



NURSERY INFANTS IN GAS MASKS DURING WORLD WAR II

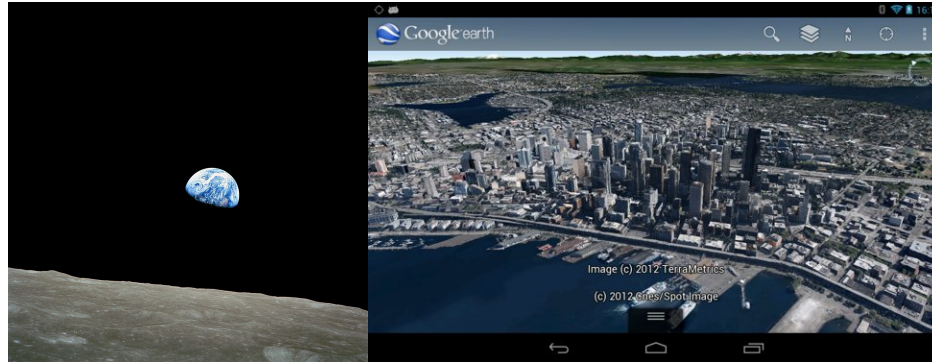
space



CRISIS space <sup>¥</sup>

Ω





CRISIS 01 [GOOGLE-EYES]



CRISIS 02 [SUBURBIA]

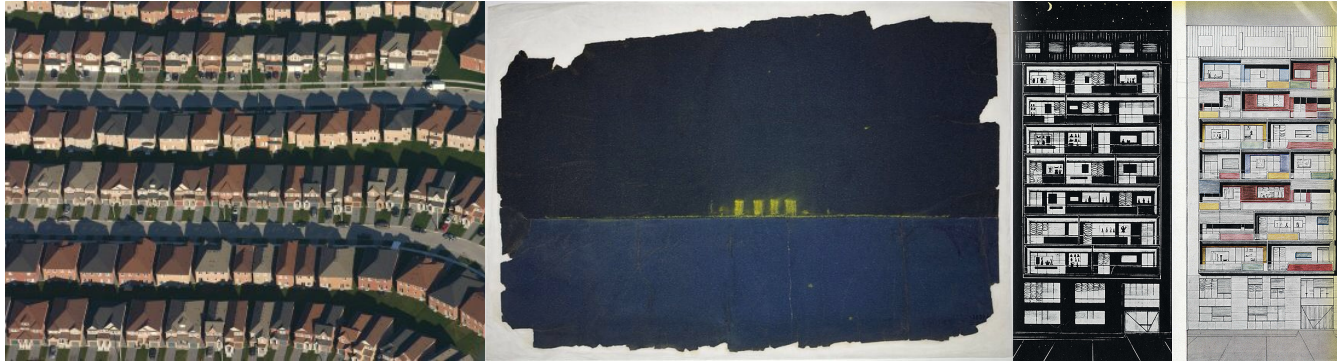




CRISIS 03 [DRIVE THROUGH]



CRISIS 04 [65 FRAMES PER SECOND]



CRISIS 05 PERPETUAL AFTERNOON



CRISIS 06 PACKAGE UNIT

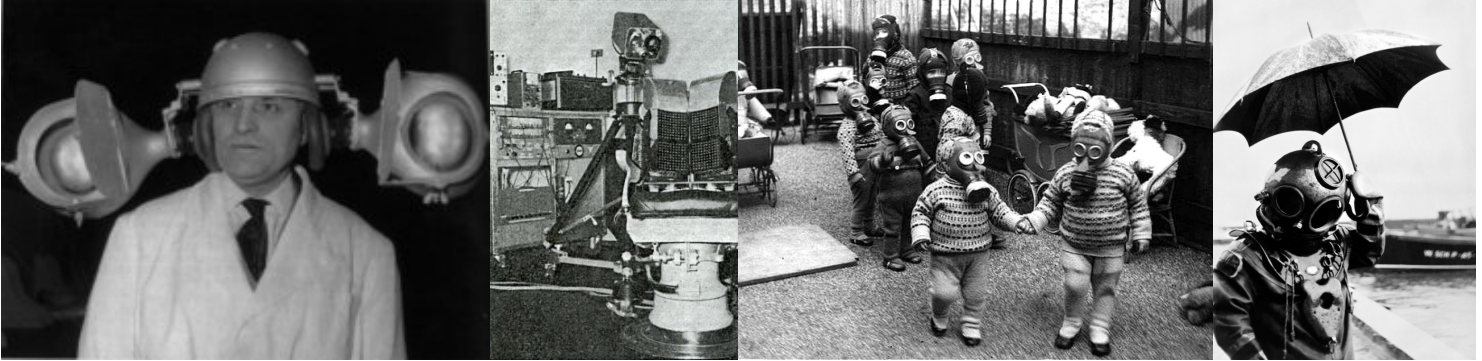


CRISIS 07 BOOB JOB

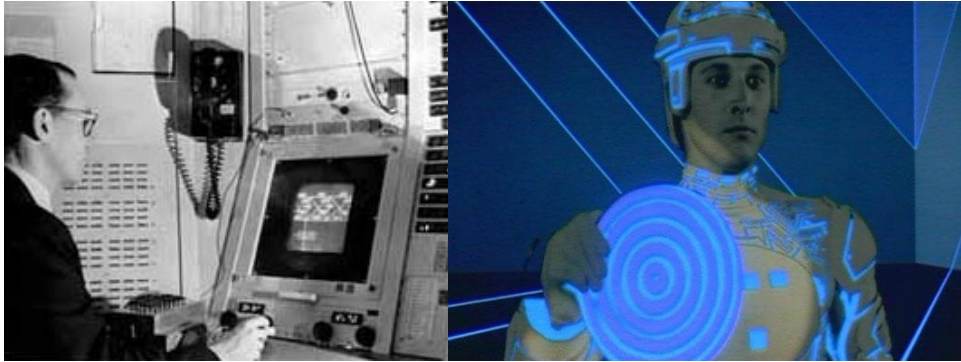




CRISIS 08 CHAIN REACTION



CRISIS 09 MAN VS MACHINE



CRISIS 10 VIRTUAL PLAYGROUNDS



TOE

Facts wear, reality is consumed.

The Acropolis disintegrates, the Parthenon is collapsing due to the ever-escalating frequency of tourists visits.

As the big toe of a saints statue gradually disappears under the onslaught of his devotees kisses, so the Big Toe of reality dissolves slowly but inexorably under perpetual exposure to the continuous Kiss of mankind.

The higher the density of a civilization the more metropolitan it is the higher the frequency of the Kiss, the faster the process of consumption of the reality of nature and artifacts. They are worn out so rapidly that the supply is depleted.

That is the cause of the Reality Shortage.

This process intensifies in the 20th century and it is accompanied by a parallel malaise:

The facts that all facts, ingredients, phenomena, etc., of the world have been categorized and catalogued, that the definitive stock of the world has been taken. Everything is known, including that which is still unknown.

The PCM is both the product and the remedy against that anxiety: it promises that, through conceptual recycling, the worn, consumed contents of the world can be recharged or enriched like uranium, and that ever-new generations of false facts and fabricated evidences can be generated simply through the act of interpretation.

The PCM proposes to destroy, or at least upset, the definitive catalogue, to short-circuit all existing categorizations, to make a fresh start as if the world can be reshuffled like a pack of cards whose original sequence is a disappointment.

PC activity is like cheating with the last moves of a game of solitaire that refuses to come out, or like banging a piece into a jigsaw puzzle so that it sticks, if not ts.

PC activity ties the loose ends left by the rationalism of the Enlightenment nally together.<sup>1</sup>

1. *DELIRIOUS NEW YORK: A Retroactive Manifesto for Manhattan*, Rem Koolhaas, 1978

Coney Island is a fetal Manhattan.

Rem Koolhaas. *Delirious New York: A Retroactive Manifesto for Manhattan*, 1978

Toward 1890, the introduction of electricity makes it possible to create a second daytime. Bright lights are placed at regular intervals along the surf line, so that now the sea can be enjoyed on a truly metropolitan shift-system, giving those unable to reach the water in the daytime a man-made, 12-hour extension. What is unique in Coney Island – and this syndrome of the Irresistible Synthetic prefigures later events in Manhattan – is that this false daytime is not regarded as second rate. It's very artificiality becomes an attraction: "Electric Bathing."

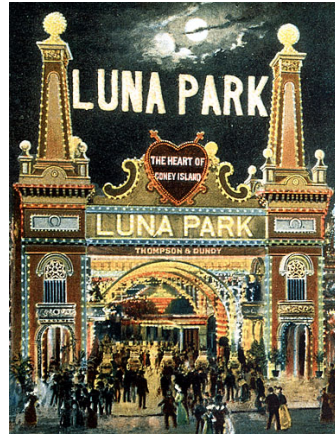
Rem Koolhaas. *Delirious New York: A Retroactive Manifesto for Manhattan*, 1978



018326 NIGHT IN LUNA PARK, CONEY ISLAND, N.Y.

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Luna Park at night, Coney Island, N. Y.

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**TEN OBSTACLES TO OVERCOME\*** **01.** How to avoid the tyranny of real time, of immediacy, and ubiquity. **02.** How to insure that the precision afforded by technology does not obscure the imprecise realities of our environments, our culture, and our histories. **03.** How to reestablish a symbiotic relationship between the design process and the written word, one that reveals states of constant flux and adds to the domains of poetry. **04.** How to defy the instantaneous and disposable snapshot fueled by a contaminated world of information and embrace that perception is action. **05.** How to acknowledge the paucity of architecture in thoughtful relationship to time and reignite the discipline most responsible for its creation. **06.** How to subvert the Capitalistic systems that have given us fifteen-year loan cycles, depriving civilization of its ruins. **07.** How to wage reprisal against sensory deprivation, to counter the thousand and one false dawns delivered by the sun of our technologies. **08.** How to resurrect a kind of intellectual twilight where vision succumbs to the imagination and idle details are suppressed. **09.** How to practice what we call "l'oeil de l'enfant" so as to read the image for what it truly is and protect it from false pretense. **10.** How to illuminate the spectral nature of architecture and glimpse the soul of an edifice!

**\*OR LET'S MURDER FILIPPO TOMMASO MARINETTI**



## *MANIFESTO // VISUAL DESIGN THEORY*

- [01] VISUAL DESIGN THEORY WHAT DOES IT MEAN*
- [02] BLINDNESS REMOVE SIGHT*
- [03] DARKNESS AND PHENOMENOLOGY*
- [04] THE EYE OF THE CHILD DISEMBODIED CIRCLE*
- [05] ARTISTIC CONSCIENCE COLLECTING EVIDENCE*
- [06] 30,000' - 5'6" INFINITE PERSPECTIVES*
- [07] APERTURE AND SEEING - CHOSEN VIEWS*
- [08] VOGUE + PCM + THE FRAGMENT*
- [09] COLLAGE*
- [10] DIAGRAMMING*
- [11] MANIFESTO*



# MANIFESTO // VISUAL DESIGN THEORY // 2018

[01] ARCHITECTURE MUST BE MULTICULTURAL – IT MUST ACKNOWLEDGE A VAST RANGE OF PERSPECTIVES. SHOULD EMBRACE THE POSSIBILITY OF MISALIGNMENT. THE SUPERIMPOSITION OF LANGUAGE.

[02] ARCHITECTURE SHOULD EMBRACE THE PEDESTRIAN. THE PEDESTRIAN HAS BEEN LOST AMONG THE SPEED OF THE CAR AND THE AIRPLANE. WALKING AND EXPERIENCE OF ARCHITECTURAL SPACE SHOULD LINK THE PARTICIPANT TO CULTURE.

[03] LOADING DOCK SYNDROME. THRESHOLD CAN NEVER BE DEFINED BY SYSTEMS OF TRANSPORTATION SUCH AS THE CAR. ARCHITECTURE MUST CONSIDER SITE AT A VARIETY OF SCALES. THE ROOM, THE BUILDING, THE CAMPUS AND ALL THIS ENTAILS WITH REGARD TO THRESHOLD.

[04] NEW NORMS - WE CAN NEVER BE ENSLAVED BY THE ORDINARY. DESIGN MUST STRIVE TO GO BEYOND THE EVERYDAY OR THAT WHICH IS CONSIDERED A NORM.

[05] ARCHITECTURE SHOULD CHALLENGE THE CONSUMER AND NOT BE MERELY A SPECTATOR SPORT. THE SPACE OF THE CONSUMER IS DEMOCRATIC? CONSUMERISM SHOULD BE SPATIAL - IS SPATIAL CONSUMER CULTURE CREATES PASSIVISM. SPACE IS BEING FORCE FED TO US. THE PARTICIPANT IS BEING FORCE FED AND IS BECOMING GLUTENOUS

[06] HUMAN LEVEL. CARE LESS ABOUT OUTPUT AND MORE ABOUT EXPERIENCE. ARCHITECTURE SHOULD BE ABOUT THE JOURNEY AND NOT THE DESTINATION. NO ONE SHOULD HAVE TO DRIVE ON BORING HIGHWAYS. THE CAR SHOULD NOT DICTATE OUR ENVIRONMENTS. WE NEED TO REPLACE THE WINDSHIELD AND SIXTY MILES PER HOUR WITH AS OUR PRIMARY VANTAGE POINT.

[07] ENVIRONMENT – RESPECT THE NATURAL WORLD AND FIND WAYS TO INTEGRATE IT WITH THE EVERYDAY

[08] BIG DOESN'T ALWAYS MEAN BEAUTIFUL. GOD IS IN THE DETAILS

[09] SPECTATOR HAS TO BE CHALLENGED – ARCHITECTURE SHOULD NOT BE OBVIOUS. ARCHITECTURE NEED STO BE AGILE AND ADAPT TO SUBTLE CHANGE. ABSOLUTE ZERO RELEVANCE IS NOT ACCEPTABLE!!!

[10] ARCHITECTURE SHOULD NOT FEAR THE FUTURE. IT MUST EMBRACE THE UNKNOWN. WE MUST FEAR STYLE.

[11] ARCHITECTURE SHOULD BE ACCESSIBLE TO THE MASSES!!!

[12] ARCHITECTURE SHOULDN'T BE CONFRONTATIONAL BUT CONVERSATIONAL.