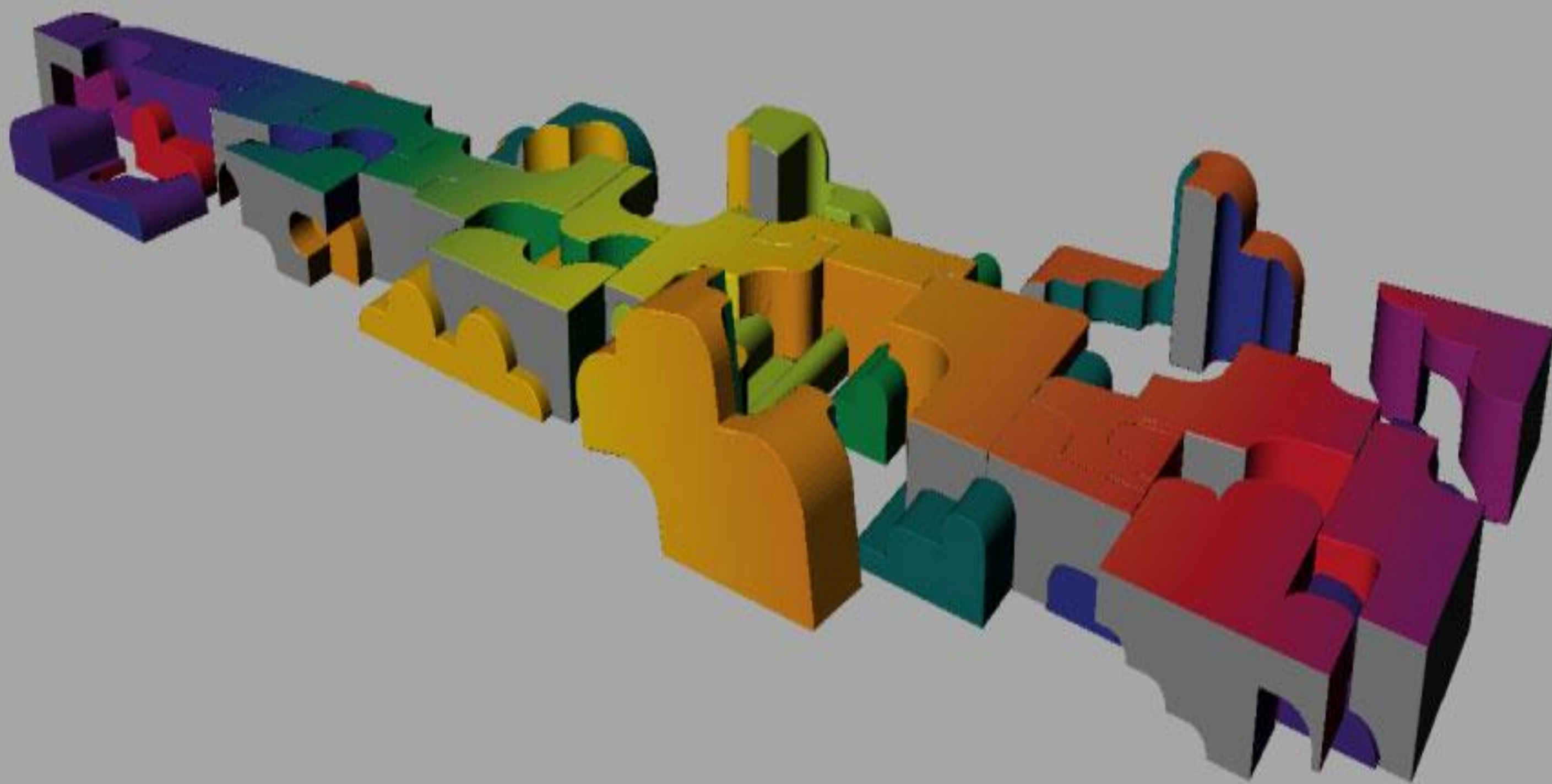
**WHOLE**



**POSITION INDEX (with color)**



**3D JIGSAW PUZZLE**



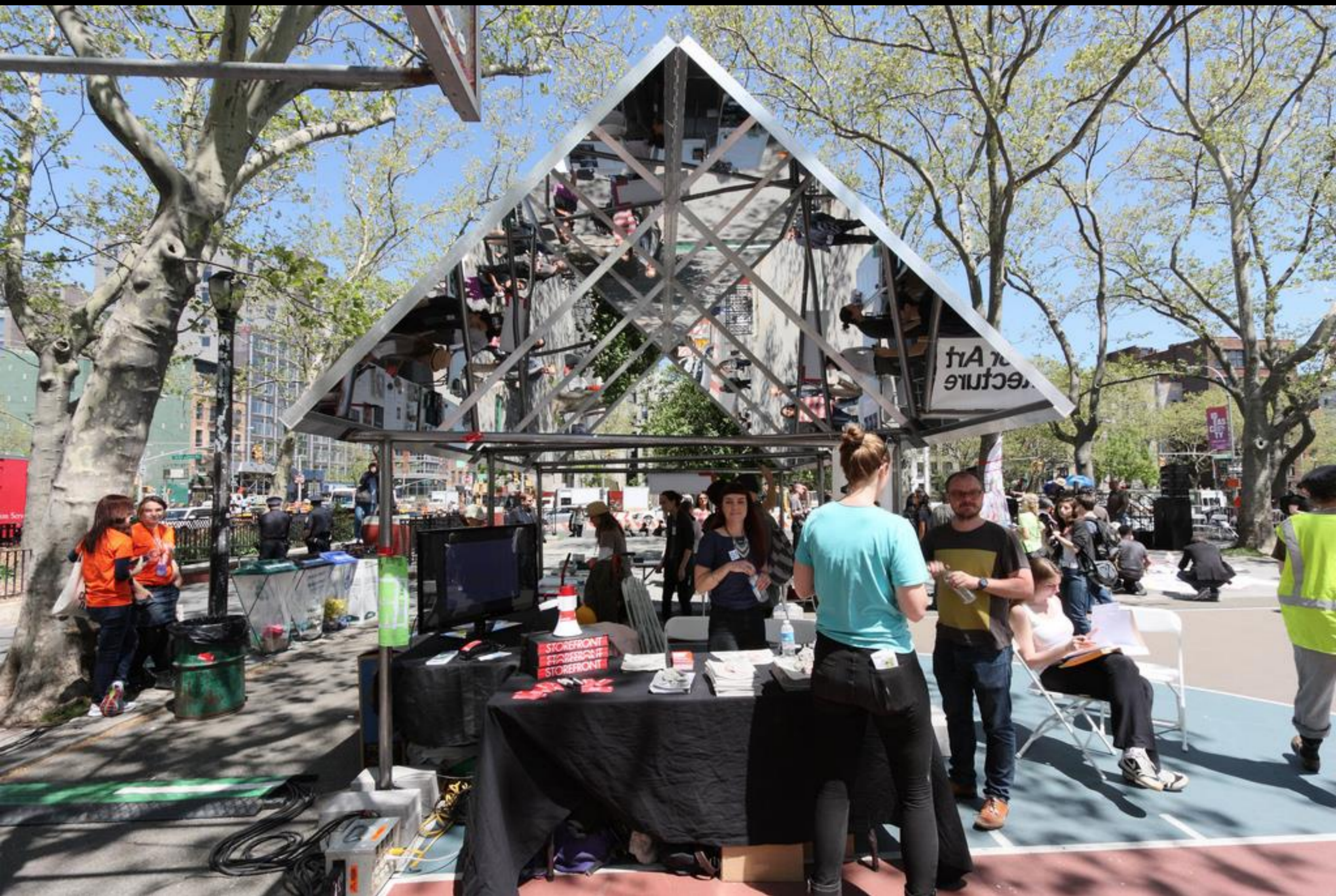
**PROGRESS**















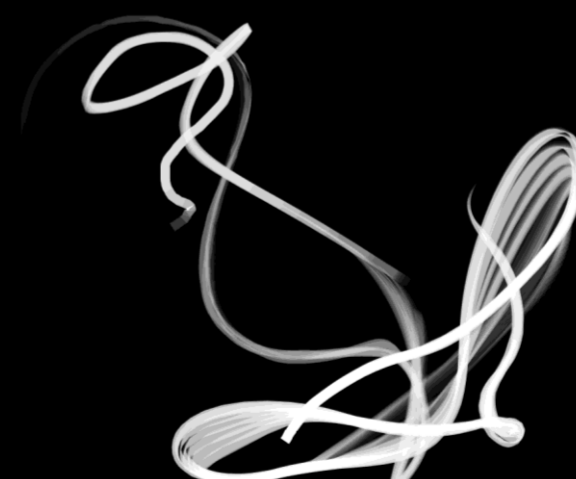
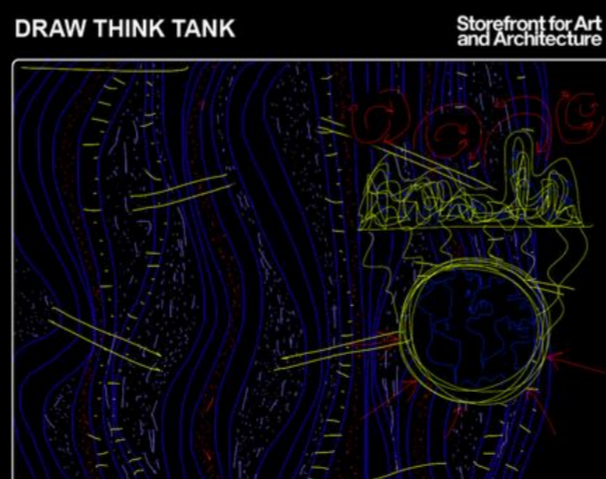
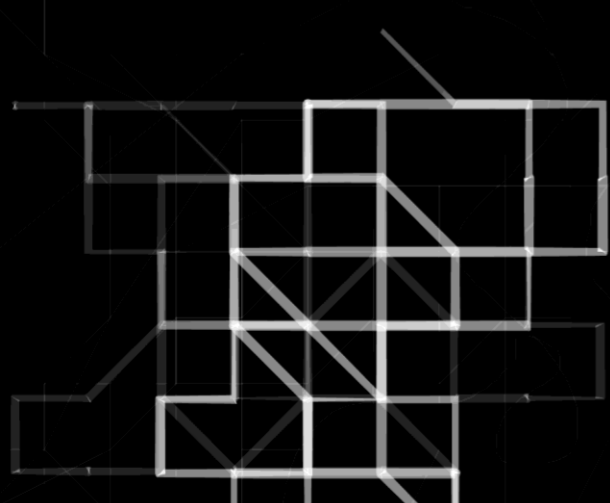
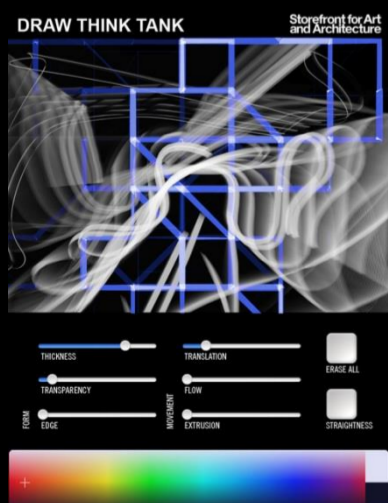


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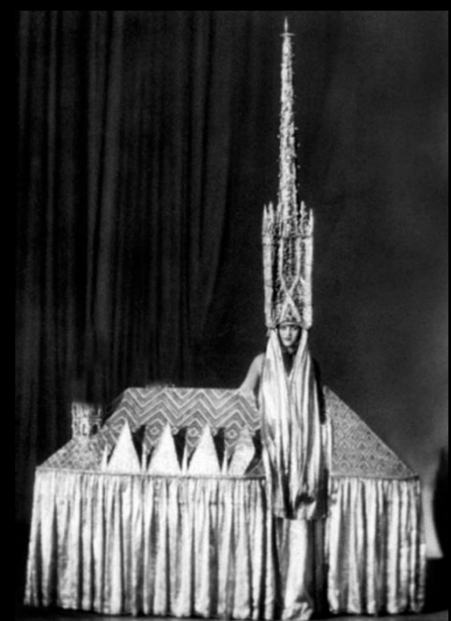




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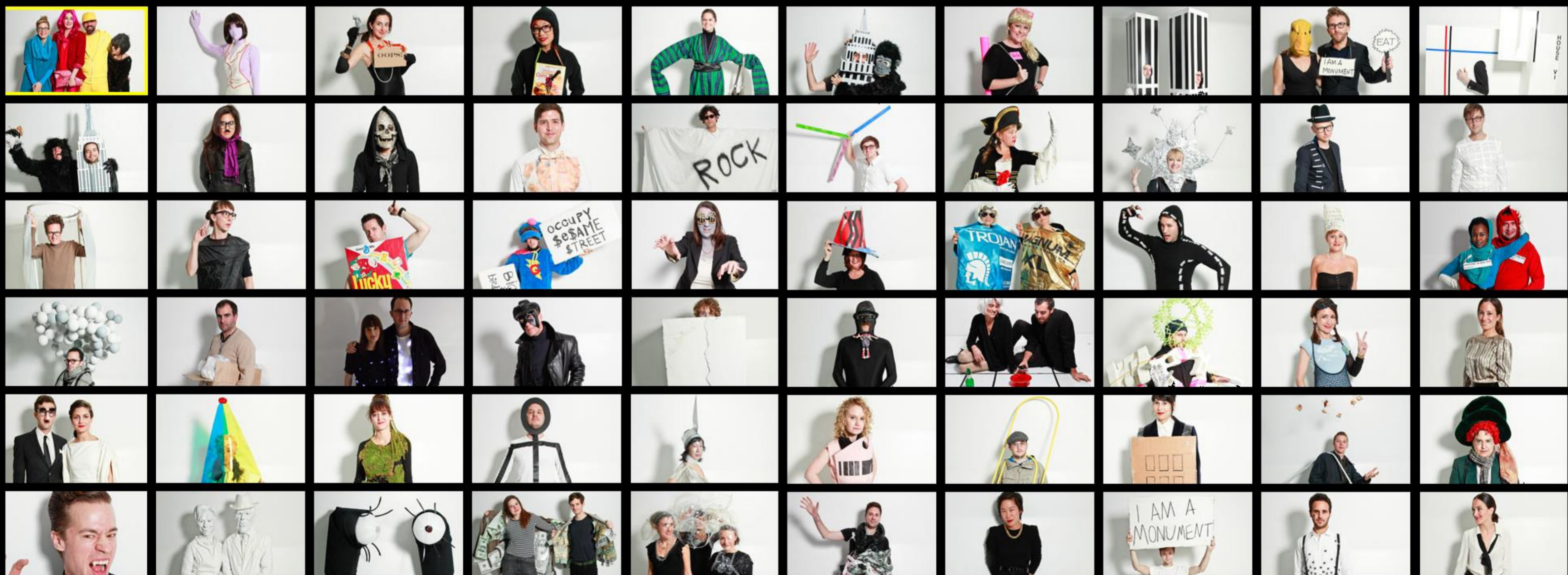
CRITICAL HALLOWEEN

# ON BANALITY

COSTUME ARCHITECTURE PARTY

SAVE THE DATE: SATURDAY, OCTOBER 29, 2011

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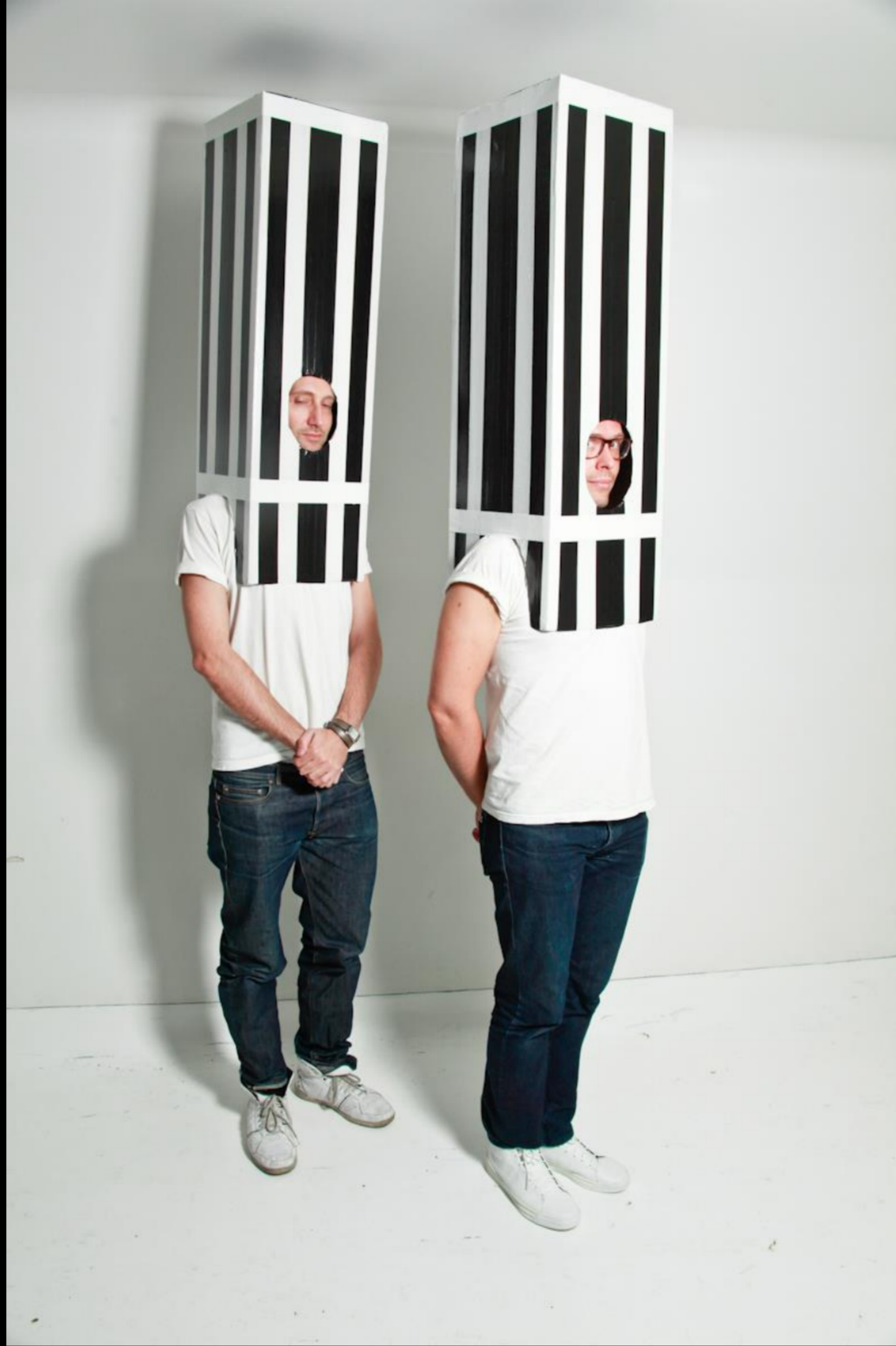
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## Party Bibliography / Critical Halloween: On Metaphor

MONDAY OCTOBER 15, 2012

vehicle of Meursault's image of the world (as made up of absurd, fortuitous moments). What Roland Barthes calls "the zero degree of writing" is, precisely by being **anti-metaphorical** and dehumanized, as selective and artificial as any traditional style of writing. Nevertheless, the notion of a style-less, transparent art is one of the most tenacious fantasies of modern culture. Artists and critics pretend to believe that it is no more possible to get the artifice out of art than it is for a person to lose his personality. Yet the aspiration lingers—a permanent dissent from modern art, with its dizzying velocity of style changes.

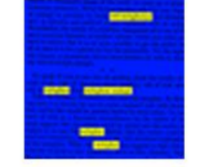
• •

To speak of style is one way of speaking about the totality of a work of art. Like all discourse about totalities, talk of style must rely on **metaphors**. And **metaphors mislead**.

Take, for instance, Whitman's very material metaphor. By likening style to a curtain, he has of course confused style with decoration and for this would be speedily faulted by most critics. To conceive of style as a decorative encumbrance on the matter of the work suggests that the curtain could be parted and the matter revealed; or, to vary the **metaphor** slightly, that the curtain could be rendered transparent. But this is not the only erroneous implication of the metaphor. What the **metaphor** also suggests is that style is a matter of more or less (quantity), thick or thin (density). And, though less obviously so, this is just as wrong as the form that

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**Party Bibliography**, is a growing compilation of readings, quotes and definitions that work as a resource for individuals interested in investigating the topic of this year's Critical Halloween costume party "**On Banality, On Metaphor**".

From the use of metaphor as a simple communication device, to metaphor as one of the creative tools for the production of new work, we will be collecting some of the existing thoughts in the archives of history and knowledge through a series of texts that might shed some light on the articulation of thoughts, costumes and critique.

If you have any suggestions, please send us an email or comment on the social media box below.

#### QUOTES

*"Metaphor is a matter of imaginative rationality... Metaphors are capable of creating new understandings and, therefore, new realities... Metaphor is not merely a matter of language; it is a matter of conceptual structure. And conceptual structure is not merely a matter of the intellect -it involves all the natural dimensions of our experience, including aspects of our sense experience: color, shape, texture, sound, etc"* **Lakoff-Johnson, *Metaphors we live by*. p.253**

#### READINGS

-Alejandro Zaera Polo, Sylvia Lavin, Jeffrey Kipnis, *Quaderns d'arquitectura i urbanisme* 245 / 2005 "About communications: the Hokusai wave", *Conversations with cocktails*, "What we need here is failure to communicate!,"

-Baudelaire, Charles. *The Mirror of Art*. London: Phaidon, 1955.

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- Alejandro Zaera Polo, Sylvia Lavin, Jeffrey Kipnis, Quaderns d'arquitectura i urbanisme 245 / 2005 "About communications: the Hokusai wave", Conversations with cocktails", "What we need here is failure to communicate!,"
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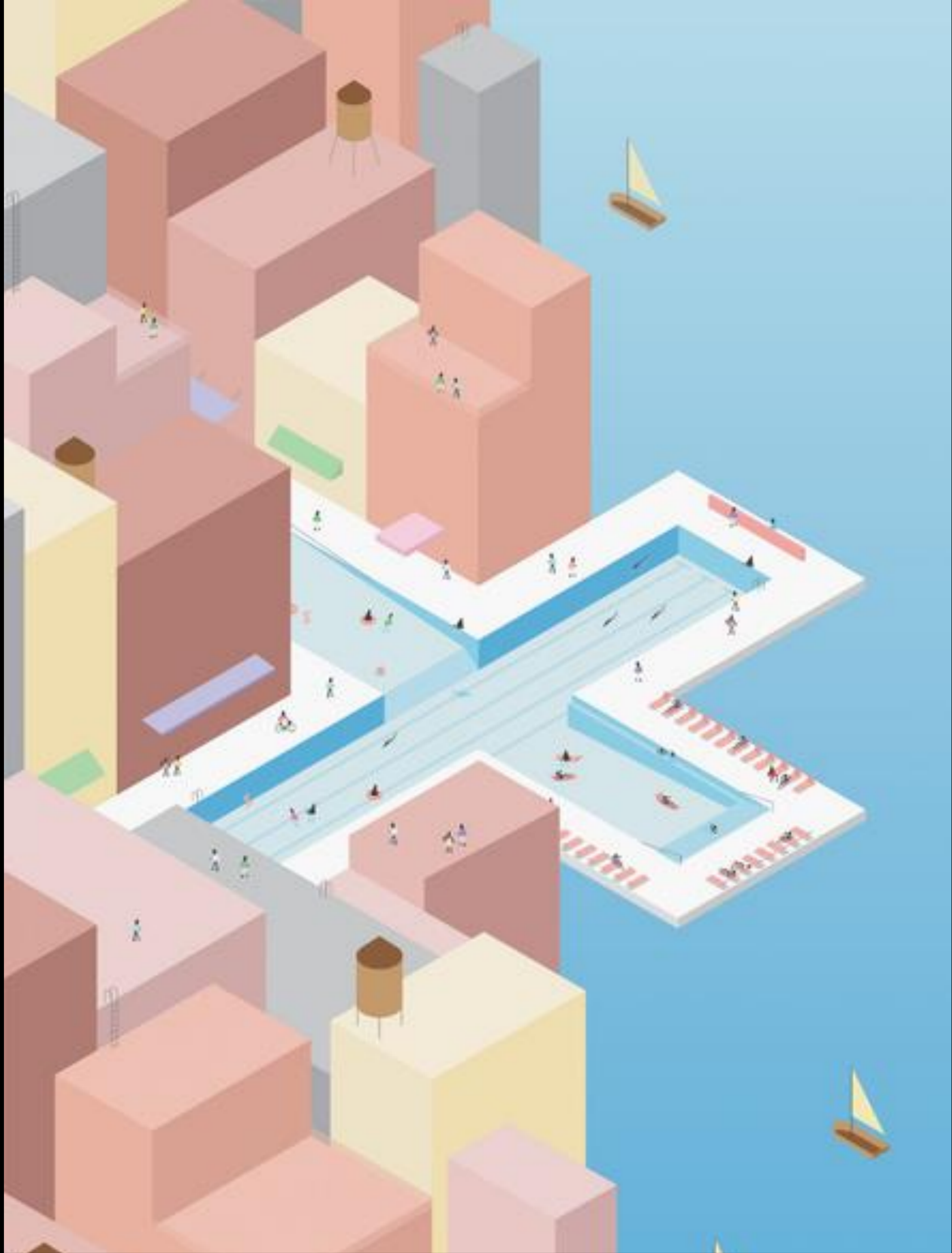








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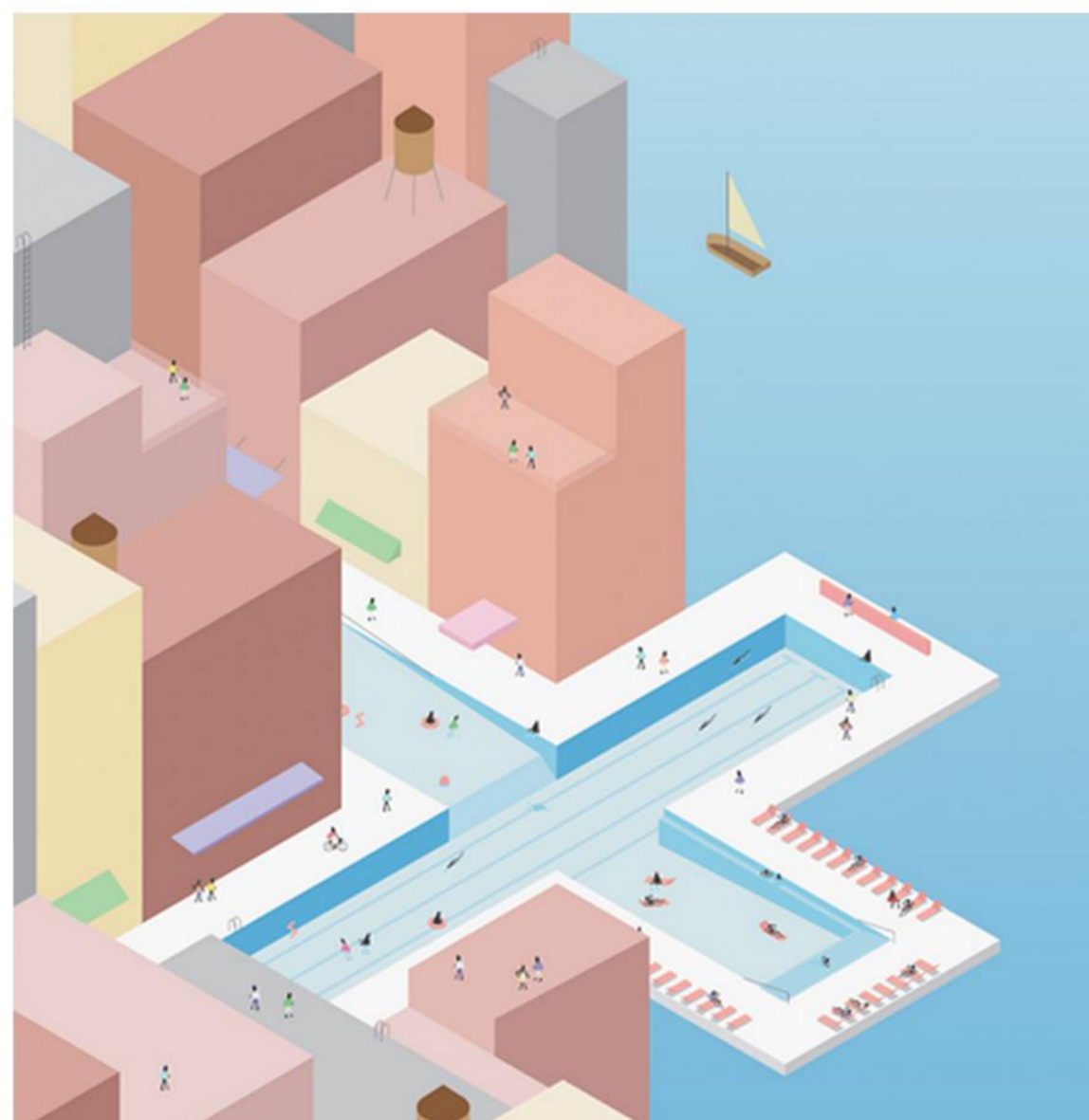
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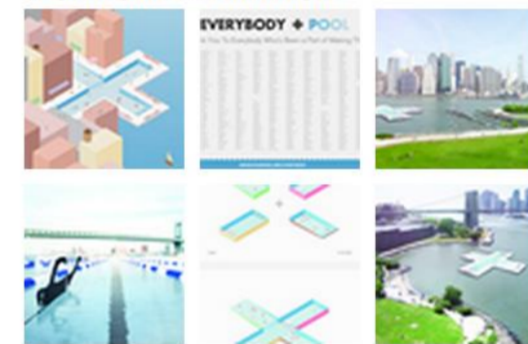
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WEDNESDAY OCTOBER 3, 2012



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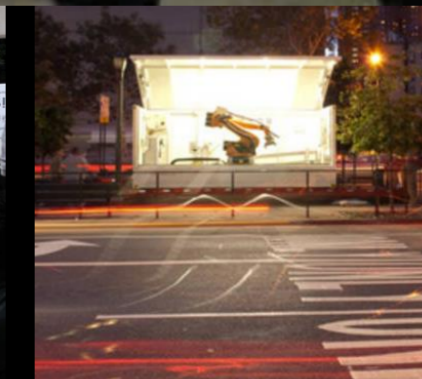




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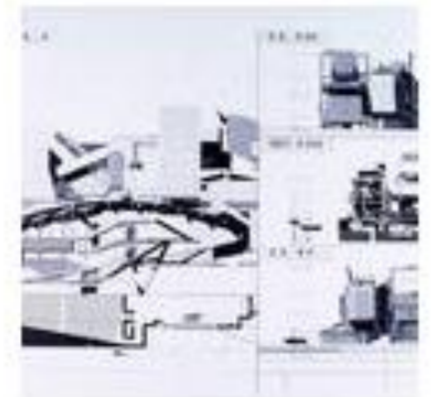
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TUESDAY NOVEMBER 28, 1989 – SATURDAY DECEMBER 23, 1989  
**Exhibition: Too Close: Cosmos Mechanicool**  
 Neil Denari  
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TUESDAY OCTOBER 24, 1989 – SATURDAY NOVEMBER 18, 1989  
**Exhibition: Spiral, Serpent and Sunflower**  
 Zvi Hecker  
[Israel](#) [Zvi Hecker](#)

**YEAR**  
[1989](#) [1988](#) [1987](#) [1986](#) [1985](#)  
[1984](#) [1983](#) [1982](#)



TUESDAY SEPTEMBER 19, 1989 – SATURDAY OCTOBER 14, 1989  
**Exhibition: Earth, Air, and Water Studies**  
 Sandy Gellis  
[Sandy Gellis](#)



# 1982-2012-2042



# Storefront *Projects*



# Storefront *&* People



# Storefront *People*





**Storefront** *People*



**Storefront** *Membership*



# Storefront *&* People



**Storefront** *People*



**Storefront *&* People**















Andrew Zago [Los Angeles]

Andres Jaque [Madrid]

architecture - Beatriz Ramo [Rotterdam]

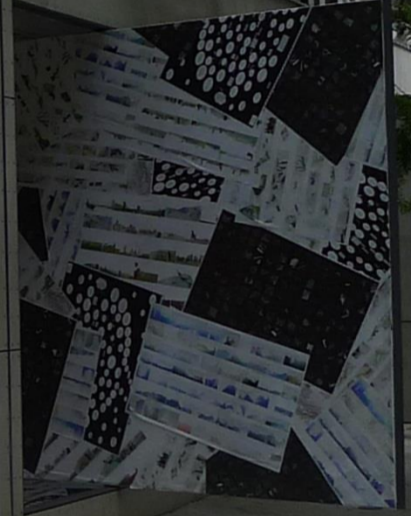
Callejas [Colombia]

Leipool - Selva Gurdogan - Gregers Tang Thomsett [Istanbul]

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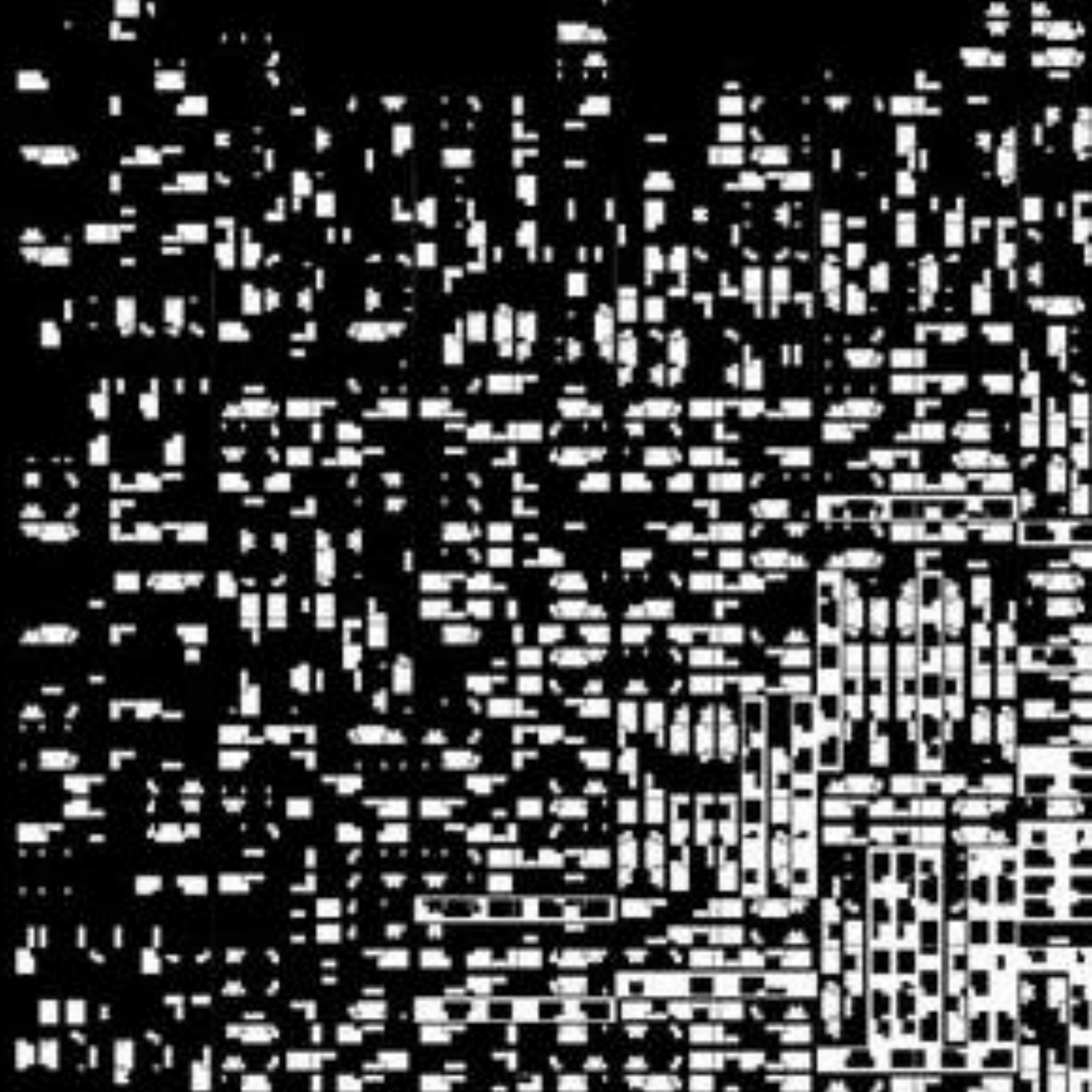


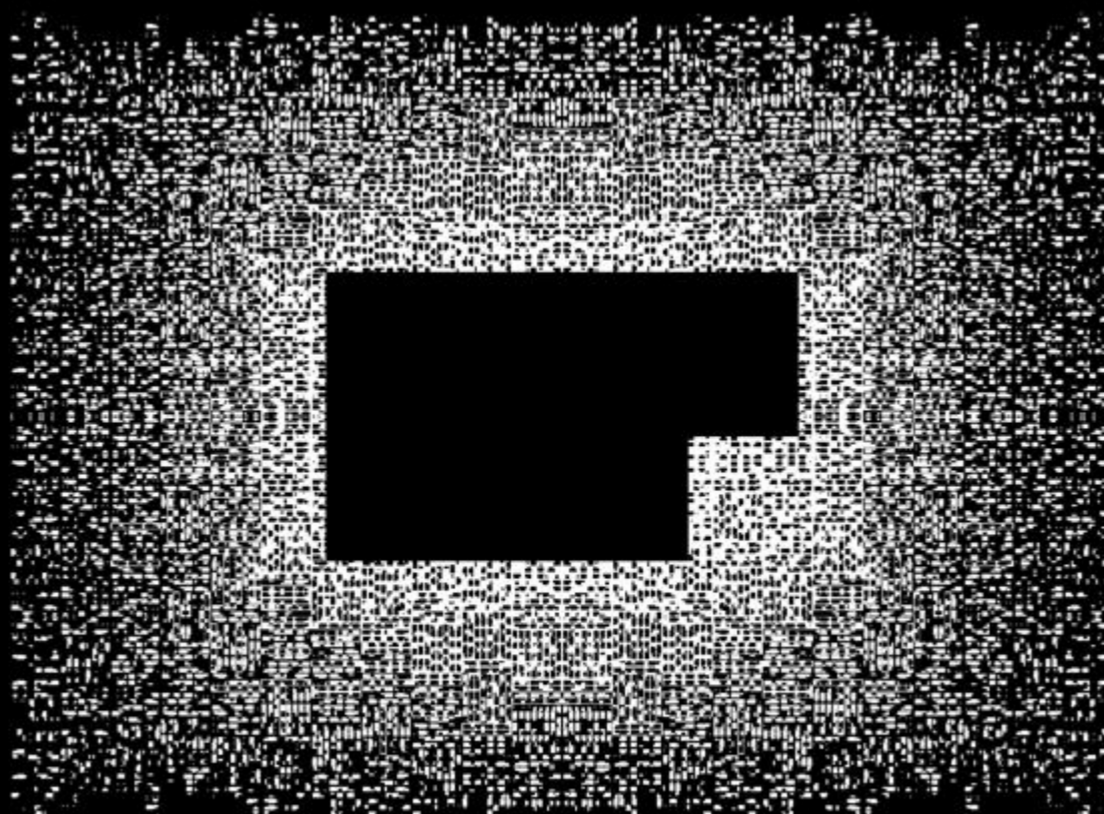
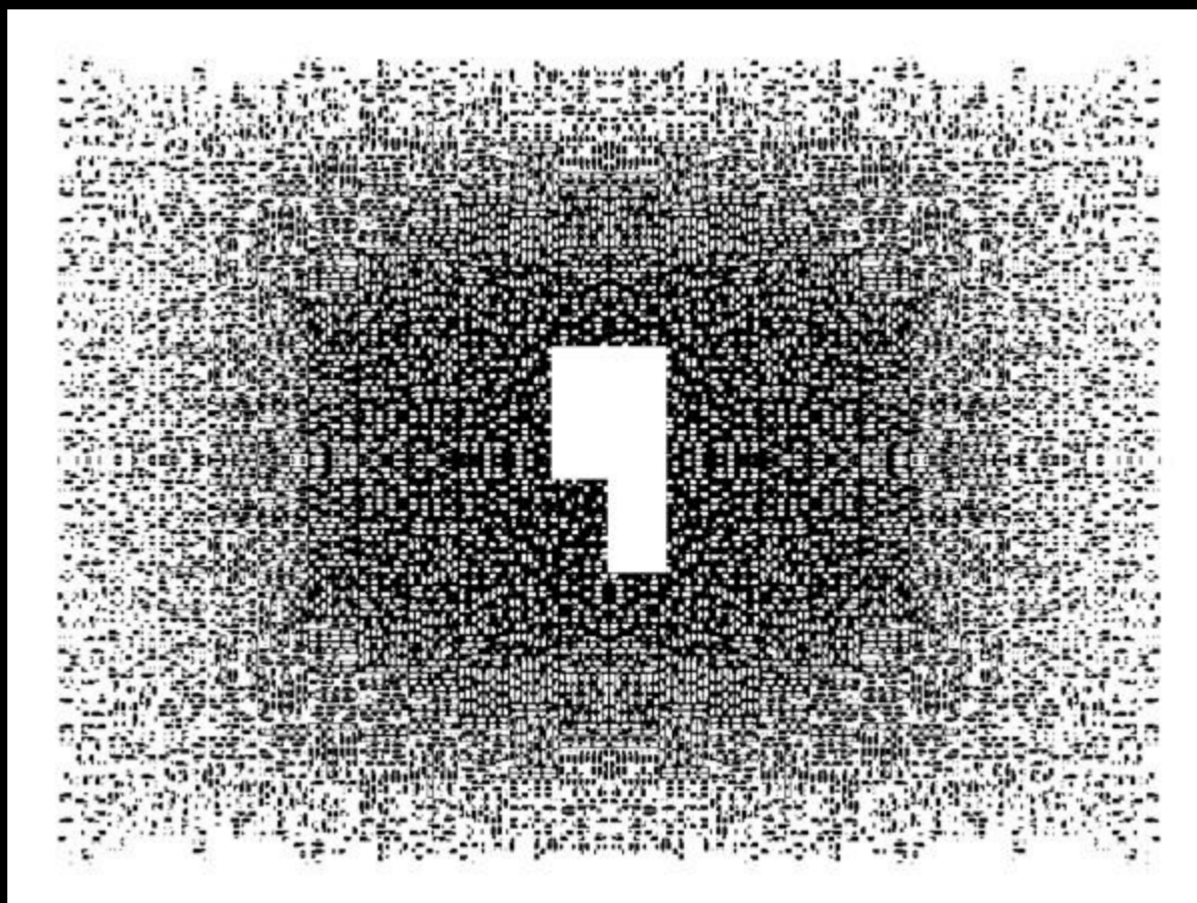
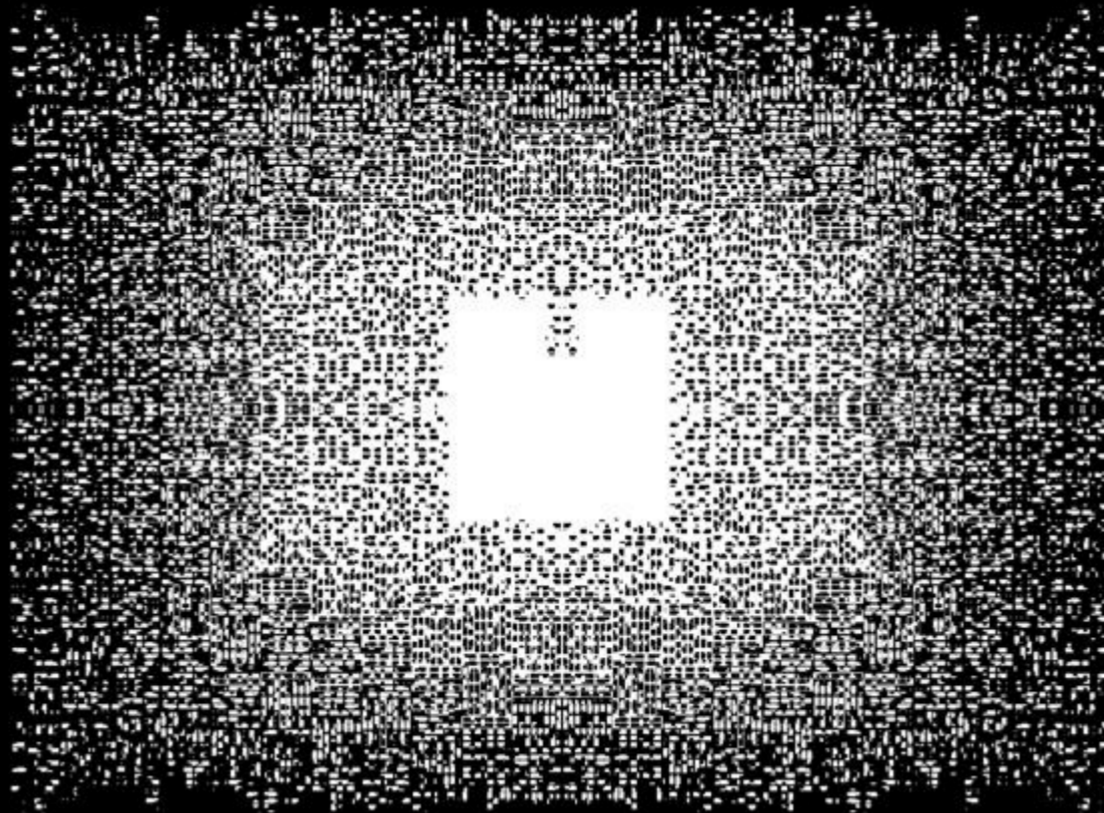












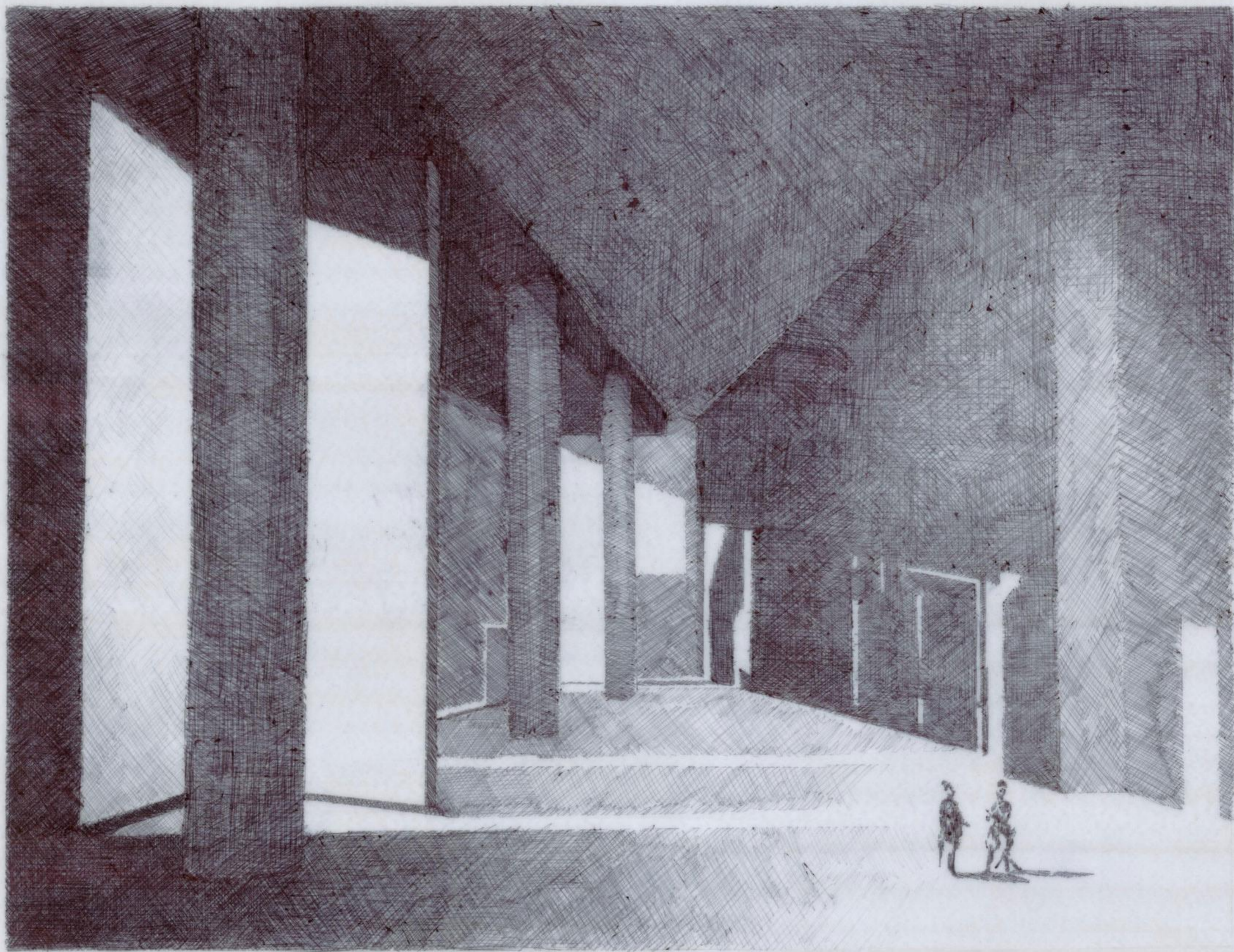


fig.1 Escala

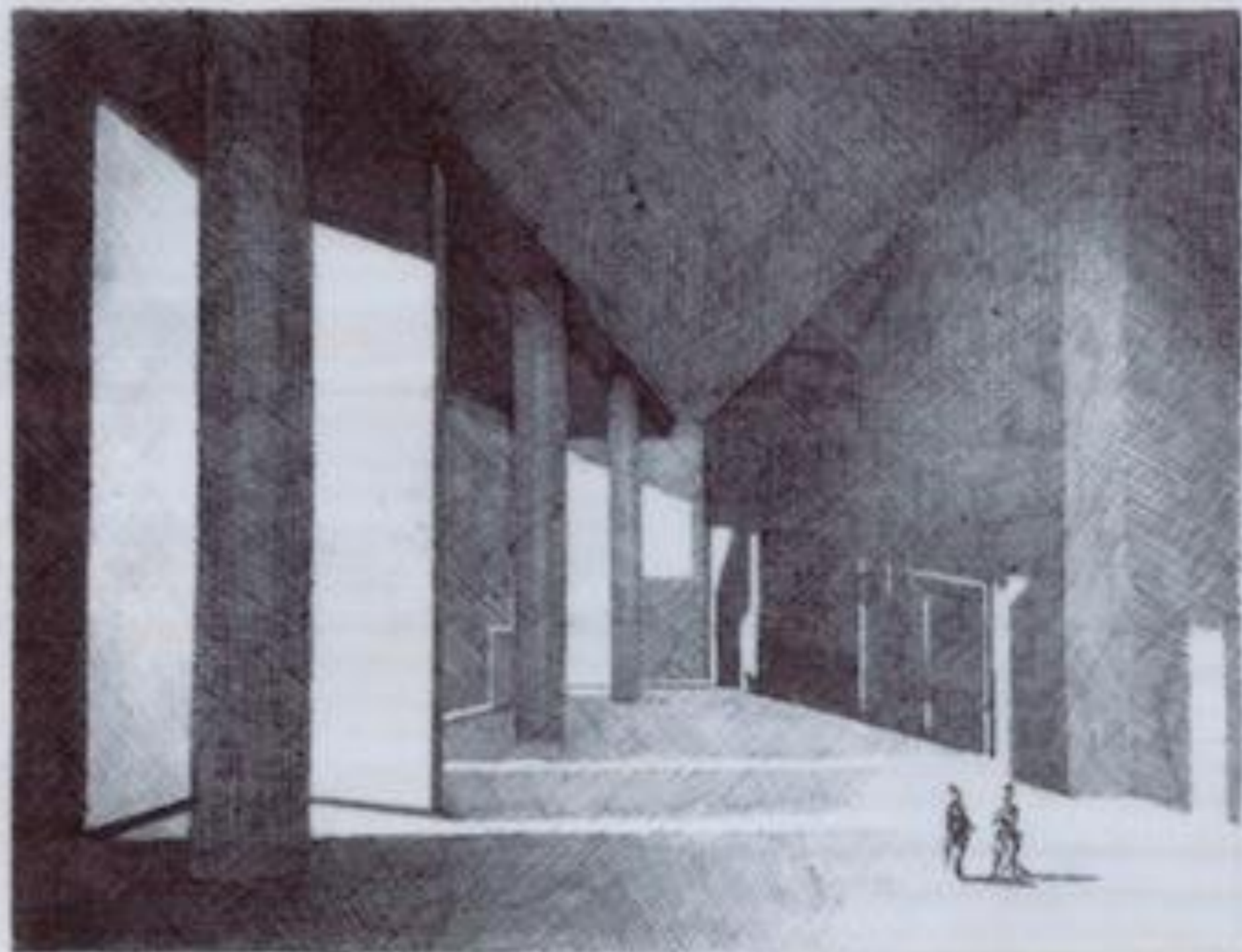


Fig. 1 Enade



Fig. 2 Gemwola

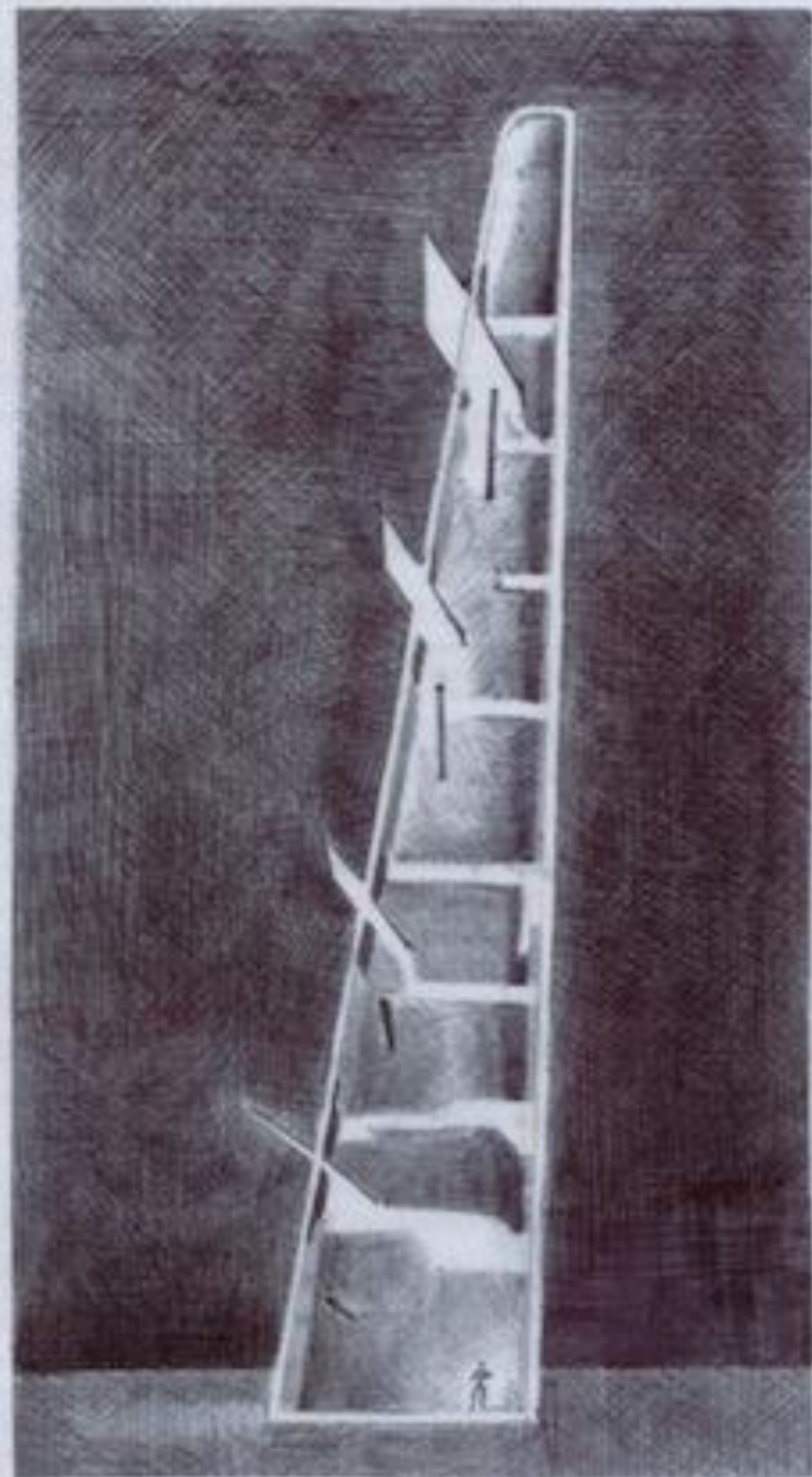
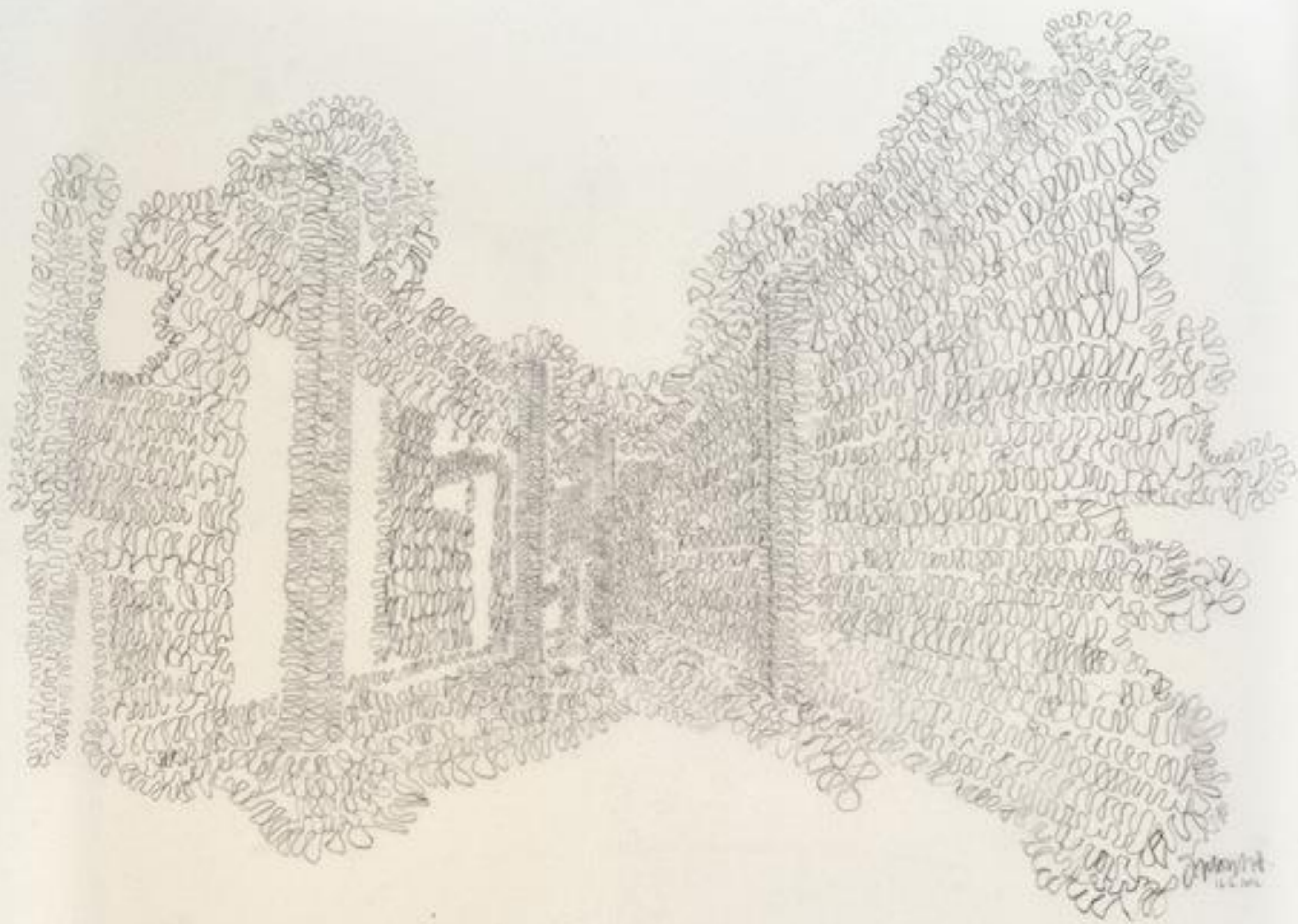
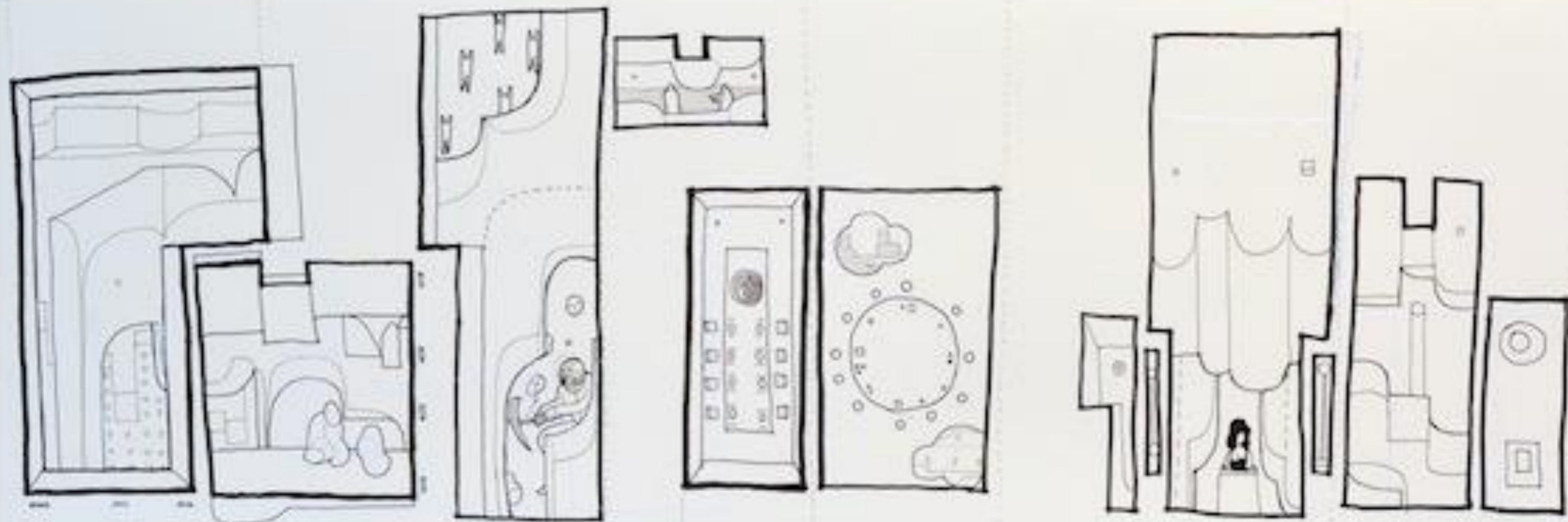


Fig. 3 Oimocip





Jimenez Lai  
2012

# "New York is different than the rest of America because it is the last bastion of s"

★ الله ★  
An empty \_\_\_\_\_ on Atlantic Avenue in Brooklyn was filled with dates last week, and thus transformed into a place for reflecting on commerce, art, politics and Iraq.

The traditional \_\_\_\_\_ that has prevailed in some cases for nearly a century is facing several new setbacks. These family-run businesses started out as traditional 'mom and pop' stores, and there was a time when they defined our neighborhoods. Many were humble stores tucked away on narrow side streets, while others had become well known institutions on historic avenues. Each store turned out to be as unique as their customers, run by owner with a commitment to tradition and special service. The neighborhood \_\_\_\_\_ has always been a foothold for new immigrants and a comfortable place where familiar languages are spoken, where ethnic foods and culture are present. These shops are lifelines for their communities, vital to residents who depend on them for a multitude of needs. When these shops fall, the neighborhood itself is affected.

New York City's \_\_\_\_\_ gates, like its fire escapes and stoops, are there but not quite there: the unnoticed wallpaper of New York at night. They have been battered by vandals and defaced by graffiti taggers. They have secured diamonds, handmade tortellini and other valuable commodities. They have provided the clattering soundtrack of dawn and dusk, the steel canvas of struggling artists, the most compelling evidence that the city does, indeed, sleep.

Flushing, Queens, is one of New York's most polyglot immigrant neighborhoods. But a member of the City Council, who is known by some as the unofficial mayor of Flushing, is railing against the dominance of Chinese, Korean and other foreign languages on \_\_\_\_\_.

City Raids 'Counterfeit Triangle,' Shutting 32 \_\_\_\_\_'s

...neat, clean \_\_\_\_\_ attract pedestrian traffic. In general, when choosing which way to walk to the subway or another local destination, people naturally gravitate toward the route that seems the safest and most visually pleasing. That has certainly been true on Myrtle Avenue in Brooklyn, where the aesthetic improvements to the commercial strip have led to such a boom in pedestrian traffic that our Local Development Corporation has to employ private sanitation workers from 6 a.m. to 7 p.m., six days a week, to remove litter and empty overflowing trash cans.

People wonder about \_\_\_\_\_ psychics, how they survive, since no one ever seems to be inside having his fortune told...

\_\_\_\_\_ was arrested and charged with third degree criminal mischief for throwing an amp through a New York City Times Square \_\_\_\_\_ in a fit of rage.

Clucking chickens went into \_\_\_\_\_ Dead ones came out, bound for Chinatown restaurants. So did blood, and entrails, and putrid odors that wafted past the fancy lofts and dark-wood bars of an up-and-coming neighborhood near the Brooklyn waterfront, a place that prefers its industrial grit to look a bit more picturesque and smell a tad less gritty.

Marc Jacobs Uses Vandalized SoHo as \_\_\_\_\_ as \_\_\_\_\_ Muse for \$680 T-Shirt

The \_\_\_\_\_ it turned out, was more front store: a drug den masquerading as an auto-sound business. And the sight of six hoodlums being paraded out in handcuffs was sadly familiar among the brick tenements of west Harlem.

On December 1, 1938 Mayor Fiorello LaGuardia outlawed all pushcarts in the city and abolished all open air markets. The streets of the Lower East Side instead became lined with \_\_\_\_\_ All business was moved entirely indoors.

...he often waited for a time of day with more compelling light, or even for a day when different alternate-side parking rules were in effect so that cars would not obstruct his view of the \_\_\_\_\_.

Without these \_\_\_\_\_ s, he said, the city loses "our special sauce that gives us our panache."

Manhattan, with its high density, high incomes and near-constant foot traffic, has maintained a strong \_\_\_\_\_ culture while other urban areas have seen their downtowns empty out and lose customers to suburban malls.

You'll find many different kinds of signs on the \_\_\_\_\_ along Conoy Island Avenue in the Midwood neighborhood of Brooklyn nicknamed 'Little Pakistan,' but you probably won't find any concerning a candidate running in today's primary election.

Two people were arrested in New York City Saturday night after protesters, some with possible Occupy Wall Street connections, vandalized \_\_\_\_\_ in what was described as "black bloc" tactics.

The owner of the property, which has 32 separate \_\_\_\_\_ s, will be required "to replace the counterfeit vendors with legitimate businesses and pay a substantial fine to the city before the buildings can be reopened."

Two Queens shops shuttered after out-of-control cars plowed into their \_\_\_\_\_ not once but twice — and within just nine days of each other — have filed a \$1 million lawsuit, blaming a 59th Street Bridge exit ramp.

\_\_\_\_\_ churches like this have become part of the streetscape in New York and around the globe in recent decades. Try and make shift they sprout up almost overnight wedged in among the bodegas and take-out counters.

Unlike his fellow couture fashionista friends, MJ isn't going to stand around and let a little \_\_\_\_\_ defacing get in his way — he's going to capitalize from it.

For \_\_\_\_\_, the benefit of living in \_\_\_\_\_ East Village is that it offers a chance to meet people.

Some of the more intrepid renters and buyers over the years have set up house in empty \_\_\_\_\_ s. The proposed limitation rule is fairly complicated in its details. It will add about two months of review to the leasing process in affected areas.

City investigators raided dozens of \_\_\_\_\_ in Chinatown this morning in what officials described as a major seizure of counterfeit goods — including false Rolex, Coach, Prada and Gucci products — with an estimated street value of more than \$1 million.

There is no way to know how many \_\_\_\_\_ s are converted to apartments in New York City each year, but the number of applications to convert spaces from commercial to residential has been growing. Last year there were 267 such applications, according to the New York City Department of Buildings. In 2006 there were 144.

As \_\_\_\_\_ S Become Vacant, Ads Arrive

...some employers advertise in ethnic newspapers, and green grocers frequently hire workers through \_\_\_\_\_ employment agencies. Bodegas rely heavily on family members, who put in very long shifts... "There's only one type of job," as a bodega owner put it...

\_\_\_\_\_ like this have become part of the streetscape in New York and around the globe in recent decades. Try and make shift they sprout up almost overnight wedged in among the bodegas and take-out counters.

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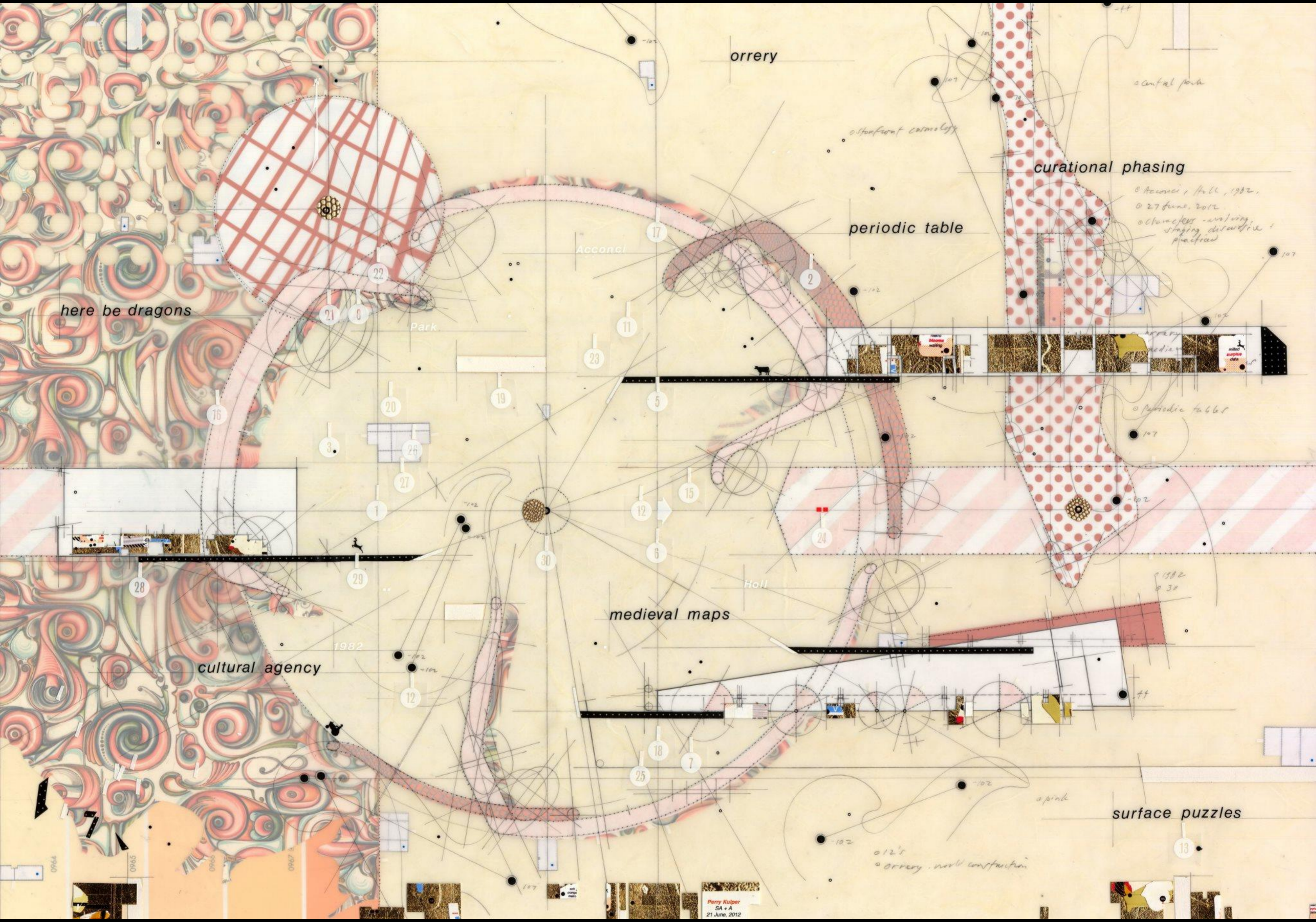
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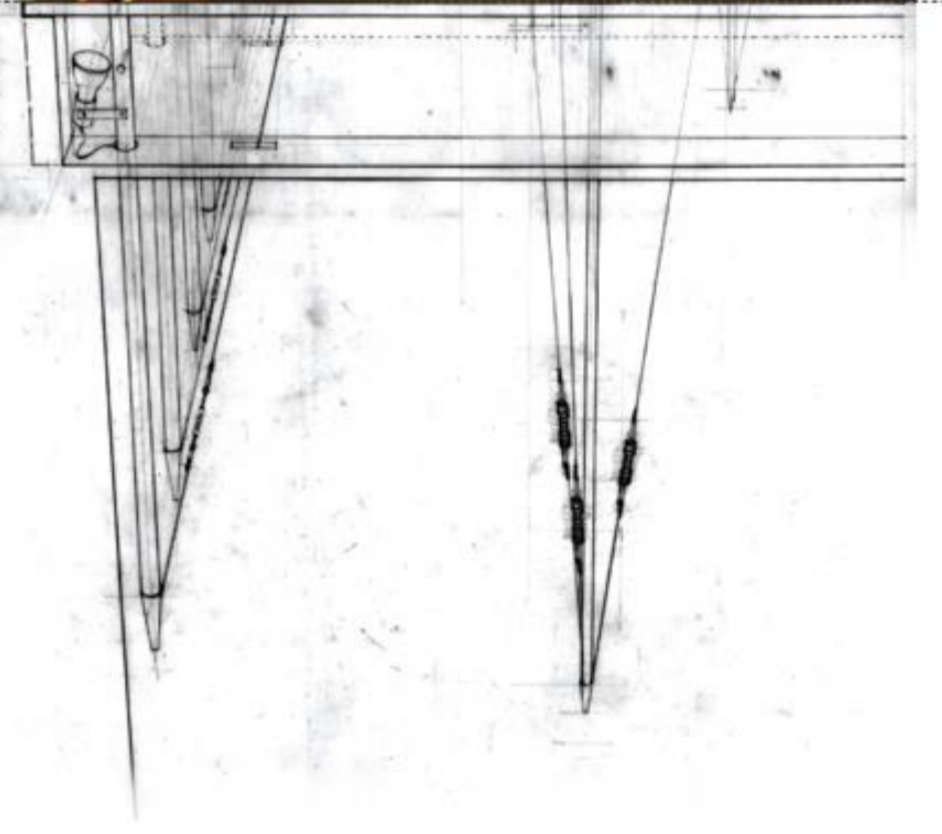
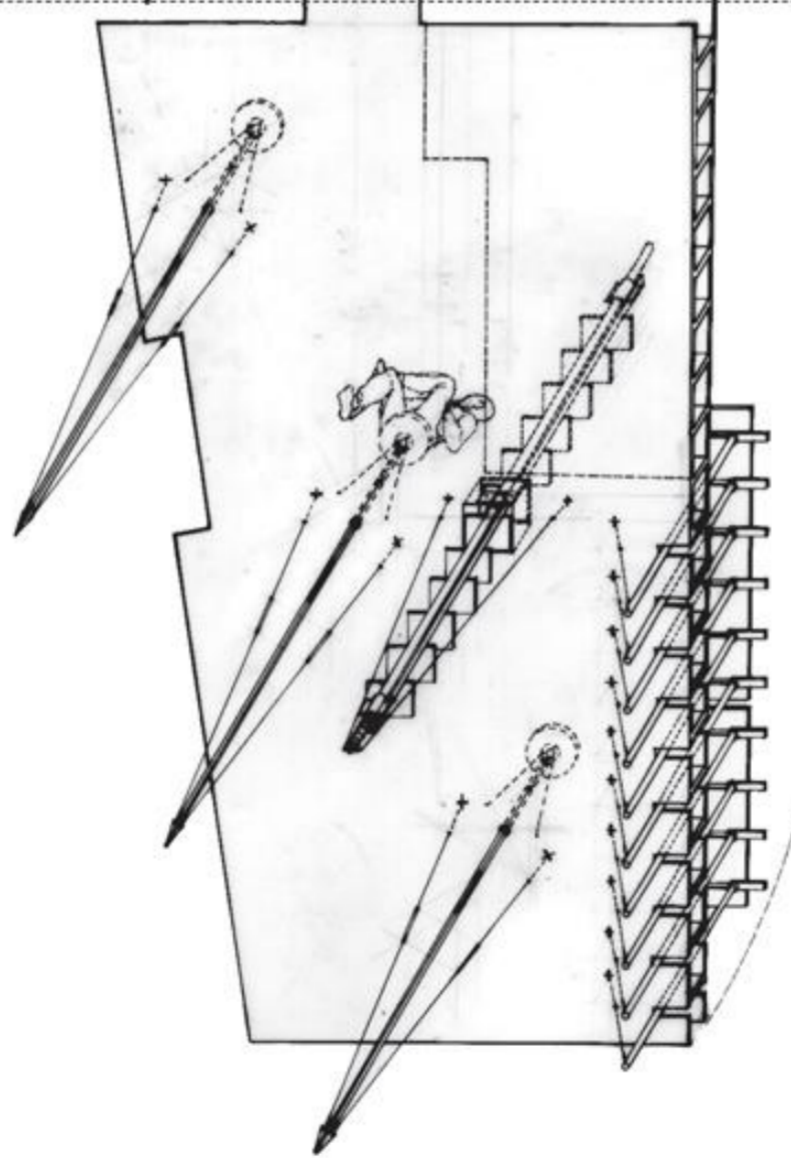
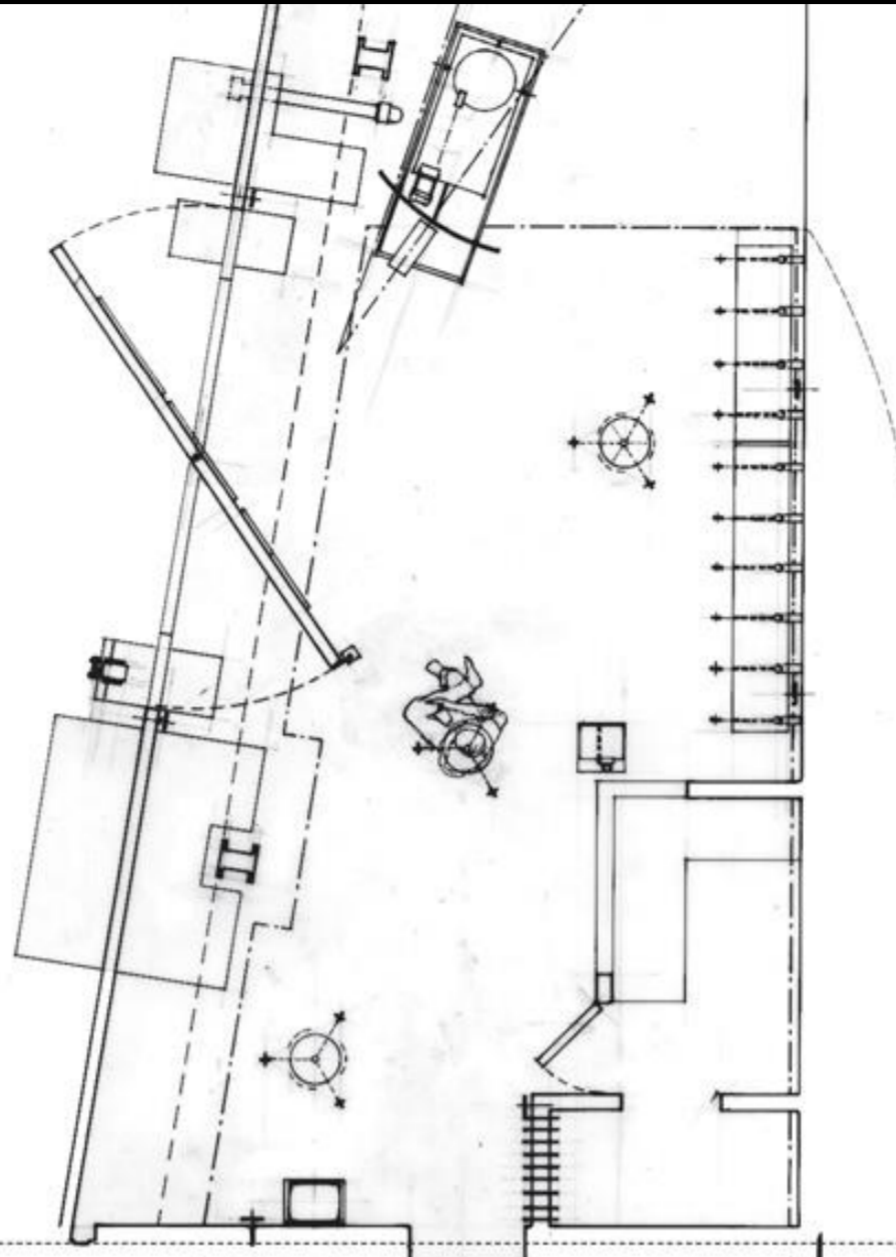
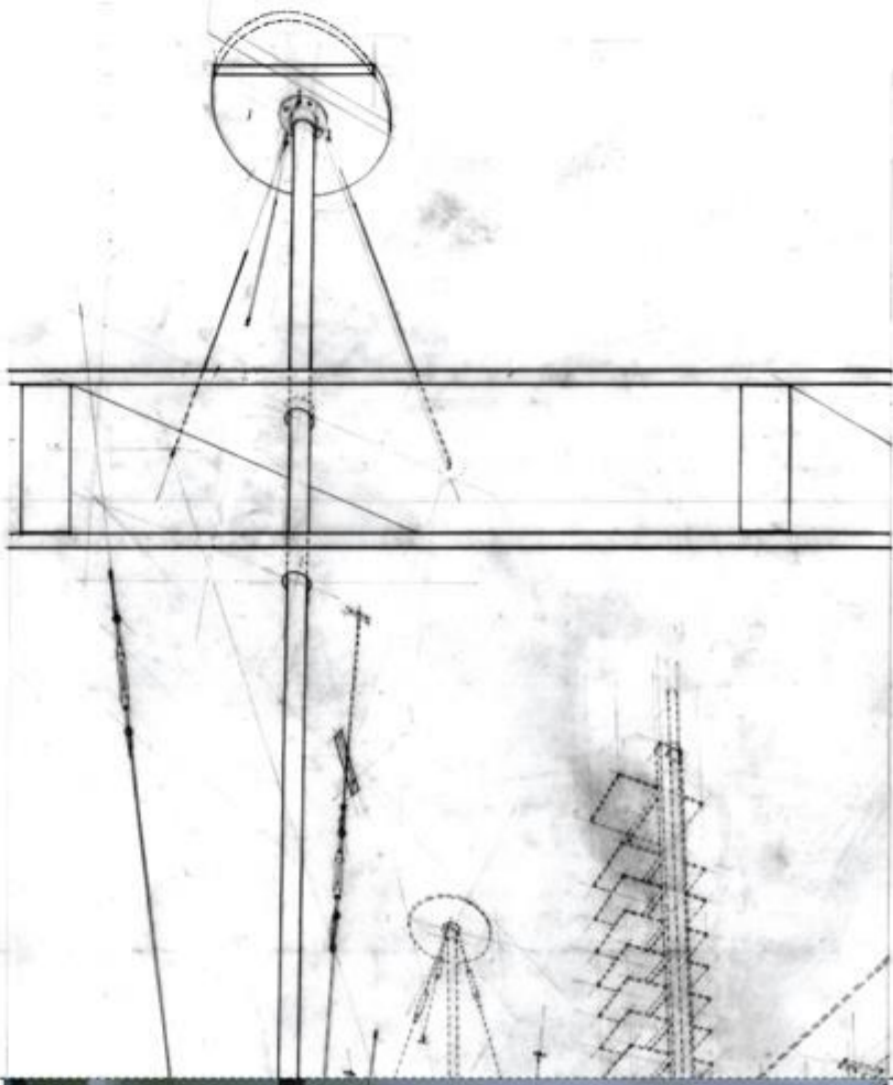
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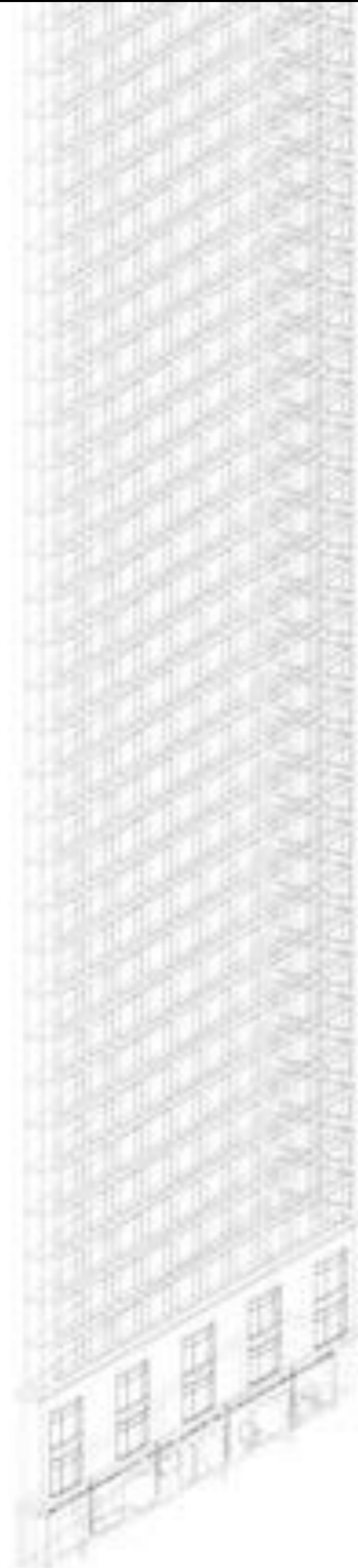
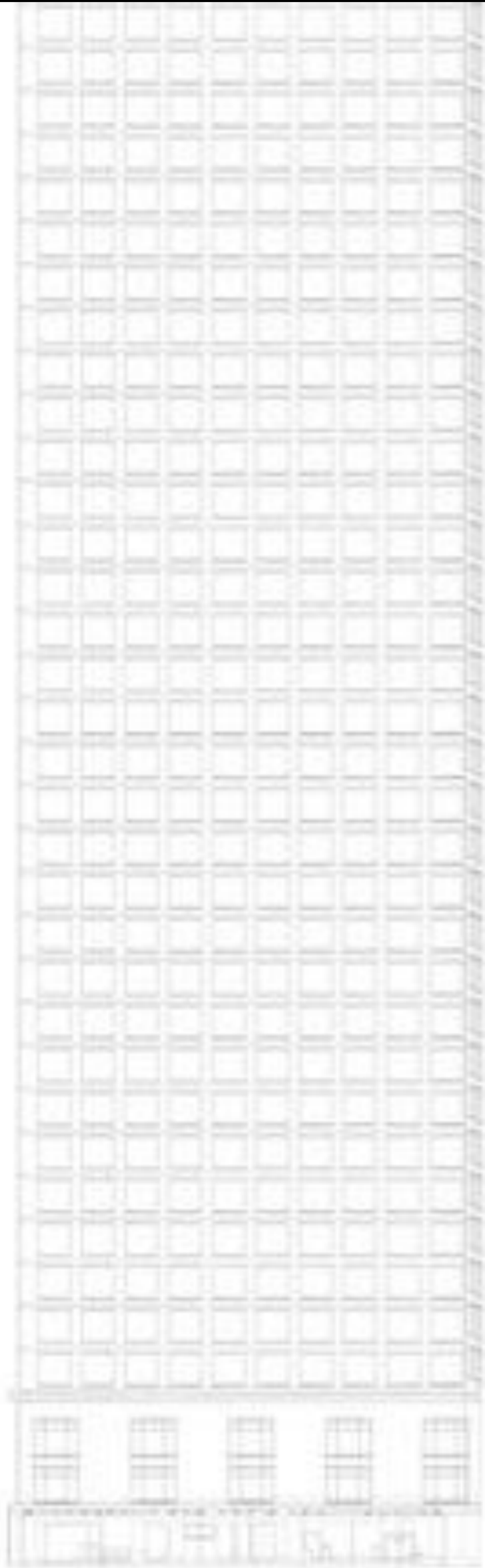
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Perry Kulper  
SA + A  
21 June, 2012





# Storefront for Art and Architecture as a Hong Kong Pencil Tower Pop-up Podium

There is no set definition for a Pencil Tower. One definition could be the relationship of the usable floor area of one floor to the height of the building. This would be the ASPECT RATIO. Utilizing this to define the pencil tower yields a border value of about 1.00. That means that any tower that has a ratio of height (in meters) divided by usable floor area (in square meters) that is equal or greater than one, is a pencil tower.

Our concept of a Storefront for Art and Architecture as a Hong Kong Pencil Tower Pop-up Podium can resituate Storefront's global reach in the context of dense urban locations around the world.

85% of the apartments in Hong Kong are under 650 sqft

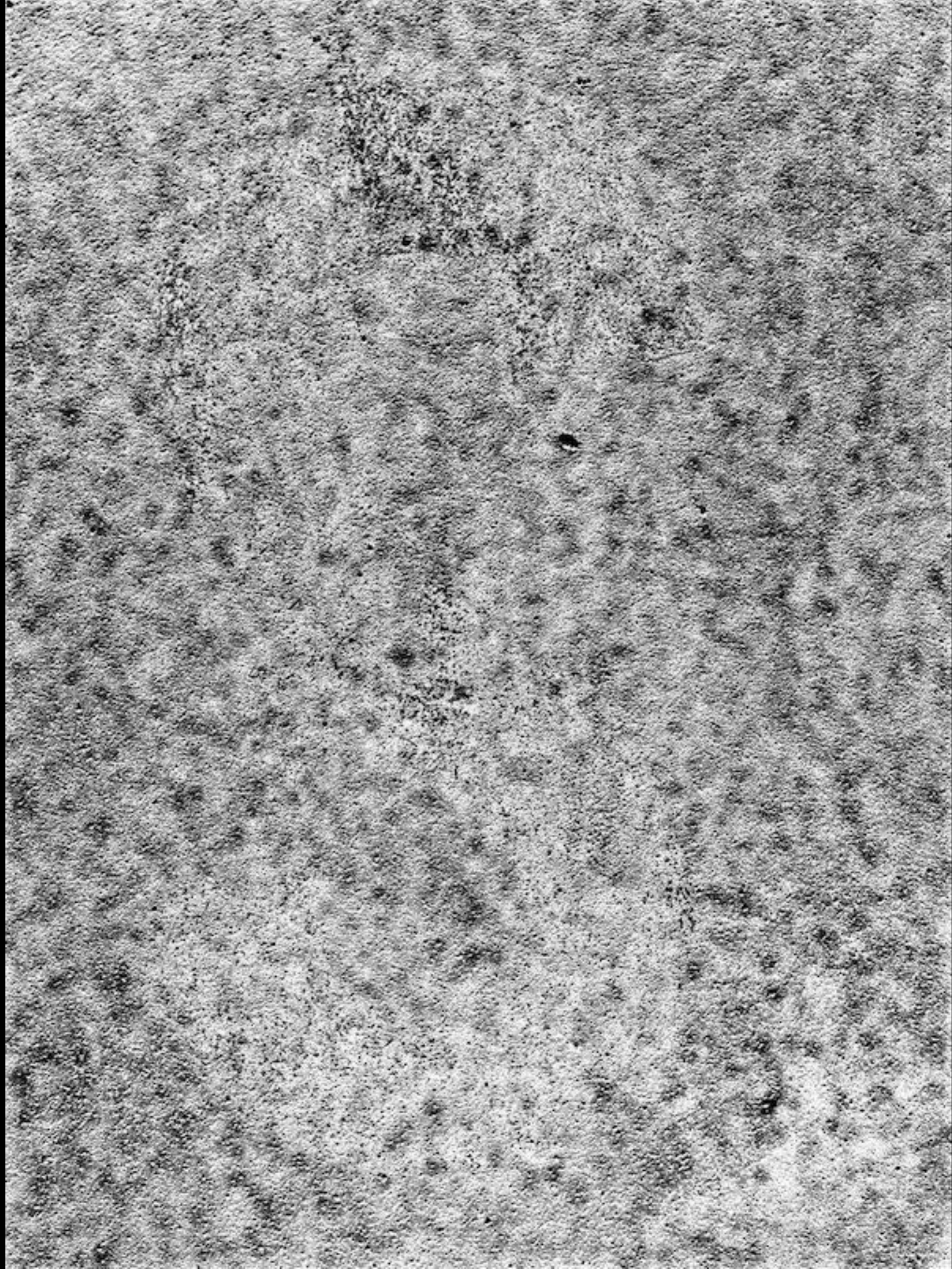
97% of the apartments in Hong Kong are under 1075 sqft

Storefront for Art and Architecture is 950 sqft

2008 Housing Authority Rating and Valuation Department

eskyiu



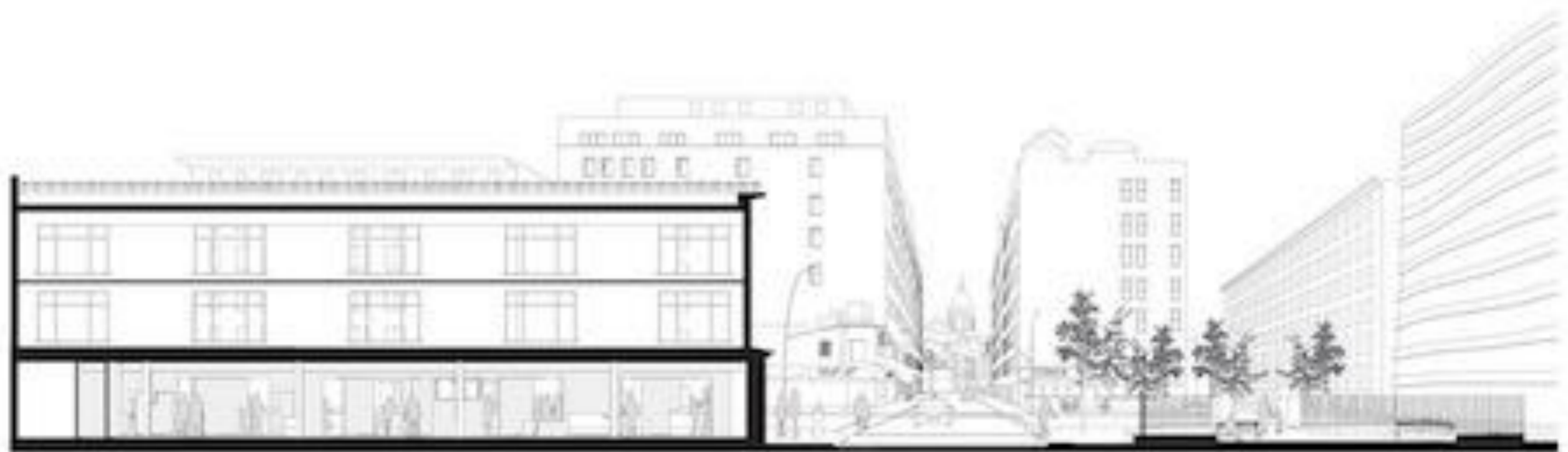
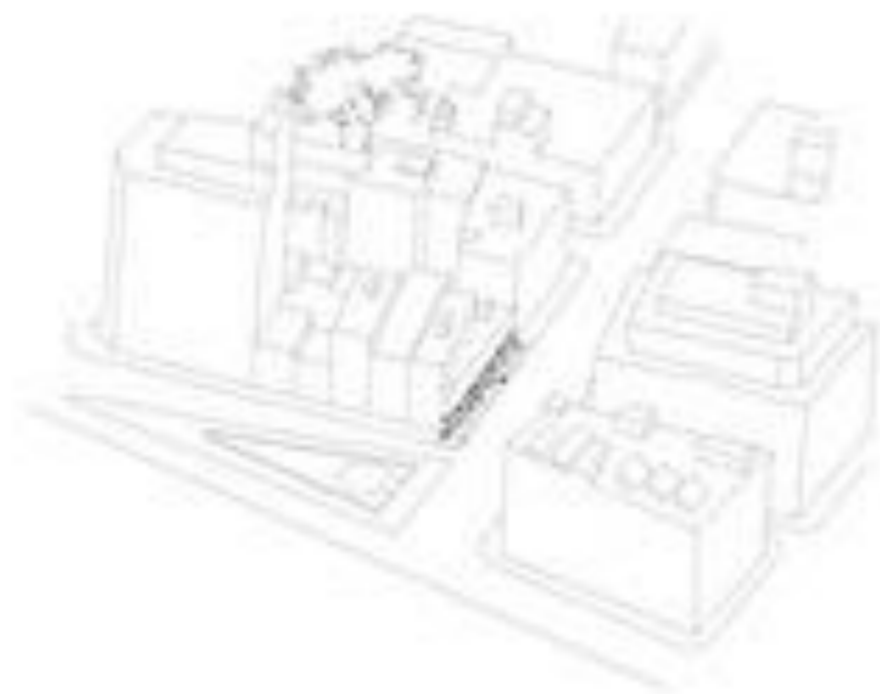


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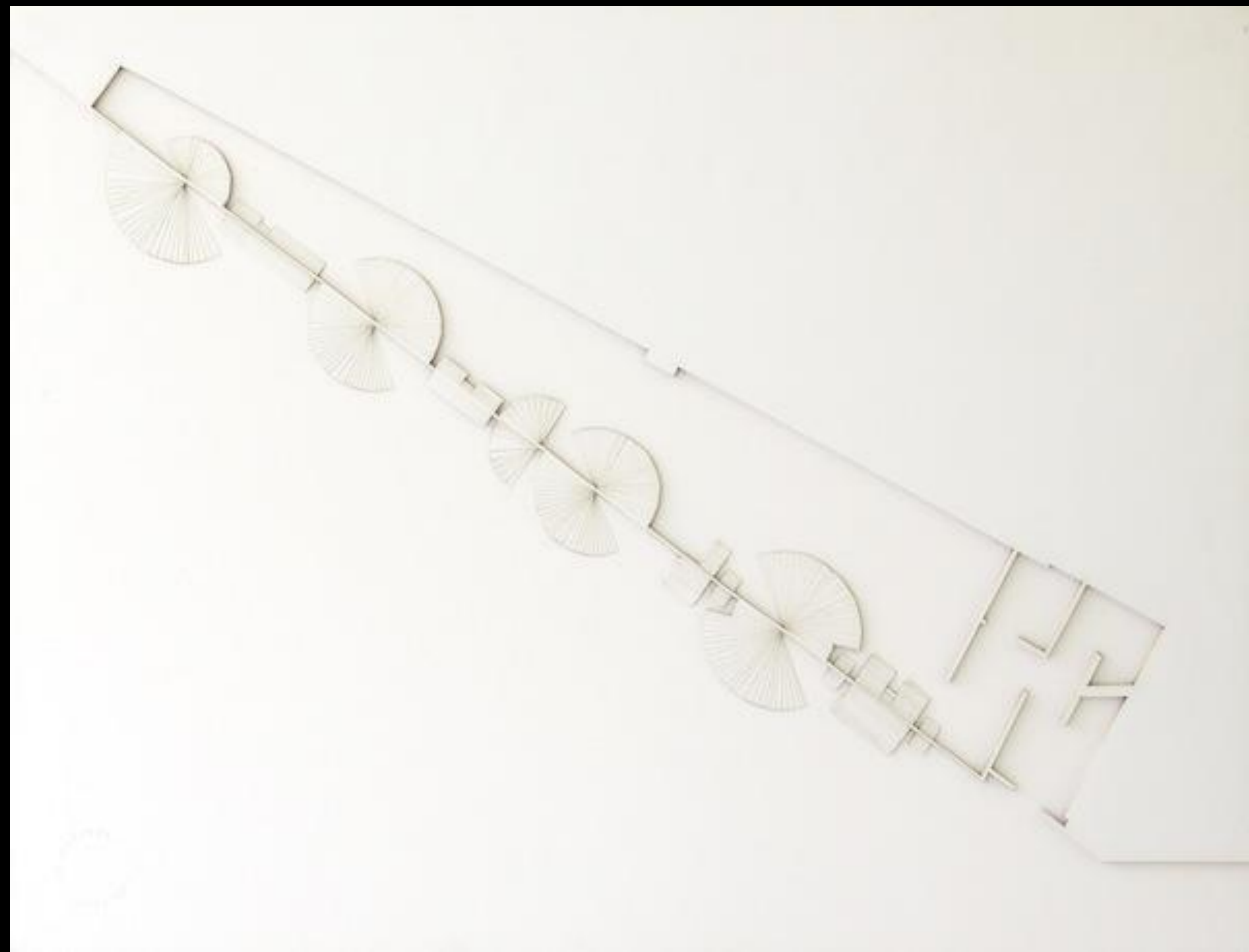
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22

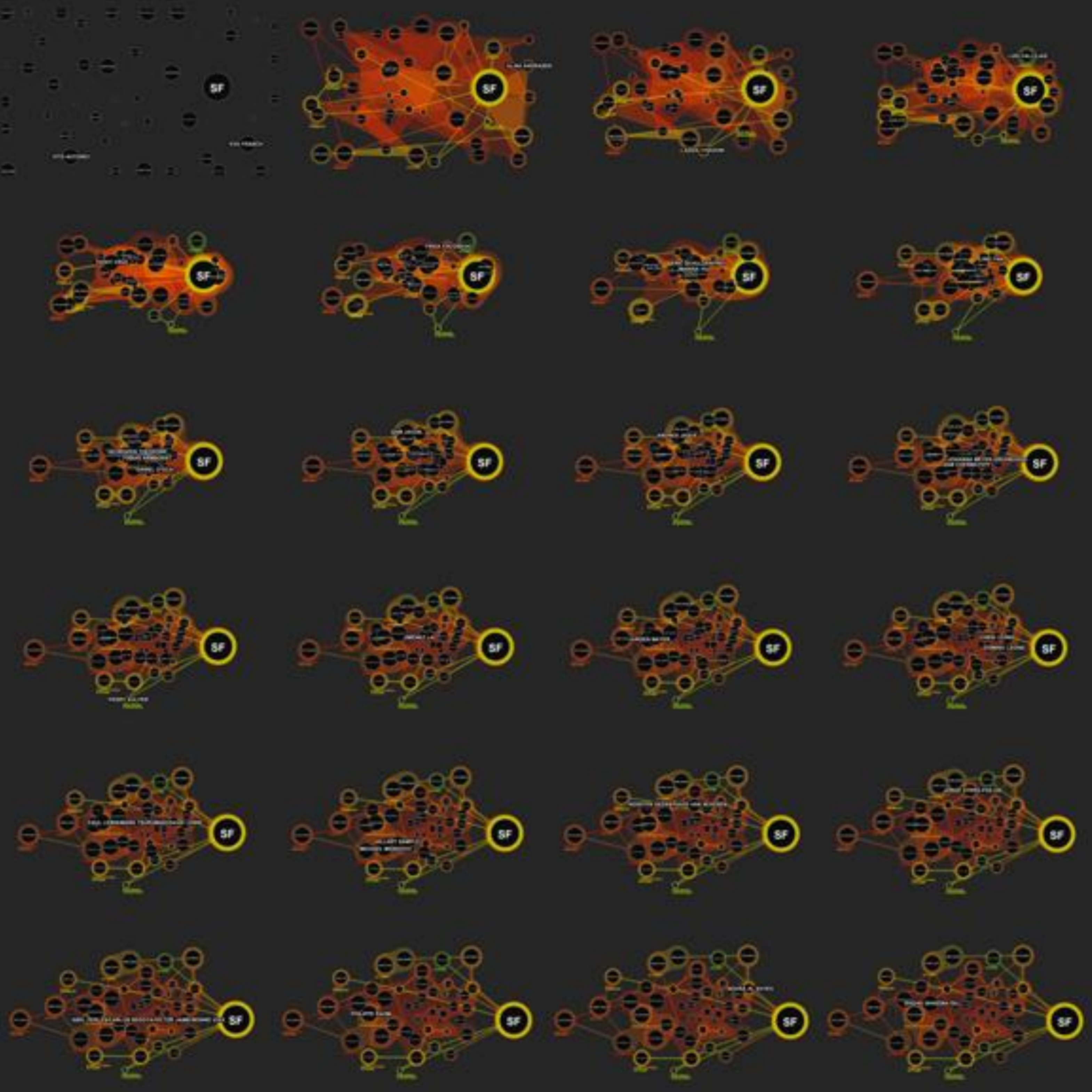


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+/- 868 SF



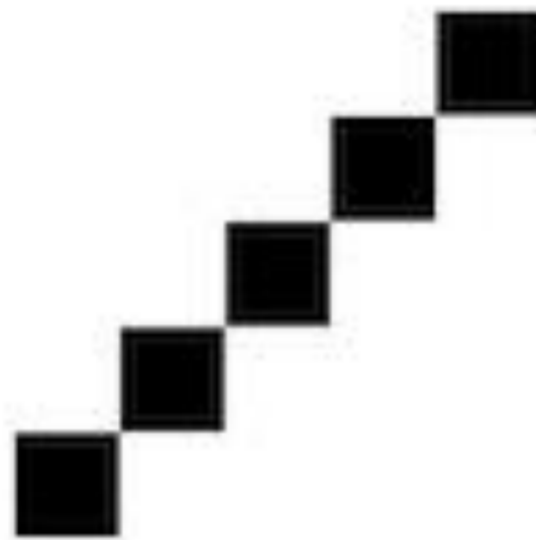
Gallery, Reception, Jan. 20 and 21, 2010  
200 SF



Reception, Reception, Jan. 20 and 21, 2010  
100 SF



Reception, Reception, Jan. 20 and 21, 2010  
100 SF



Reception, Reception, Jan. 20 and 21, 2010  
200 SF



Reception, Reception, Jan. 20 and 21, 2010  
100 SF



Reception, Reception, Jan. 20 and 21, 2010  
200 SF



Reception, Reception, Jan. 20 and 21, 2010  
100 SF



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Reception, Reception, Jan. 20 and 21, 2010  
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100 SF



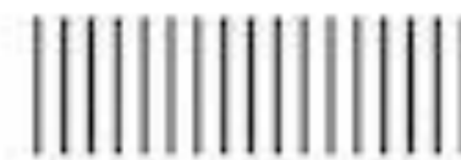
Reception, Reception, Jan. 20 and 21, 2010  
100 SF



Reception, Reception, Jan. 20 and 21, 2010  
100 SF



Reception, Reception, Jan. 20 and 21, 2010  
100 SF



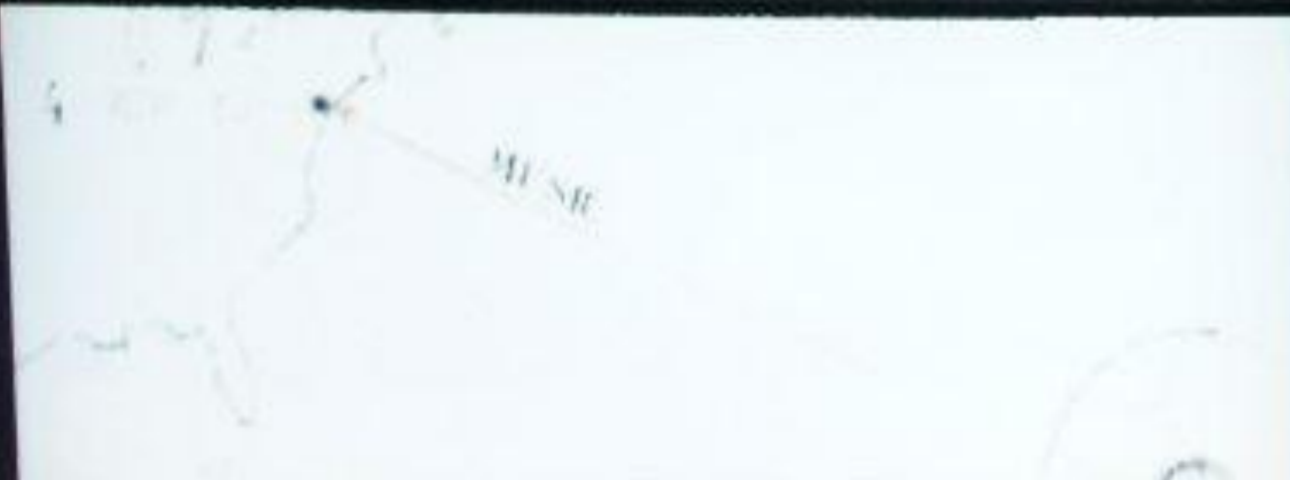
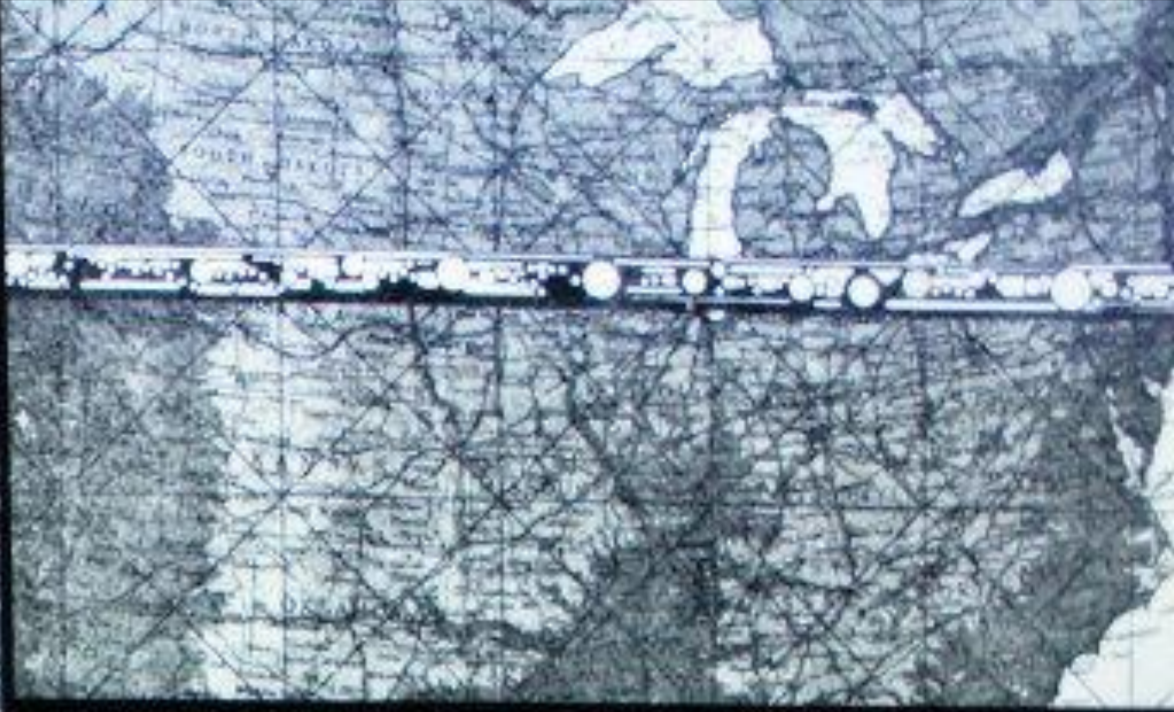
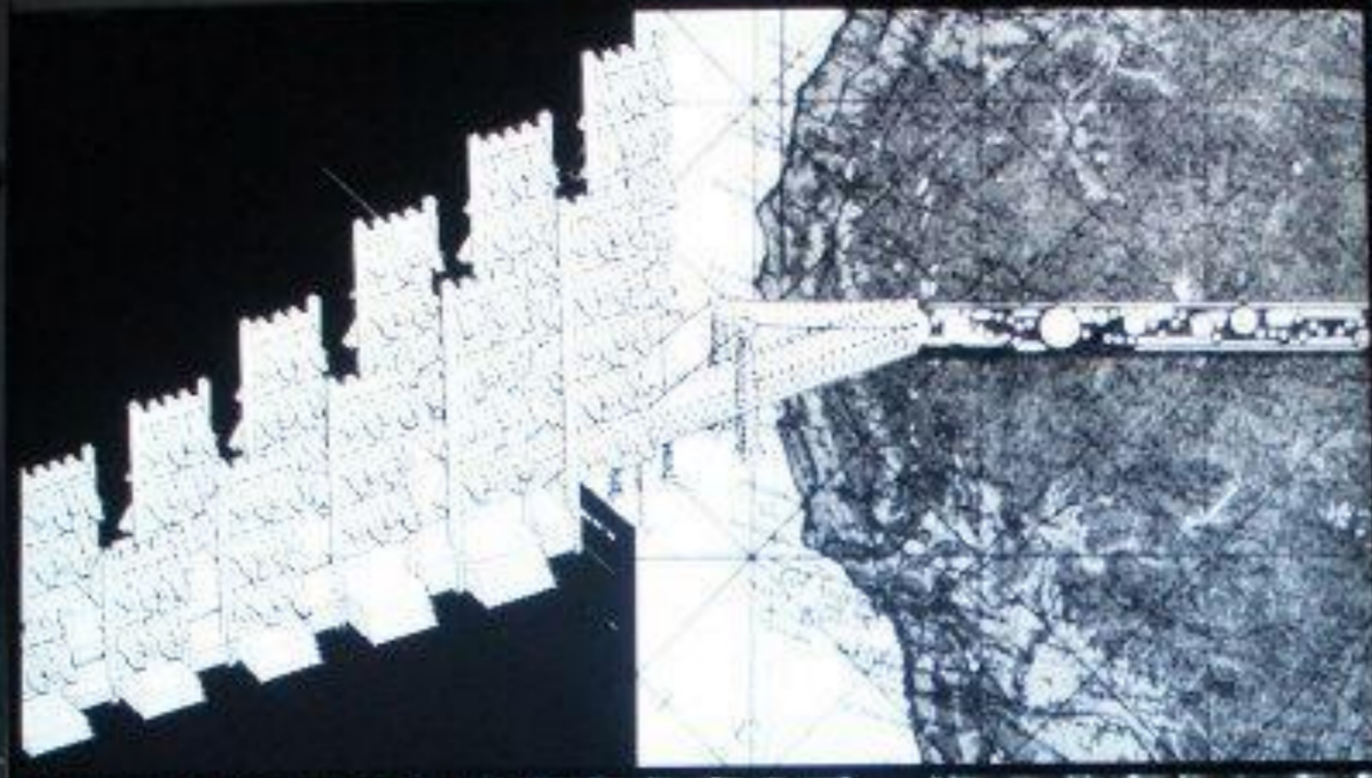
Reception, Reception, Jan. 20 and 21, 2010  
100 SF



Reception, Reception, Jan. 20 and 21, 2010  
100 SF

**POST FUTURES,  
PRESENT, FUTURES**







REFLECTOR FOR ART

UTURE. INC.

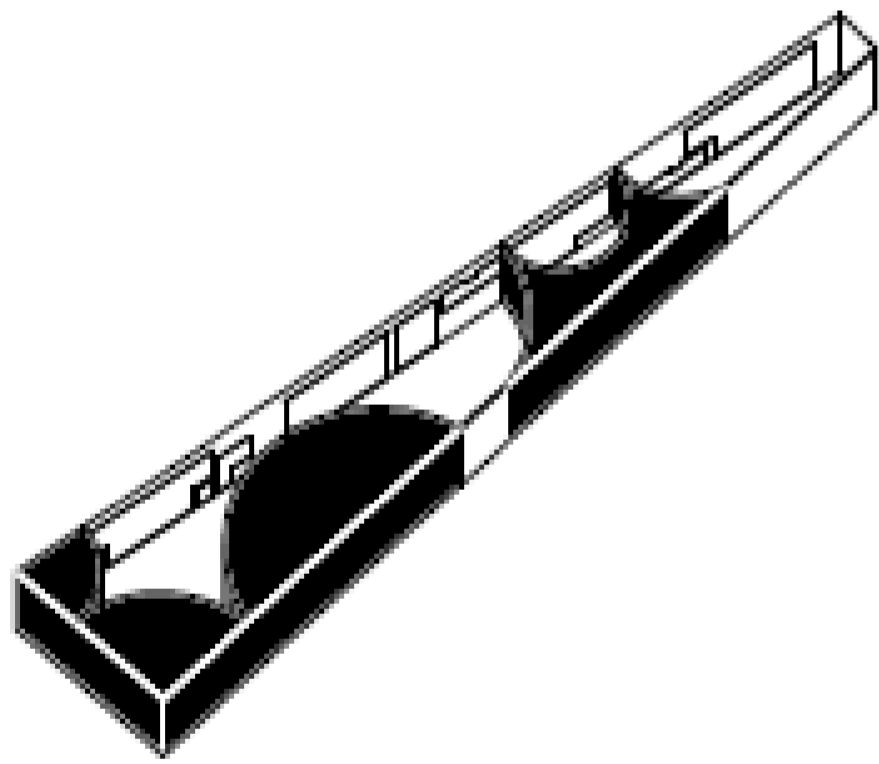
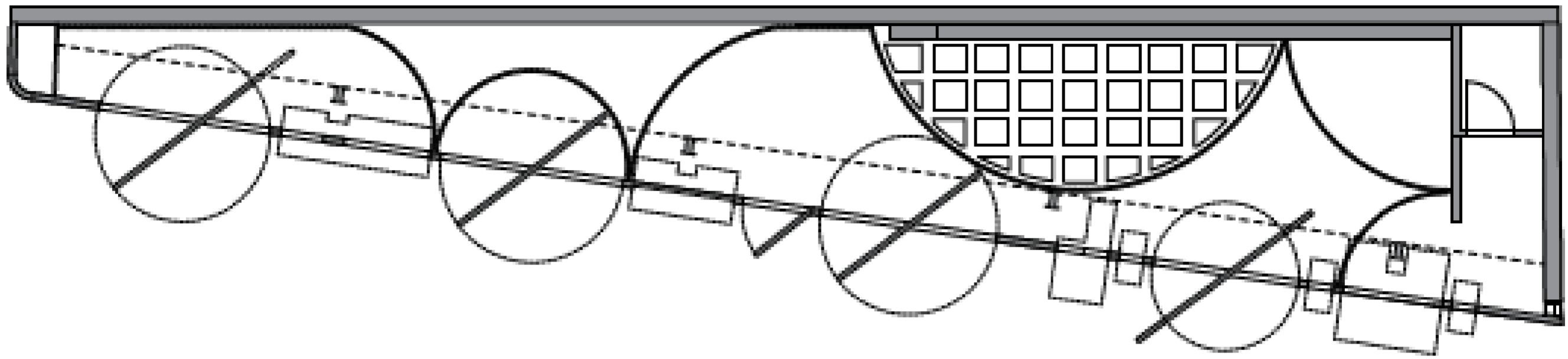
Storefront for Art and Architecture

RESIN

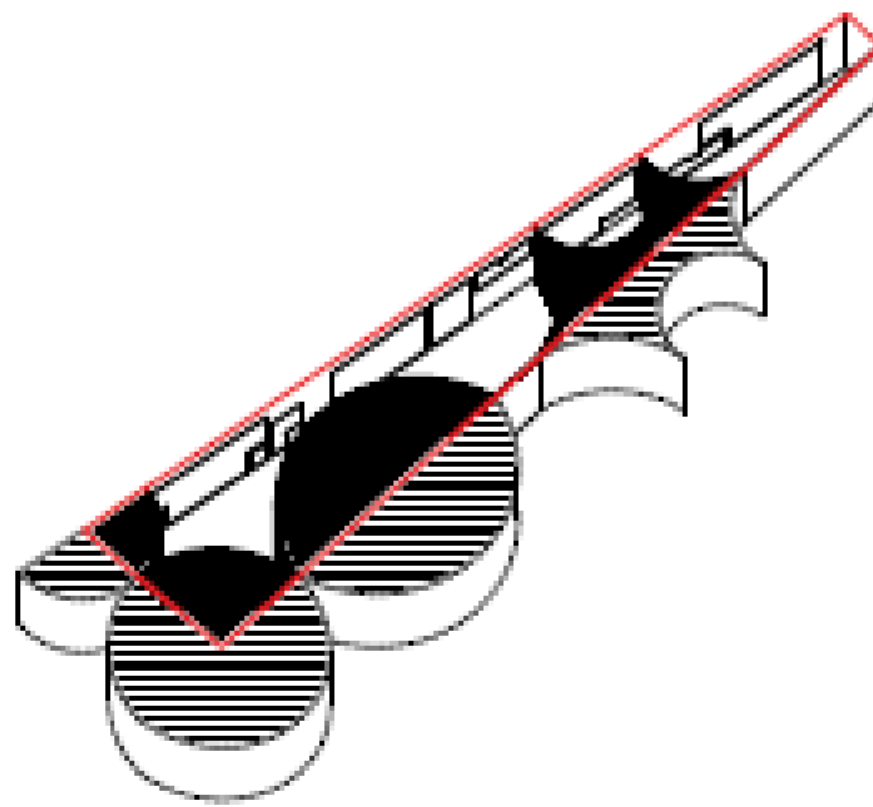




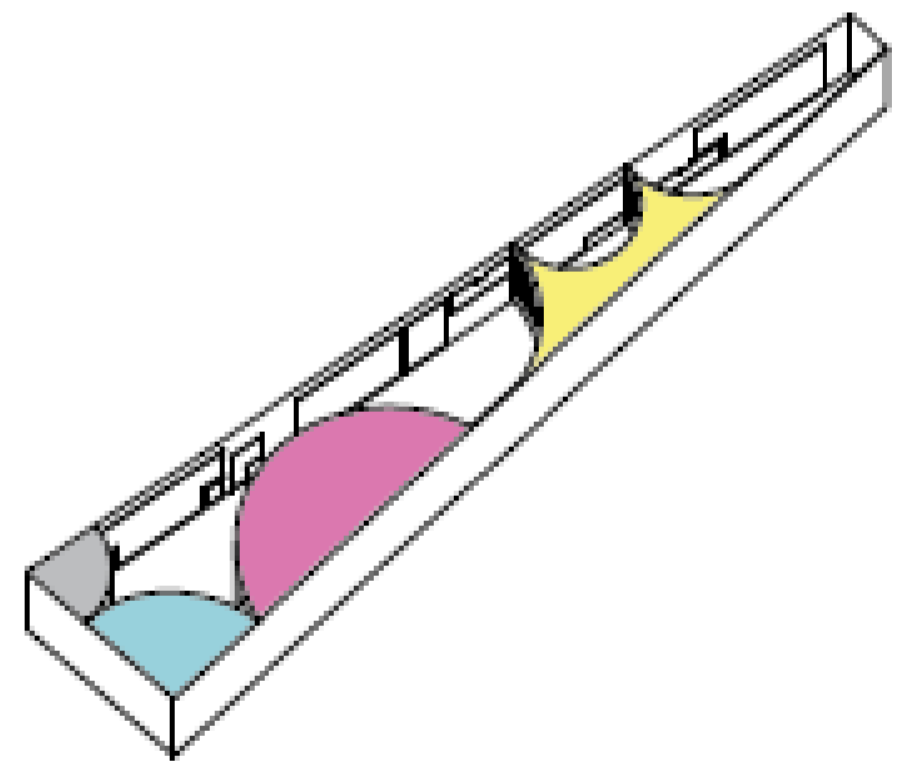




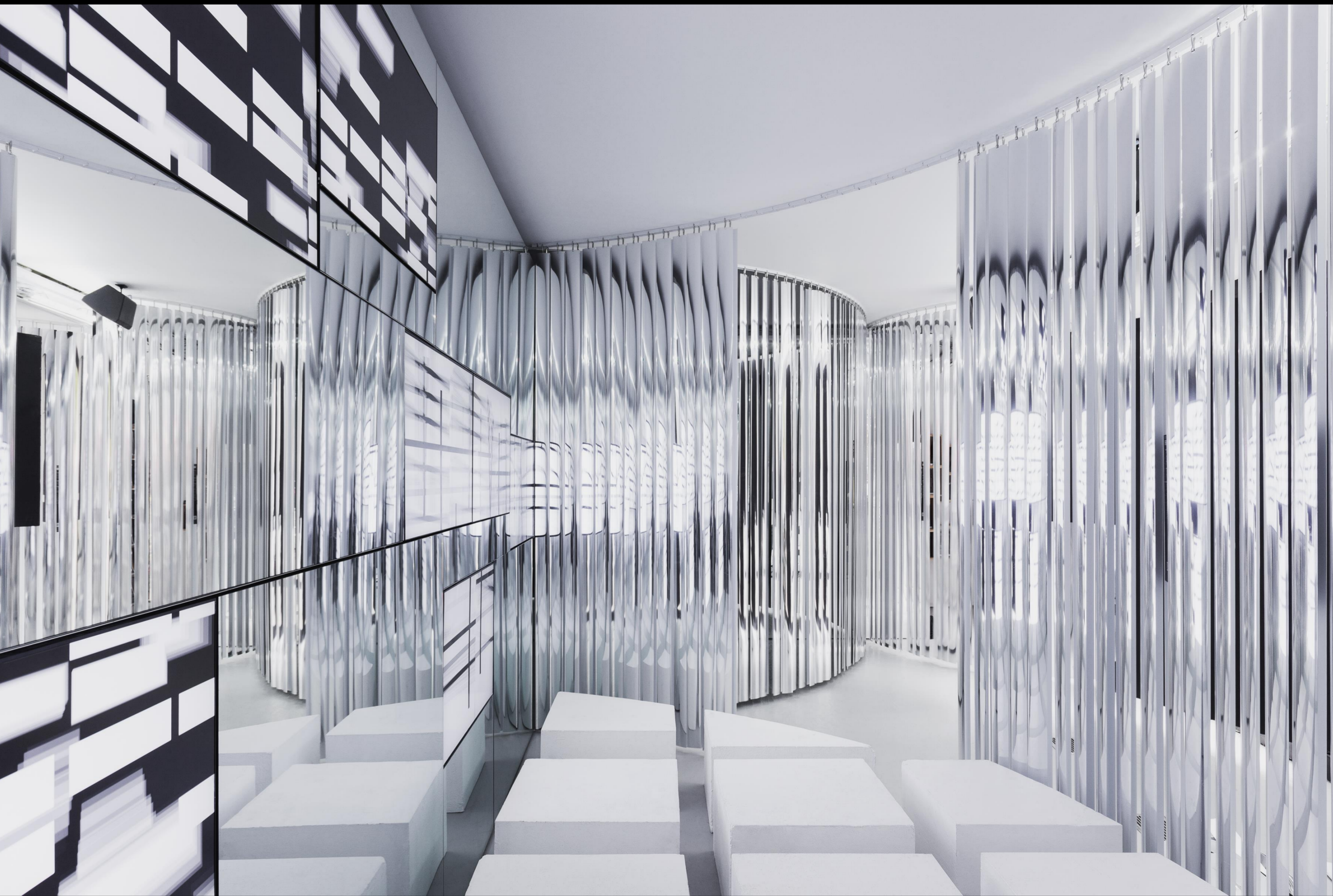
FIGURE



BOUNDARY



PROGRAM



past futures, present, futures  
Random Contextual Information

# 1967

## NEW YORK

### Inhabitants

7894862

### Mayor (Party)

JOHN V. LINDSAY (REPUBLICAN  
LIBERAL)

### Relevant Fact

NEW YORK STATE LOTTERY INST

## WORLD

### Population

3485194887

### Relevant Fact

THE US, USSR, AND UK SIGN  
OUTER SPACE TREATY

## WESTERN CULTURE

### Literature

THE DISASTER AREA (J. G. BA

### Art

HAPPENING (ALLAN KAPROW)

post future, present, future  
Random Contextual Information

# 1900

## new york

### Inhabitants

3437202

### Mayor-Party

ROBERT A. VAN WYCK (DEMOCRAT)

### Random Relevant Fact

THE HELL'S KITCHEN RIOT PROMPTS  
PROTEST OF POLICE BRUTALITY AND  
FAILURE TO PROTECT BLACKS

## WORLD

### Population

3437202

### Random Relevant Fact

THE HELL'S KITCHEN RIOT PROMPTS  
PROTEST OF POLICE BRUTALITY AND  
FAILURE TO PROTECT BLACKS

## WESTERN CULTURE

### Neologisms

SINCI DOLORE SECUM RERATEMPED  
MAXIMAG NIANIS MOLUPTA DUNTIAMUS  
AUDITA DERORUM EUM

### Obsolete Terms

SINCI DOLORE SECUM RERATEMPED  
MAXIMAG NIANIS MOLUPTA DUNTIAMUS  
AUDITA DERORUM EUM

### Literature

SINCI DOLORE SECUM RERATEMPED

### Painting

SINCI DOLORE SECUM RERATEMPED

MAXIMAG NIANIS

### Architecture

SINCI DOLORE SECUM RERATEMPED  
MAXIMAG NIANIS MOLUPTA DUNTIAMUS  
AUDITA DERORUM EUM

### Film

SINCI DOLORE SECUM RERATEMPED  
MAXIMAG NIANIS

### Physics

SINCI DOLORE SECUM RERATEMPED  
MAXIMAG NIANIS

### Technology

SINCI DOLORE SECUM RERATEMPED  
MAXIMAG NIANIS

### Medicine

SINCI DOLORE SECUM

### Design

SINCI DOLORE SECUM RERATEMPED  
MAXIMAG NIANIS

### Random Fact of Relevance

SINCI DOLORE SECUM RERATEMPED  
MAXIMAG NIANIS



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past future, present, future  
Random Contextual Information  
Year  
new york  
inhabitants  
Mayor (Party)

past future, present, future  
Random Contextual Information  
Year

### new york

Inhabitants

Mayor (Party)

Relevant fact

### WORLD

Population

Relevant fact

### WESTERN CULTURE

Literature

Art

Architecture

Film

Music

Science

Technology

Medicine

Design

Obsolete Terms

Random

past future, present, future  
Random Contextual Information  
Year  
new york  
inhabitants  
Mayor (Party)

past future, present, future  
Random Contextual Information  
Year

### new york

Inhabitants

Mayor (Party)

Relevant fact

### WORLD

Population

Relevant fact

### WESTERN CULTURE

Literature

Art

Architecture

Film

Music

Science

Technology

Medicine

Design

Obsolete Terms

Random

past future, present, future  
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new york  
inhabitants  
Mayor (Party)

past future, present, future  
Random Contextual Information  
Year

### new york

Inhabitants

Mayor (Party)

Relevant fact

### WORLD

Population

Relevant fact

### WESTERN CULTURE

Literature

Art

Architecture

Film

Music

Science

Technology

Medicine

Design

Obsolete Terms

Random



NEW YORK

Coordinates E-2 W

Mayor (Party) SAME

Relevant Fact W.T.C. 'EVENT'

WORLD

Population 7000

Relevant Fact WTC 'EVENT'

WESTERN CULTURE

Language LARANA 201 / 3000

Art WHITE ON WHITE / 10

Architecture WINTONALS (YANAGI)

Music MAN ON WIFE

Science TRUCK & BUBBLE

Technology EXPLOSIVES

Medicine AIRPLANTS

Religion MEDIA

Geography MEMORIAL

Climate

with future, present, future  
condition Contextual information  
Year 2013.5

NEW YORK

Coordinates POPULATION  
000000002

Mayor (Party) ② INDEPENDENT

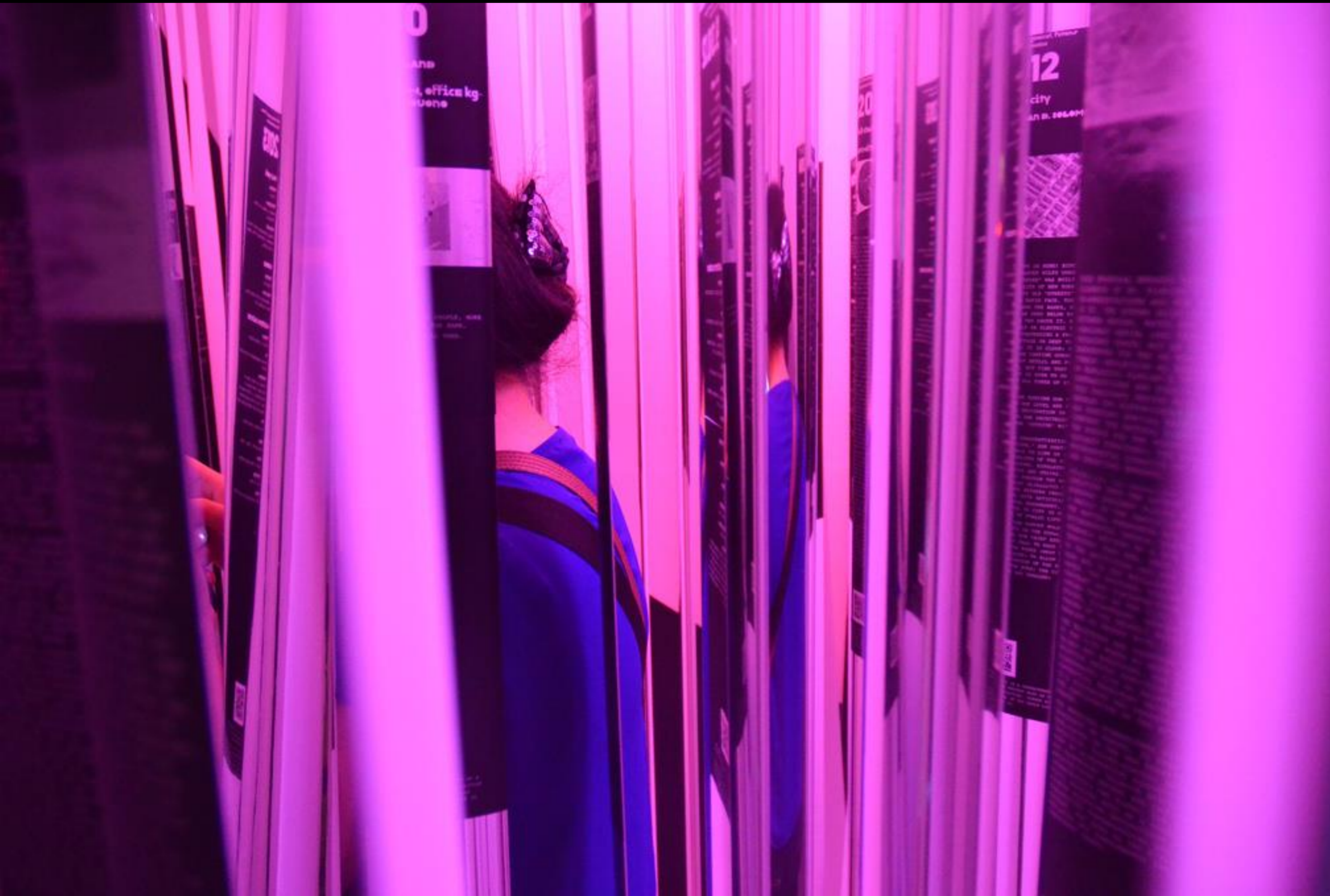
Relevant Fact ③ WORLD FLOOD

WORLD  
Population 000000002

Relevant Fact SEE ③

WESTERN CULTURE





past futures, present, future  
Contextual information

# 2012

## new york

### Inhabitants

ALL NEW YORKERS, BEFORE, NOW AND  
TO COME.

### Political System

TOPO/HYDRO-METROPOLITAN-ISM

### Relevant fact

TOPO/HYDRO-METROPOLITAN-ISM

## WESTERN CULTURE

### Art

THE ART OF SURVEYING

### Science

ECOLOGY

### Technology

HYDROLOGICAL AND TOPOGRAPHIC  
ENGINEERING

### Design

ASSOCIATIVE



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past futures, present, future  
Contextual Information

# 2012

FIELD SURVEY  
ASENSIO MAH



FIELD SURVEY IMAGINES AN ALTERNATIVE MANHATTAN. BEFORE THE COMPLETE REVISION TO THE "ISLAND OF MANY HILLS" EMBODIED BY THE 1811 COMMISSIONER'S PLAN, MANHATTAN WAS ALREADY A HIGHLY NUANCED AND VARIED SERIES OF ENVIRONMENTS, HABITATS AND LANDSCAPES. THE 19TH CENTURY MODEL OF URBANIZATION EXEMPLIFIED BY MANHATTAN'S ADOPTED MODEL OF DEVELOPMENT EMBODIED AN APPROACH TO THE CONSTRUCTION OF THE METROPOLIS AS A PROCESS THAT PRIORITIZES LINEAR ECONOMIES OF EFFICIENCY AS WELL AS AN EFFORTLESSLY REPRODUCIBLE PROTOCOL.

MANGIN AND GOERCK'S PLAN PRESENTS AN ALTERNATIVE MANHATTAN, ONE THAT WOULD HAVE CONSTRUCTED A DIFFERENT MODEL FOR URBAN DEVELOPMENT. BY DEPARTING FROM EXISTING ALIGNMENTS, THE PROPOSAL, ALTHOUGH STILL IN MANY WAYS REDUCTIVE, SUGGESTS A MODEL FOR URBAN EXPANSION THAT INTEGRATES AND GROWS, ONE THAT ATTEMPTS TO MEDIATE BETWEEN THE SPECIFICS OF LOCAL

PARTICULARITIES AND A LARGER CONSISTENCY. FIELD SURVEY ADOPTS THIS MODEL OF THE GRID AS AN ASSOCIATION AND NEGOTIATION BETWEEN DIFFERENT PARTICULARITIES. A GRID THAT GROWS FROM COOPERATION WITH SITUATION AND ENVIRONMENT RATHER THAN AN ORGANIZATIONAL FIGURE STANDARDIZED AND OPTIMIZED IN A NARROW SENSE.

MANGIN AND GOERCK'S PLAN PRESENTS THE FORMULATION OF A PROPOSITION AND LAND ORGANIZATION IN RELATION TO EXISTING CONDITIONS, THE EMERGENCE OF A PLAN FROM THE EXERCISE OF SURVEYING. OVERLAID WITH THE PREDEVELOPMENT MANHATTAN TOPOGRAPHIC INFORMATION (VIELE'S SANITARY AND TOPOGRAPHY MAP AND AN EARLY ENGLISH SURVEY MAP) AND ALGORITHMICALLY GENERATED DRAINAGE MAPS, FIELD SURVEY PROPOSES AN ALTERNATIVE METROPOLITAN GRID GROWTH MODEL AND LAND DIVISION PROTOCOL THAT SETTLES WITHIN PREEXISTING GEOLOGIES AND HYDROLOGICAL PATTERNS. BY TRACING AND WORKING WITH THESE PRE DEVELOPMENT LANDSCAPE AND ENVIRONMENTAL QUALITIES, THE POTENTIAL FOR THE GRID TO STAGE EXPLICIT DIFFERENCES WITHIN THE METROPOLIS IS ACTED OUT THROUGH THESE SERIES OF SCENARIOS AND PROJECTIONS. THE CRITICISM OF THE ISOTROPIC 19TH CENTURY GRID METROPOLIS, DESPITE REVISIONIST AND RETROACTIVE CLAIMS OF ITS CAPACITY TO CONTAIN RADICAL DIFFERENCE, HAS BEEN TYPICALLY DERIDED FOR ITS INDIFFERENCE TO SITE AND ITS UNRELENTING SELF SAME REPLICATION. HOWEVER IN SPITE OF DIFFERENCES ACCOMMODATED WITHIN A REGULAR ORDER, THE GROWTH PROTOCOL OF THE COMMISSIONER'S GRID CANNOT BE DESCRIBED AS AN EMERGENT ASSOCIATION THAT TAKES DIFFERENCE AS THE SOURCES FOR ITS ARRAY. BY ADAPTING AND NEGOTIATING WITH EXISTING PREDEVELOPMENT ENVIRONMENTAL PATTERNS, THIS REENACTMENT OF THE MANGIN/GOERCK GRID CULTIVATES UNEVENNESS, PRODUCING DIVERSE AND DIFFERENT URBAN GRAINS, ORIENTATIONS, MICROCLIMATES AS WELL AS VARYING SCALES OF EXPERIENCE.

FIELD SURVEY PRESENTS AN AMBITION FOR A METROPOLIS NOT AS A VESTIGE OF MODERN ENGINEERING AND A RESOLUTE MANAGERIAL REASONING BUT RATHER TO RECONSIDER THE POSSIBILITY OF AN ORGANIC MODEL FOR SYSTEMIC METROPOLITAN GROWTH THAT COLLABORATES WITH EXISTING CIRCUMSTANCES AS A METROPOLITAN GENERATOR.

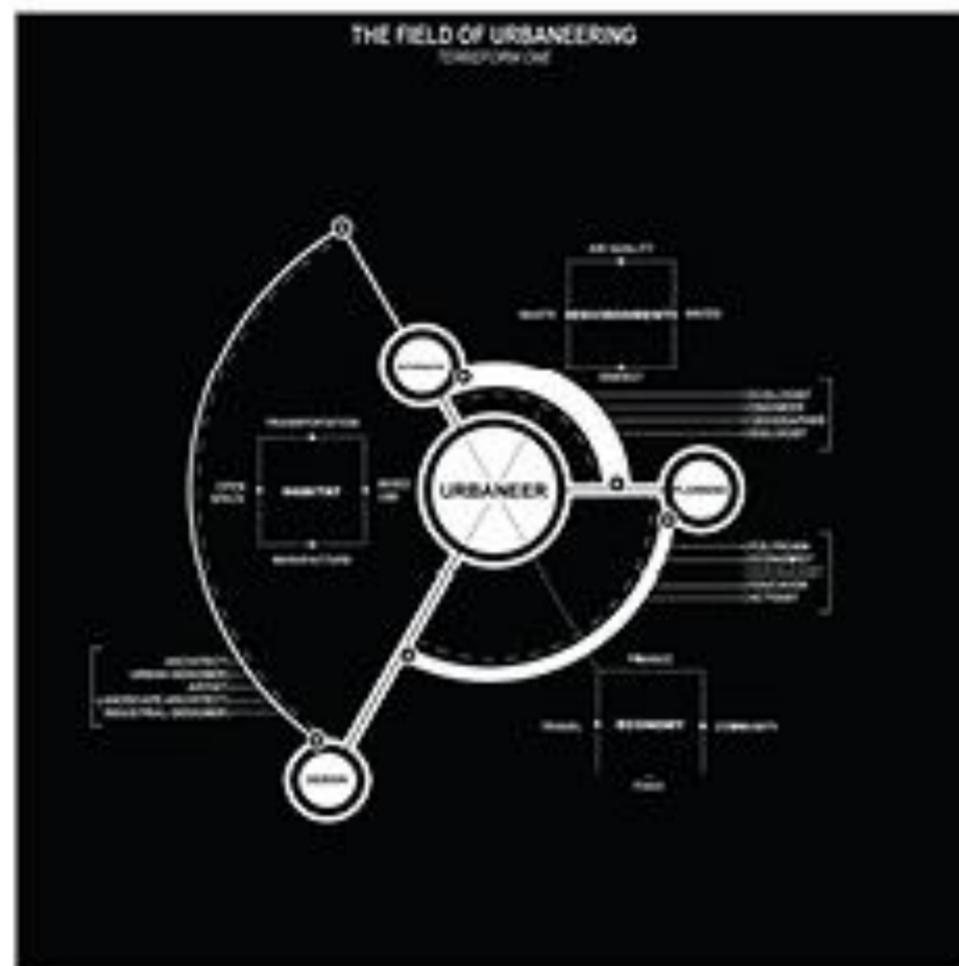


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past futures, present, futures  
Contextual information

# Future

urbaneering utopia  
terreform one



URBANEERING IS A NEW PROFESSION THAT CAN RE-INVENT AND NEGOTIATE THE COMPLEX MIX THAT ENCOMPASSES THE NEXT CITY.

WHO IS THE PRIMARY AUTHORITY IN THE MAKING OF UTOPIA OR ANY EXTRAORDINARY FUTURE CITY? AN URBANEER IS A BURGEONING DISCIPLINE BASED ON URBAN DESIGN THAT CAN NEGOTIATE THE COMPLEX MIX OF TECHNOLOGY, THEORY AND PRACTICE THAT EMBRACES THE RE-INVENTION OF THE CITY TO EXCEED THE NEEDS OF THE PLANET. TODAY, THIS NASCENT INTERDISCIPLINARY FIELD IS IN A STATE OF RADICAL DEVELOPMENT. SPARKS OF UTOPIAN REFLECTION THROUGHOUT HUMAN HISTORY HAVE BEEN INDISPENSABLE IN EVOLVED SOCIETIES. UTOPIAS, FOR THE MOST PART, ARE A NECESSARY PARADIGM. UTOPIAS DISPLAY MAXIMAL SOLUTIONS TO EXISTING REAL WORLD PROBLEMS. THEY TACKLE UPHEAVAL WITH ORDERLY RETRIBUTION. IN NEARLY ALL VARIATIONS, UTOPIAS ARE DELIBERATELY EXCESSIVE. THEY OVERSHOOT THE ANSWER TO A CRISIS TO ACCENTUATE THE PROBLEM.

URBANEERING UNDERTAKES A DIVERSE RANGE OF PROJECTS AS A PRESCRIPTION FOR MAXIMAL DESIGN. IT PRACTICES TOTALIZED SCHEMES THAT RETHINK ALL SCALES OF INVOLVEMENT FROM THE DOORKNOB TO THE DEMOCRACY. ITS PROJECTS CAN RANGE FROM; NEW MATERIALS, TRANSPORTATION SYSTEMS, OPEN SPACES, BUILDINGS, CITIES, AND SURROUNDING REGIONS. CURRENTLY, A FEW URBANEERS HAVE

SHAPED PHYTOREMEDIATION PONDS, LIVING WOODY PLANT STRUCTURES, ROOFTOP FARMS, SOFT CARS/ BUSES, URBAN JUNKSPACE, AND CITY-WIDE ACTION PLANS. TO INSPIRE INTERDISCIPLINARY INNOVATION, URBANEERS ENCOURAGE PEOPLE TO SWITCH ROLES; ARCHITECTS MUST DESIGN CARS, AUTOMOTIVE ENGINEERS MUST DEVISE ECO-SYSTEMS, AND ECOLOGISTS MUST DRAW UP BUILDINGS.

AT THE CORE OF URBANEERING IS A VARIETY OF UTOPIAN AGITATION THAT DISPELS THE DEFUNCT MYTHS OF MODERNISM WITH EQUITABLE OBJECTIVES. AN URBANEER REPLACES IMPLAUSIBLE RULES AND MASTER PLANNING WITH SUGGESTIVE MEMES AND POLEMICAL MODELS. IT IS HARD TO ARGUE WITH AMORPHOUS MEMES LIKE; "CITY BEAUTIFUL", "GARDEN CITY," OR "SMART GROWTH". THE PUBLIC CAN RALLY THEMSELVES AROUND THESE OPEN-ENDED SYMBOLIC GESTURES AND PHRASES. SINCE THE MEME IS NOT FULLY EXPLICIT, THE CONCEPT LEAVES ROOM FOR BROAD CULTURAL INTERPRETATIONS. IT'S ALMOST EXACTLY WHAT COMMUNITIES YEARN FOR; FREEDOM TO DEFINE THEIR OWN URBAN SPACES.

THE URBANEERS AIM IS TO SUPPORT PEOPLE TO BECOME PART OF AN ADVANCED INTELLECTUAL INITIATIVE FRAMED ON THE RECALIBRATION OF THE CITY. THE NEW PROFESSION OF URBANEERING PROVIDES THEM IN ASTONISHING COLLABORATIVE WAYS. IN THE PAST URBAN DESIGN HAS MOSTLY BEEN INTERDISCIPLINARY, BUT IT HAS NOT BEEN REVAMPED SINCE ITS FORMAL INCEPTION. URBANEERING WILL INVOLVE CITY DESIGN IN A HUGE RANGE OF NEW IDEAS, INCLUDING CROWD-SOURCING, DIY PROJECTS, LOCALIZED ENERGY, SHARED TRANSPORT, E-GOVERNMENT, HIGH-THROUGHPUT COMPUTATION, BIOTECHNOLOGY, AND ECOLOGY. URBANEERS FOCUS AS MUCH ON CITIES' ECOSYSTEMS AND INFRASTRUCTURE - AREAS RIPE FOR IMPROVEMENT - AS WELL AS ON MORE CONVENTIONAL SUBJECTS SUCH AS BUILDINGS AND PARKS.

WHAT DOES URBANEERING LOOK LIKE? FORM FOLLOWS ANYTHING AS LONG AS NO SHAPE IS UNMOTIVATED. DIAGRAMS THAT COMBINE ECOLOGY AND URBANITY CALLED, "ECOGRAMS" SERVE TO PRIORITIZE DESIGN DIRECTIVES. LIGHT AND AIR ARE ONE OF MANY CAUSAL FACTORS THAT RESPOND TO CONTEXT IN SUCH ECOGRAMS. EQUALLY, ENCAPSULATION OF PROGRAM IS CORRECTLY ORCHESTRATED VIA ANY LOW ENERGY EMBODIED VOLUMES OR DENSE GENERIC LOFT SPACES. HIGHLY MALLEABLE THESE SPACES SUPPORT GROWTH, WITH ELABORATION AND MAGNIFICATION OF CHARACTER AT ITS LIMITS. THESE ARE ECOGRAMS OF RAMPANT PLURALITY IN WHICH LIFESTYLE IS ELECTIVE AND FLUID. DEPENDING ON THE NERVE WITH WHICH THE ECOGRAM PRESSURES, THE REINVENTION AND RE-PRIVATIZATION, OF CONSEQUENCES COULD PROVE TO BE ILLIMITABLE.



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past futures, present, future  
Contextual information

# Future

## new york

### Inhabitants

3,437,202

### Political System

GOVERNOR NELSON A. ROCKEFELLER, A REPUBLICAN, WAS POLITICALLY MODERATE. IN HIS TIME, MODERATES IN THE REPUBLICAN PARTY WERE CALLED "ROCKEFELLER REPUBLICANS".

### Relevant Fact

IN 1968 ROBERT MOSES WAS REMOVED FROM HIS FINAL AUTHORITY POSITION AND HIS LOWER MANHATTAN EXPRESSWAY PROJECT WAS DEMAPPED AND EVENTUALLY CANCELED.

## WORLD

### Population

3,485,000,000

### Relevant Fact

COLD WAR, VIETNAM, STUDENTS PROTESTS

## WESTERN CULTURE

### Literature

THE DEATH AND LIFE OF GREAT AMERICAN CITIES, JANE JACOBS

### Art

ABSTRACT IMPRESSIONISM

### Architecture

BUCKMINSTER FULLER'S BIOSPHERE

### Film

2001: A SPACE ODYSSEY, STANLEY KUBRICK

### Music

"THE SUMMER OF LOVE" IN SAN FRANCISCO.

### Science

SPACE EXPLORATION

### Technology

POCKET CALCULATOR

### Medicine

THE FIRST HUMAN HEART IMPLANT

### Design

CHARLES AND RAY EAMES

### Neologisms

HIPPIE, PERMANENT PRESS, NARC, HIPSTERS, KINKY, SCAM, THINK TANK.

### Obsolete Terms

### Random

475,000 AMERICANS TROOPS WERE SERVING IN VIETNAM



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past futures, present, future  
Contextual Information

# 2100

## new york

### Inhabitants

9 MILLION

### Political System

DEMOCRACY

### Relevant fact

THE MOSCO STREET DUMPLING STORE  
IN CHINATOWN STILL SELLS FIVE  
DUMPLINGS FOR A DOLLAR.

## WORLD

### Population

10 BILLION

### Relevant fact

EVERYONE IS ISSUED A PASSPORT AT  
BIRTH TO ENCOURAGE TRAVEL AND  
UNDERSTANDING.

## WESTERN CULTURE

### Literature

MICROFABLES

### Art

DEEP TIME MOVEMENT

### Architecture

MOBILE TEMPLES

### Film

NEW ORLEANS NOIR

### Music

DESERT SYMPHONIES

### Science

MEMORY ENHANCERS

### Technology

FLIGHTS AROUND THE WORLD IN ONE  
HOUR

### Medicine

CANCER-CURING CIGARETTES

### Design

SIDEWALK PLANETARIUMS

### Neologisms

KITCHEN PILGRIMAGES

### Obsolete Terms

SOCIAL MEDIA



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past futures, present, future  
Contextual Information

# 2100

## WARTIME HOUSING: THE HOMECOPTER

CANDY CHANG



"SOMETIME THEY'LL GIVE A WAR AND  
NOBODY WILL COME." - CARL SANDBURG

WHEN LEADERS TELL US TO GO TO  
WAR, WE WILL BUCKLE OUR SOFAS  
AND LAUNCH OUR HOMES INTO THE SKY  
LIKE GIANT HELICOPTERS AND LAND IN  
THE ENEMY COUNTRY TO SEE IT FOR  
WHAT IT IS: A PLACE WITH PEOPLE  
LIKE YOU AND ME, MAKING DINNER,

FALLING IN LOVE, WALKING TO WORK,  
DREAMING ABOUT THE FUTURE. WE WILL  
SHOW THEM OUR HOMES AND THEY WILL  
SHOW US THEIRS. ABSTRACT JUDGMENTS  
WILL BE REPLACED BY FACES AND  
NAMES, AND WE WILL KNOW WHO OUR  
LEADERS TALK ABOUT WHEN THEY TALK  
ABOUT CIVILIAN CASUALTIES. FOREIGN  
CITIES WILL TURN INTO MEMORABLE  
PLACES WHERE WE ATE AND WALKED AND  
LAUGHED AND THOUGHT. AND IF OUR  
LEADERS SAY WE MUST FIGHT IN THAT  
LAND, WE WILL SAY NO WE WILL NOT  
UNTIL NO ONE FOLLOWS THOSE LEADERS  
ANYMORE. AND SOMEDAY CHILDREN WILL  
SEE OUR WAR MACHINES IN A MUSEUM  
AND WONDER HOW WE IMAGINED THAT  
WAS OKAY.



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past futures, present, futures  
Contextual Information

# 2012

## THE 3-D CITY

### JONATHAN D. SOLOMON



THE 3-D CITY IS HERE! SINCE THE FIRST OF HARVEY WILEY CORBET'S ORIGINAL "DECKS" WAS BUILT IN 1931, THE CITY OF NEW YORK HAS REPLACED ITS OLD "STREETS" WITH RAMPS AT A RAPID PACE. TODAY, WALKING ALONG THE RAMPS, WE COULD AS EASILY BE DEEP BELOW THE SURFACE OR FAR ABOVE IT. WHEN WE RIDE A TRAIN OR ELECTRIC TAXI, WE MAY BE TRAVERSING A PRIVATE ELEVATED BYPASS OR DEEP TUNNEL. BUT IN 2012 IT IS CLEAR: NO LONGER DO WE CONFINE OURSELVES TO ONE LEVEL OF RETAIL AND PUBLIC ACTIVITIES, BUT FIND THAT THE ENTIRE CITY IS OPEN TO US TO EXPLORE IN ALL THREE OF ITS GRAND DIMENSIONS.

"WHY DID WE CONFINE OUR FOOT TRAFFIC TO ONE LEVEL AND GIVE IT SPECIAL DESIGNATION IN PUBLIC LIFE?" ASKS ONE ARCHVELOPER. "WE CONFUSED THE 'OUTSIDE' WITH THE 'PUBLIC!'"

"AFTER THE DEMOCRATIZATION OF INFRASTRUCTURE," SHE CONTINUES. "WE WERE ABLE TO LINK UP ALL THREE DIMENSIONS OF THE CITY WITH ESCALATORS, ZIPALATORS, TRAVELOCETORS AND STAIRS. NOW, MOVE FREELY THROUGH THE NETWORK! SINCE WE HAVE ELIMINATED THE DISTINCTIONS BETWEEN INSIDE AND OUTSIDE WITH ARTIFICIAL ENVIRONMENTAL MANAGEMENT, THE WORLD OF THE 3D CITY IS NOW THE ATMOSPHERE OF PUBLIC LIFE."

WHAT WILL THE FUTURE HOLD? WITH SUPPORT IN THE COUNCIL OF LEGISLATORS FOR CHIEF EXECUTIVE BLOOMBERG'S CALL TO RAZE THE PRESERVATION ZONES (WHAT WE USED TO CALL BLOCKS) TO ALLOW FOR PHASED EXPANSION OF THE RAMPS, ONE THING IS FOR SURE: THE CITY WON'T BE GETTING ANY SMALLER!



THIS PROJECT IS A REENACTMENT OF A PAST FUTURE PROJECT ALSO ON DISPLAY IN THIS EXHIBITION. PLEASE SCAN THIS QR CODE IF YOU WOULD LIKE TO LEARN ABOUT IT.

past future, present, future  
Contextual Information

# 2012

## new york

### Inhabitants

36,930,446

### Political System

CHIEF EXECUTIVE MICHAEL BLOOMBERG

### Relevant Fact

THE MANHATTAN 3-D CITY IS 508.38 MILES LONG, AND VARIES IN HEIGHT FROM 3 TO 13 RAMPS!

## WORLD

### Population

36,000,000,000

### Relevant Fact

IN 2012 FOR THE FIRST TIME, FIVE TIMES AS MANY PEOPLE LIVE IN CITIES AS IN RURAL AREAS

## WESTERN CULTURE

### Literature

GARY SHTEYNGART'S "A SUPER SAD STORY OF TRUE LOVE ON 42ND RAMP, LEVEL 6"

### Art

SCULPTOR FRANK O. GEHRY, "A LIFETIME WITH THE OBJECT," RETROSPECTIVE AT THE MUSEUM OF OBJECT-BASED ART AND DESIGN (MOBAD), WEST 53RD RAMP LEVEL 2

### Architecture

ARCHIVELOPER OLAFUR ELIASSON'S INDOOR BEACH AT THE MANHATTAN SUMMER CLUB, 14TH RAMP LEVEL 9

### Film

CHRIS NOLAN'S ADAPTATION OF THE CLASSIC SCIENCE FICTION NOVEL BY ISAAC ASIMOV, "CAVES OF STEEL"

### Music

KOREAN RAPPER P.S.Y.'S "GANGNAM RAMP LEVEL 12 STYLE"

### Science

MICROWAVE ENERGY TRANSMISSION ALLOWS MICROADJUSTMENT OF INTERIOR CLIMATES IN TESTS AT COLUMBIA UNIVERSITY'S 124TH RAMP, LEVEL 1 LABS

### Technology

GOOGLE AND APPLE RELEASE COMPETING BRAINTOOTH AND INTERCLOGOOGLA AND APPLE RELEASE COMPETING BRAINTOOTH AND INTERCLOUD ENABLED 3D MAPPING TECHNOLOGY FOR HANDSCREENSUD ENABLED 3D MAPPING TECHNOLOGY FOR HANDSCREENS

### Medicine

3D PRINTED LUNGS SHOWN TO METABOLIZE OXYGEN WITH 164% THE EFFICIENCY OF THE REAL THING

### Obsolete Terms

"STREET," WHICH USED TO MEAN AN OPEN RAMP OF ONLY ONE LEVEL WITH NO CLIMATE MANAGEMENT. AN "ESCALATOR" WAS A SLOWER, ACCIDENT-PRONE VERSION OF A ZIPALATOR, AND AN "ELEVATOR" WAS A TRAVELOCETOR THAT ONLY MOVED UP AND DOWN.



WE INVITE YOU TO IMAGINE WHAT ARCHITECTURES COULD BE PRODUCED WITHIN THIS CONTEXT.

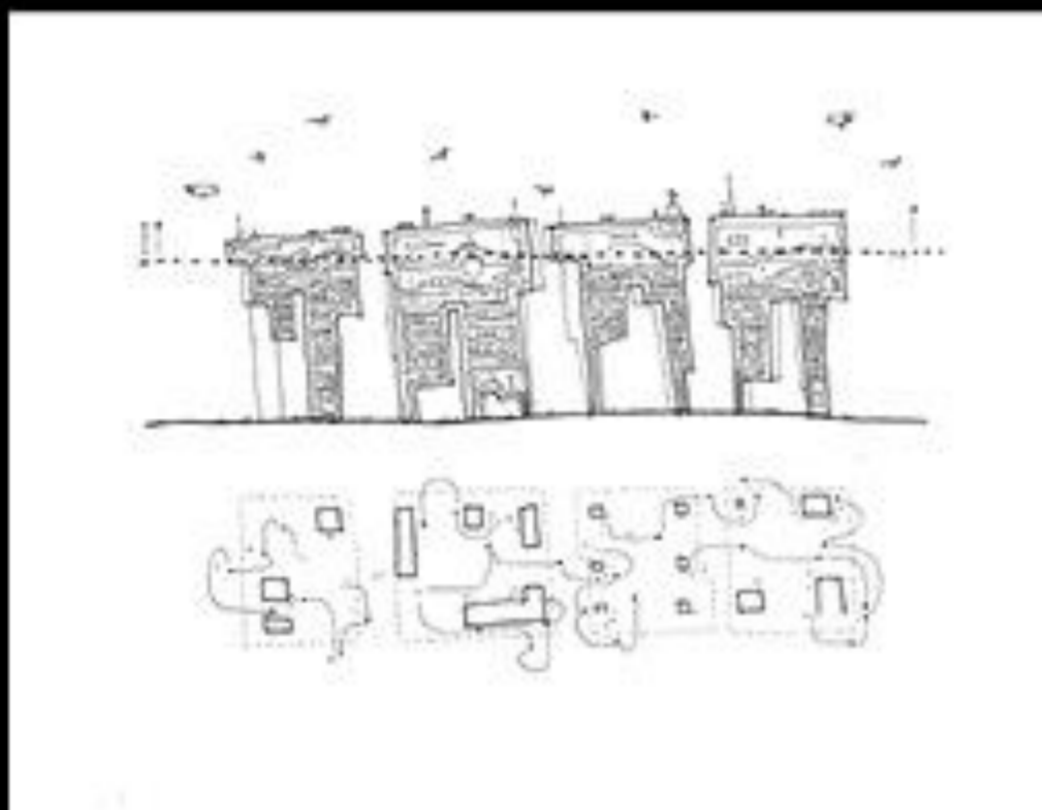
IF YOU WANT TO KNOW WHAT PROJECT HAS BEEN PRODUCED IN THIS CONTEXT, PLEASE TURN THIS TIMEFRAME TO THE OPPOSITE SIDE OR SCAN THIS QR CODE WITH YOUR MOBILE DEVICE.

past futures, present, future  
Contextual Information

# 2012

PLYNTH side up

JIMENEZ LAI



SKYPORT OF TOMORROW (1939)  
SUGGESTS AN UPSIDE-DOWN WORLD  
WHERE COMMUTERS ARRIVE BY AIR  
ONTO THE TOP SURFACE OF BUILDING,  
INSTEAD OF BOTTOM. IN OTHER  
WORDS, IT PRESENTS A CIRCUMSTANCE  
THAT DEMANDS THE DIAGRAM OF THE  
SKYSCRAPER TO BE INVERTED — MORE  
MANICURED TOWARDS THE TOP, LESS  
INVESTED TOWARDS THE BOTTOM.

MORE THAN JUST THE INDIVIDUAL  
SKYSCRAPERS, THE COLLECTIVE  
SKYLINE TRANSFORMS. THE CITY NOW  
HAS A DIFFERENT APPROACH FROM  
FAR AWAY. THE ONCE-UPON-A-TIME  
METROPOLIS OF WEDDING CAKES NOW  
BECOMES A COLLECTION OF TOP-  
HEAVY CREATURES, REPRESENTING A  
NEW IMPRESSION OF THE CITY FROM A  
DISTANCE.

BUT, THERE ARE FURTHER  
IMPLICATIONS WITH THIS NEW  
RELATIONSHIP WITH THE GROUND. WITH  
THE COMMUTER TRAFFIC CONCENTRATED  
TOWARDS THE TOP, CITIZENS WHO FLY  
ARE ABLE TO FLUIDLY INTERMINGLE  
BETWEEN PARTS OF THE CITY, AND  
EVEN ACROSS GEOGRAPHIES. THIS ALSO  
SUGGESTS THAT THE MOST POLISHED  
PUBLIC SPACES, BOTH INTERIOR AND  
EXTERIOR, WILL LIKELY BE MORE  
HEAVILY INVESTED TOWARDS THE TOP  
OF THE CITY.

FOR THE CITIZENS WHO ARE UNWILLING  
OR UNABLE TO FLY, THEY REMAIN  
PROXIMAL TO EACH OTHER AS THEY  
STROLL ON FOOT. THEY MEANDER  
ABOUT, ONLY TO LOOK UP TO MASSIVE  
CANOPIES THAT COVER THEIR SKIES.  
BURDENED BY THE BOREDOM OF LESS  
FREQUENTLY INSTITUTIONALIZED  
AMENITIES AVAILABLE TO THE BOTTOM  
OF THE CITY, THEY FORM SOCIAL  
BANDS OF DISENCHANTED DEMIMONDES  
DELIBERATELY UNWILLING TO MOVE UP  
IN THE WORLD.

ONE WONDER WHERE THE GRADIENT  
BETWEEN FANCY AND DIVE BEGINS IN  
ANY GIVEN CITY, AND PERHAPS THIS  
UPSIDE-DOWN REVERSAL IS NOT AN  
UNCOMMON ALLEGORY. THE FLIPPED  
SKYSCRAPER IS MORE THAN JUST AN  
INVERTED DIAGRAM — IT MIRRORS TWO  
DATUM LINES. BOTH ARTIFICIAL BUT  
CONTRASTING IN ATTITUDE, AS THE  
CITIZENS GRAVITATE TOWARDS THE  
POLITICS THEY PREFER.

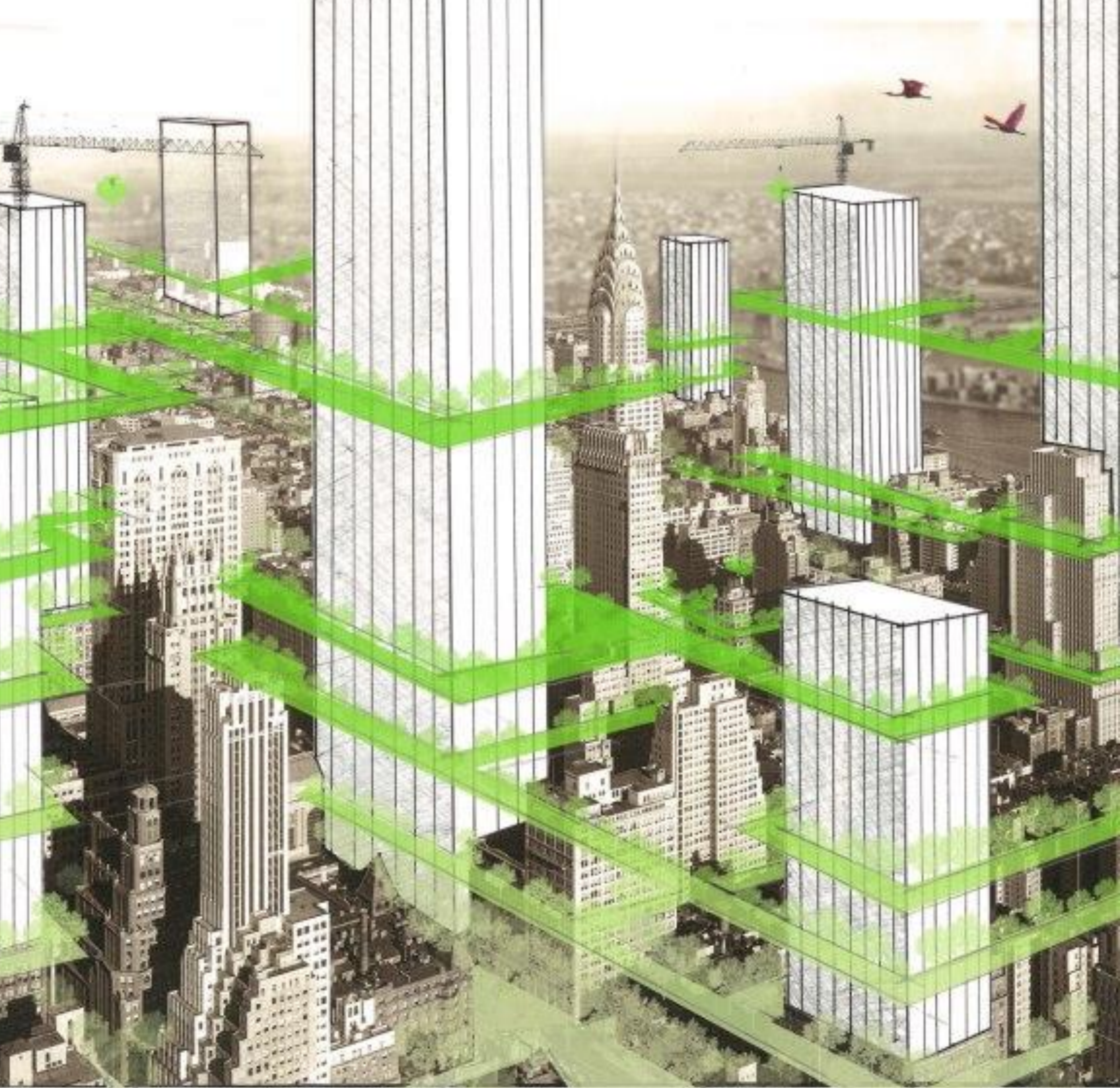


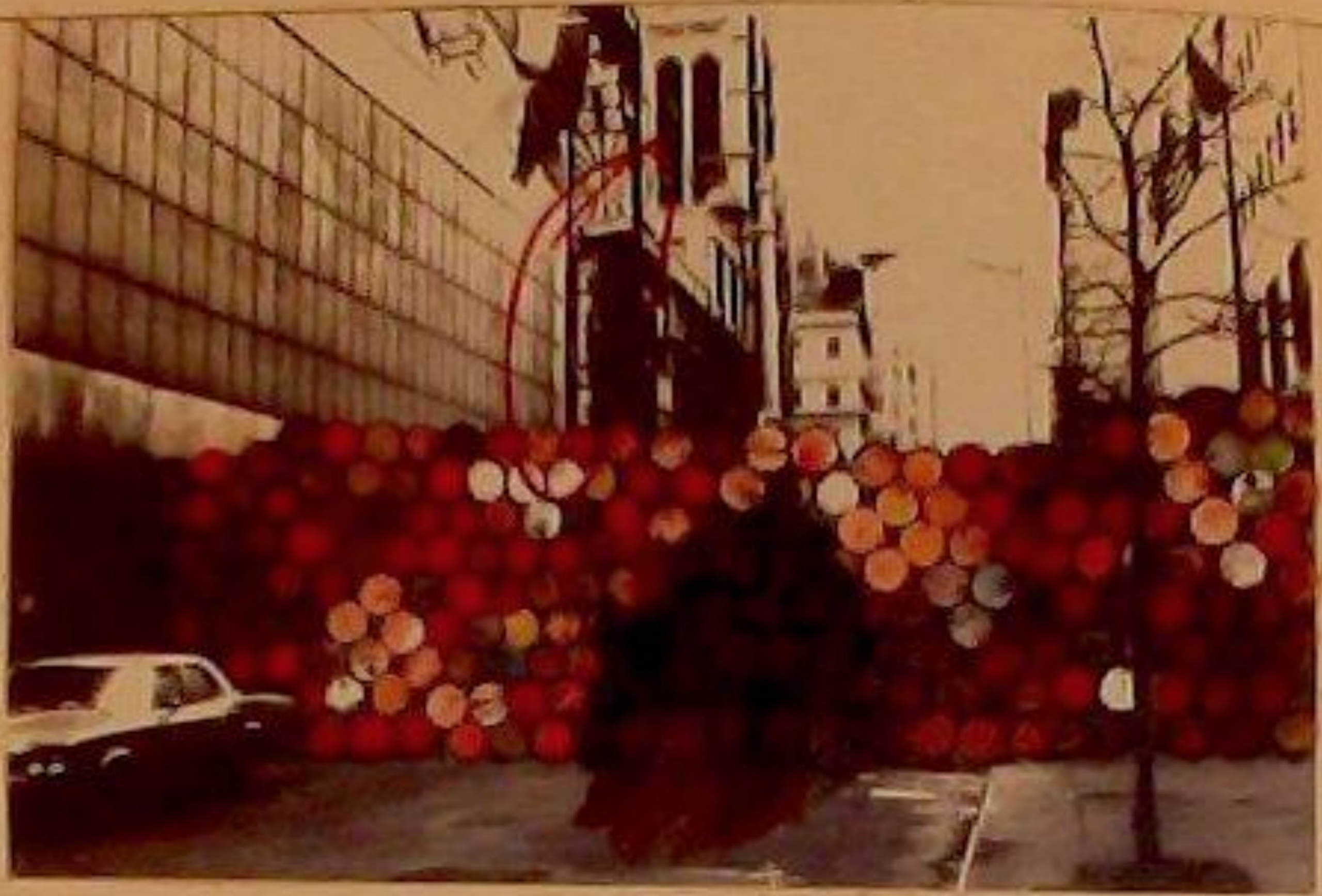
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after Paris 69

obstruction



opportunity

→ collage city 2013

Opéra (Christo Jovancheff)  
 All Service Structures - "The Wall" (Proposed for Grand Théâtre film and 601 Avenue)  
 1989  
 Printed photographs and synthetic polymer gold on board  
 20 1/2" x 20" (52 x 51 cm)  
 Gift of Louise Ford  
 1997, 1999

46 2010



W	W	Sf	B	World Wide Storefont Biennial
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W	W	Sf	B	World Wide Storefont Biennial	#WOW!
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Sf	B		World Wide Storefont Biennial

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Sf	
B	World Wide Storefont Biennial

**WW**

**WW**

**Sf**

**B**



**World  
Wide  
Storefont  
Biennial**

Storefront: Black and White



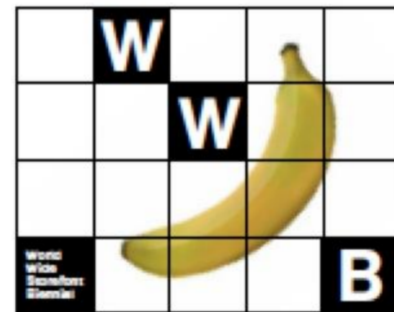
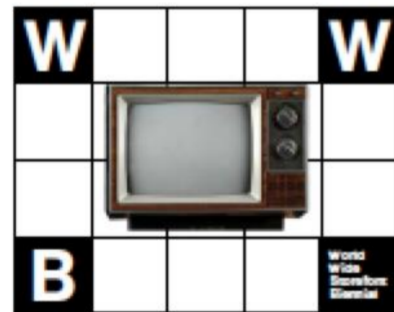
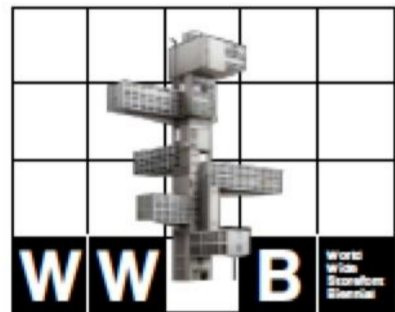
Projects: Multi-colored



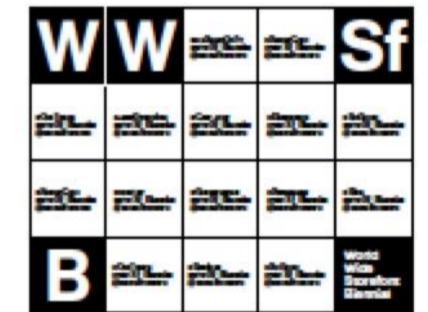
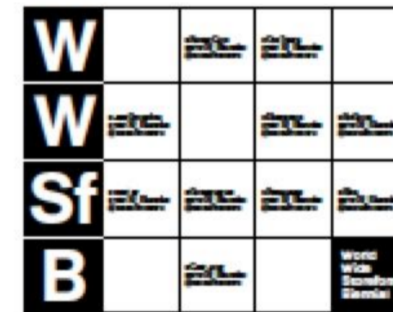
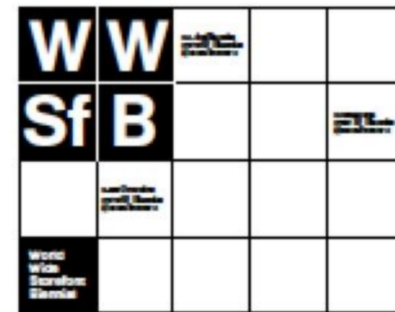
For example: colors derived from the average temperatures of project locations



User generated image as stand-in for "SF" in identity



Identity fills up with user-generated responses from twitter



Project location as part of identity

