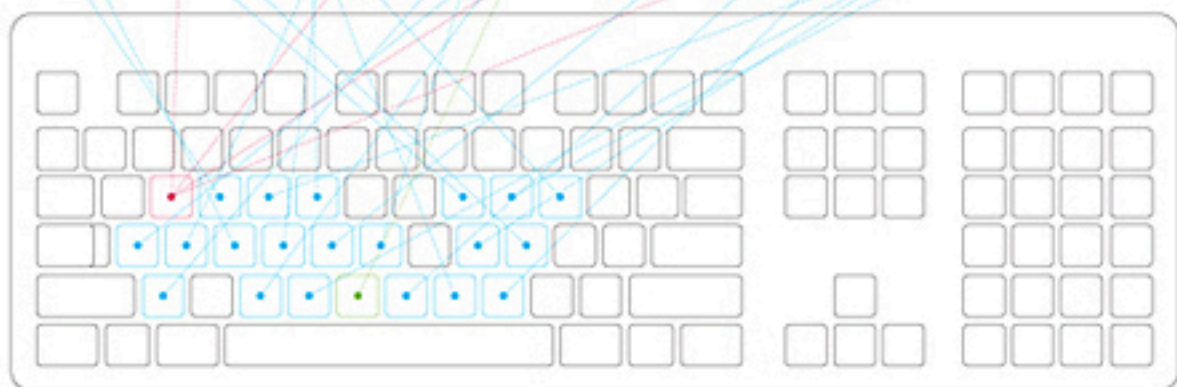


Branding:
Kit of Parts



Keyboard Diagram

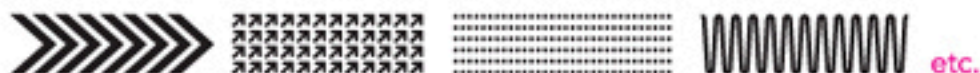
Step 1 Select a font and choose a word by typing the corresponding character



Step 2 Delete space bar to overlap elements



Step 3 Choose a pattern



Step 4 Overlap the two lines by setting the leading to zero



Step 5 Repeat to create a line and customize the color





Admission tabs





Repeat pattern
Use this pattern with which the word 'Whitney' is written vertically to create a responsive pattern of 'W's.

The Responsive W

The pattern used to create the Whitney 'W' is by following these steps: First, draw the top of the available space. Then, spin and place the word 'Whitney' inside the line. Finally, extend the word for the bottom.

1. Drawing the top

The vertices of the line should have a total height of 100 units. The point should always be inside the grid, and not coincide with the boundaries.



An extra angle for the point would become too sharp in the center settings, and the letter part of the line is not so flat as the point is established in base case for project and, above the 100-unit height.

2. Spinning

'Whitney' is made Near Near Double Double 40 rotation. The rotation according to settings makes when using double height, use double height. When when use a 10000 of 1000.



3. Line Rotation

The line thickness is 10000 of the used font size. The line thickness is 10000 of the used font size. The line thickness is 10000 of the used font size. The line thickness is 10000 of the used font size.



4. Placing the word Whitney

The horizontal distance between the top and bottom left points of the letter 'W' makes distance. It is shown right. The distance between the bottom right points of the letter 'T' to the line should be the same as 'W'.



When placing the word 'Whitney' inside or outside the line, the line is 100 units to the center of the letter, making 'Whitney'.



--	--	--	--

THE RESPONSIVE W
Whitney Museum of American Art
Chart of variations of the Responsive W

Experimental version
To be used in specific cases where Whitney 'W' is used. The style of other fonts is used, or other fonts are used.





Part 1
Introduction

January
February
March
April
May
June
July
August
September
October
November
December

2012

Whitney
Graphic identity
Experimental
Jetset

Whit
Graph
Exper
Jetset

Whitney Graphic identity

20

Whit
Graph
Exper
Jetset

Whit
Graph
Exper
Jetset

Whitney Graphic identity

20

Whit
Graph
Exper
Jetset

Whitney Graphic identity

21

Whit
Prof
Grat

Whitney Graphic identity

20

Whitney Museum Proposal

Experimental Jetset

Experimental Jetset

01

0

01

01

01

Course Section
Group 1

Whitney Graphic Manual

**ONE:
DIVIDE THE
AVAILABLE
AREA IN EQUAL
FOUR INEQUAL
SPACES...**



Whitney Museum
Graphic Manual

Experimental Jetset
2012 / 2013

WHITNEY



WHITNEY

**YAYOI
KUSAMA**

WHITNEY

**PAUL MCCARTHY:
CENTRAL SYMMETRICAL
ROTATION MOVEMENT
THREE INSTALLATIONS
TWO FILMS**

WHITNEY

KIDS



WHITNEY



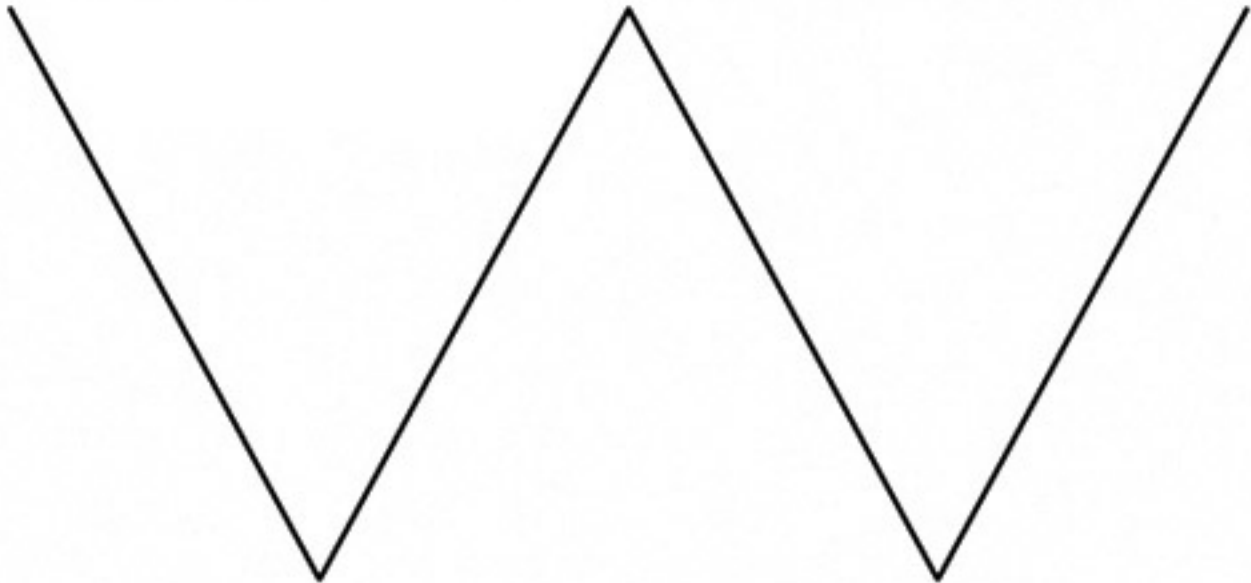
ANDY

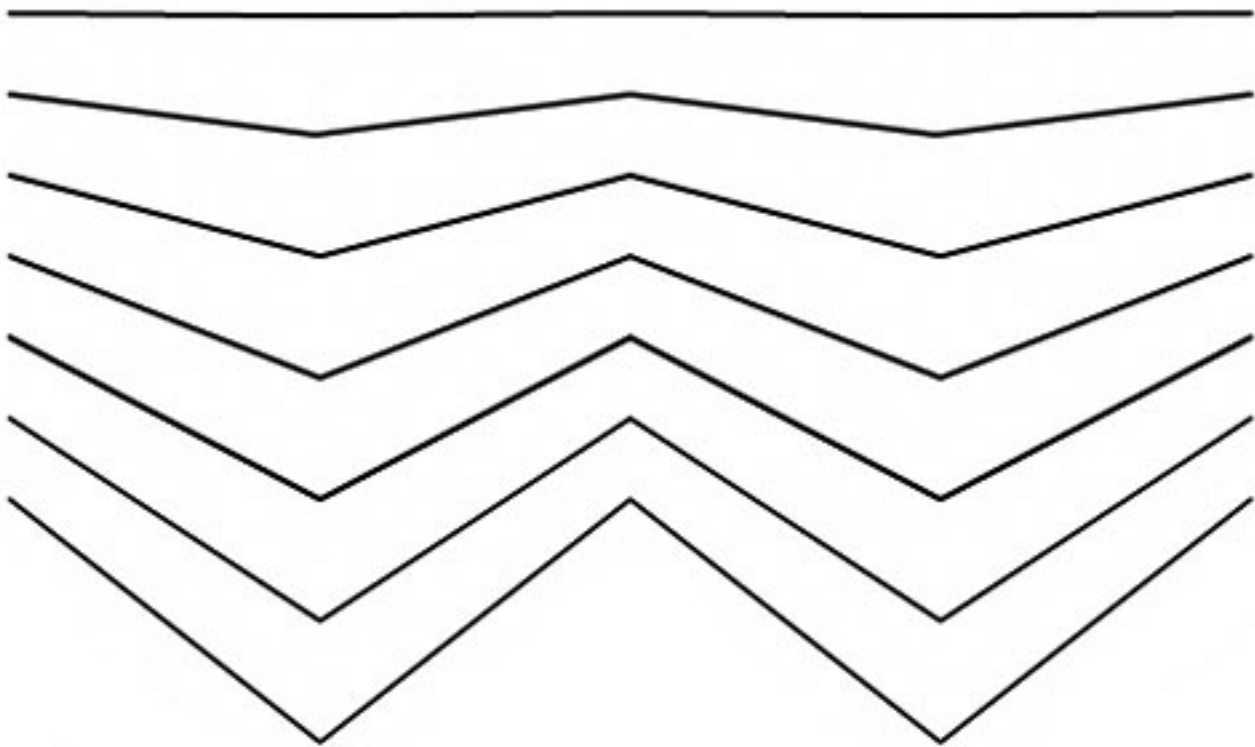
WARHOL

WHITNEY



YAYOI
KUSAMA





WHITNEY

WHITNEY

Whitney

Andy

Marcel



WHITNEY



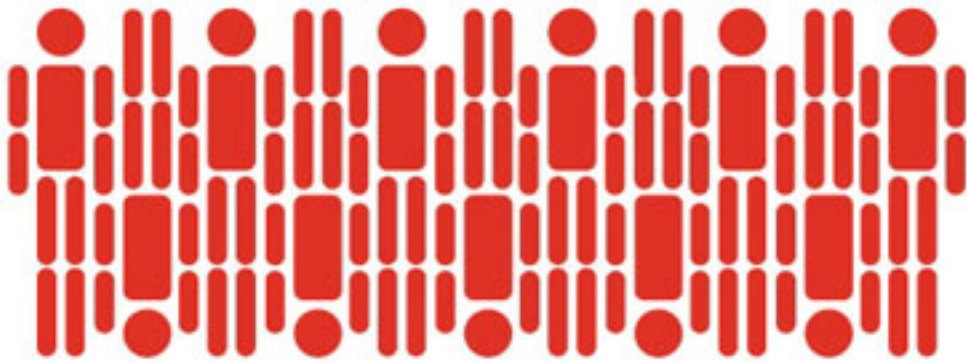
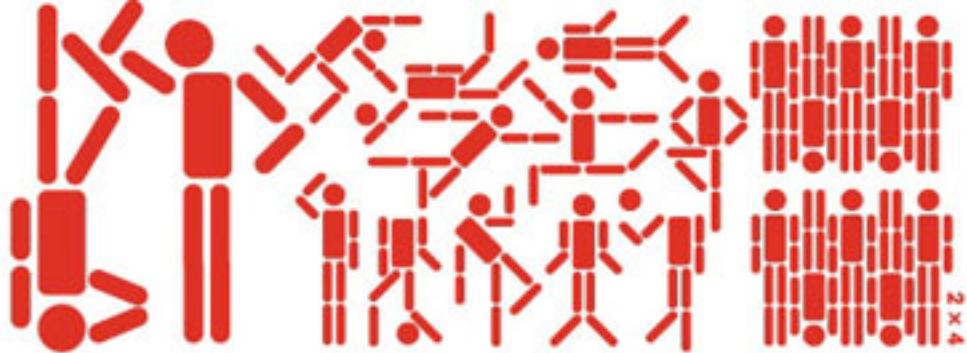
EXIT



TICKET OFFICE



STAIRS











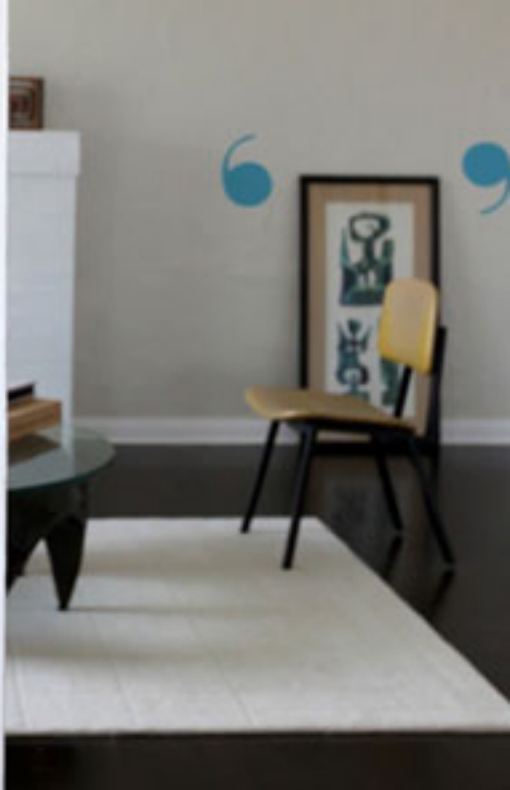
2x4



2x4



2x4



2 x 4
RECYCLE



Stop Watch out! Recycle
!?! OMG I♥ Shhhhh!
Hi Nah... Girls Boys BFF
Hello Turn off Huh?!
Peace Sit Boring :-){
Knock first! I'm with I♥


2 x 4
RECYCLE



Peace Stop Watch out!
!?! Hi Recycle BFF
Shhhhh! Huh Nah... Girls
Boys I♥ Hello Turn off
Sit Boring Knock first! ~
OMG Pathetic :-){ ><



CLAP ON



CLAP OFF

26 NYC
2

**THIS MILE
IS FOR
THE WIN.**

PLANNING

26 NYC
2

**THIS MILE
IS TO
SILENCE
THE
DOUBTERS.**

PLANNING

26 NYC
2

**THIS MILE
IS GOING
TO BE
PURE HELL.**

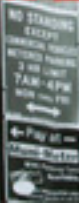
PLANNING

26 NYC
2

**THIS MILE
IS FOR
ALL FIVE
BOROUGH.**

PLANNING

**FOR KICKING BOOTIE & BLAZING
IT'S EA**



NIKETOWN

26 NYC
2

NIKETOWN NEW YORK
6 EAST 57TH STREET



NO LOADING
ANYTIME

WIKIOPY FREKIN' DO!

THIS IS IT

THIS IS IT

26 NYC

26 NYC

26 NYC

2

JNE

WALT

2

THE
THE
THE

THE
THE
THE

THE
THE
THE

THE
THE
THE

26 NYC

2

KG PUNK PUNK PUNK PUNK PUNK PUNK PUNK PUNK PUNK PUNK PUNK PUNK



**Harvard /
Art Museum**

Harvard / Fogg
Art Museum

Harvard / Busch-Reisinger
Art Museum

Harvard / Sackler
Art Museum





Date

From



Date

From

To



Date

National
Broadcasting
Company Inc.

30 Rockefeller Plaza
New York, NY 10020
212 644 4444



Date

From

To



KPOM-TV
4624 Valley Highway
PO Box 1847
Fort Smith, AR 72902
501 785 2400

112 West Center
Fayetteville, AR 72701
501 643 2400



Date



The Museum of Modern Art





50Years

The Museum of Modern Art





PBS



PBS

ITTLE FOR PBS

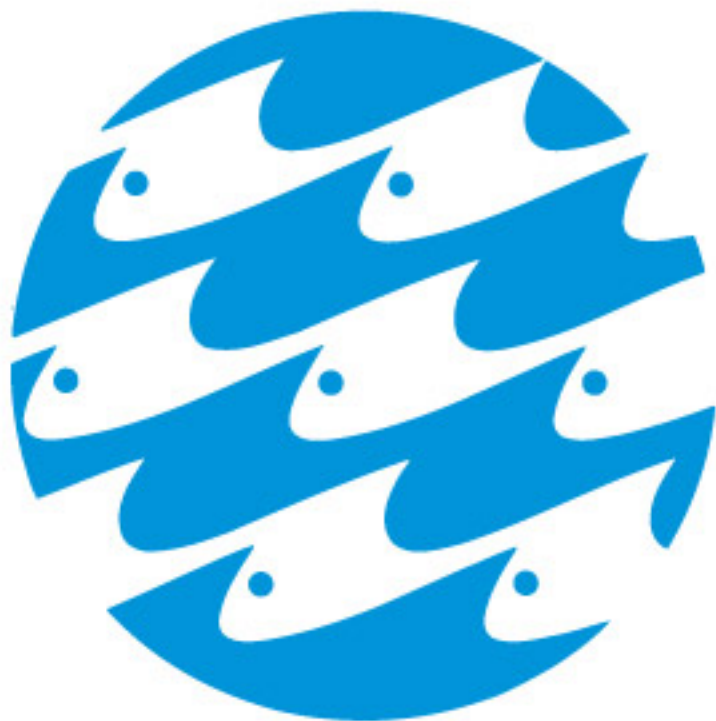


We've also added a distinctive type style, and limited our palette to a few fresh, vibrant colors. This features a family resemblance without the monotony of identical tones.

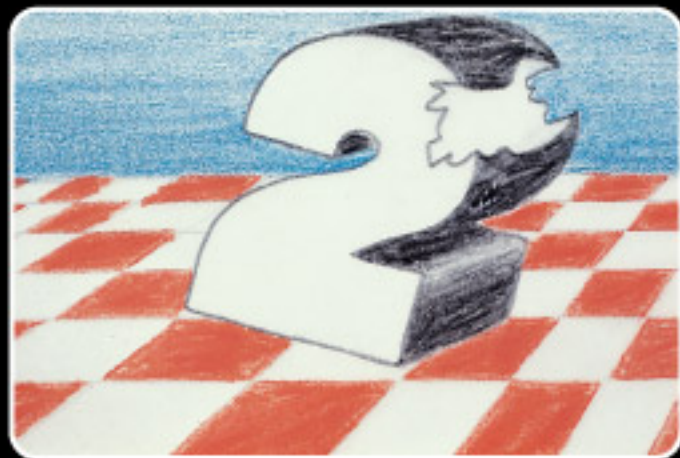




WGGBH





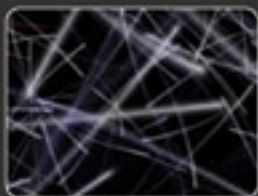


**About
the House**



**The Way
It Was**





dpet

***abcdefghijklmnop
opqrstuvwxyz&
1234567890 ↻ ↻pet
äàáāâçëğìíïöşßüÿ
↔ (-.,:;ç!+--="|@)***







SHINSEGAE

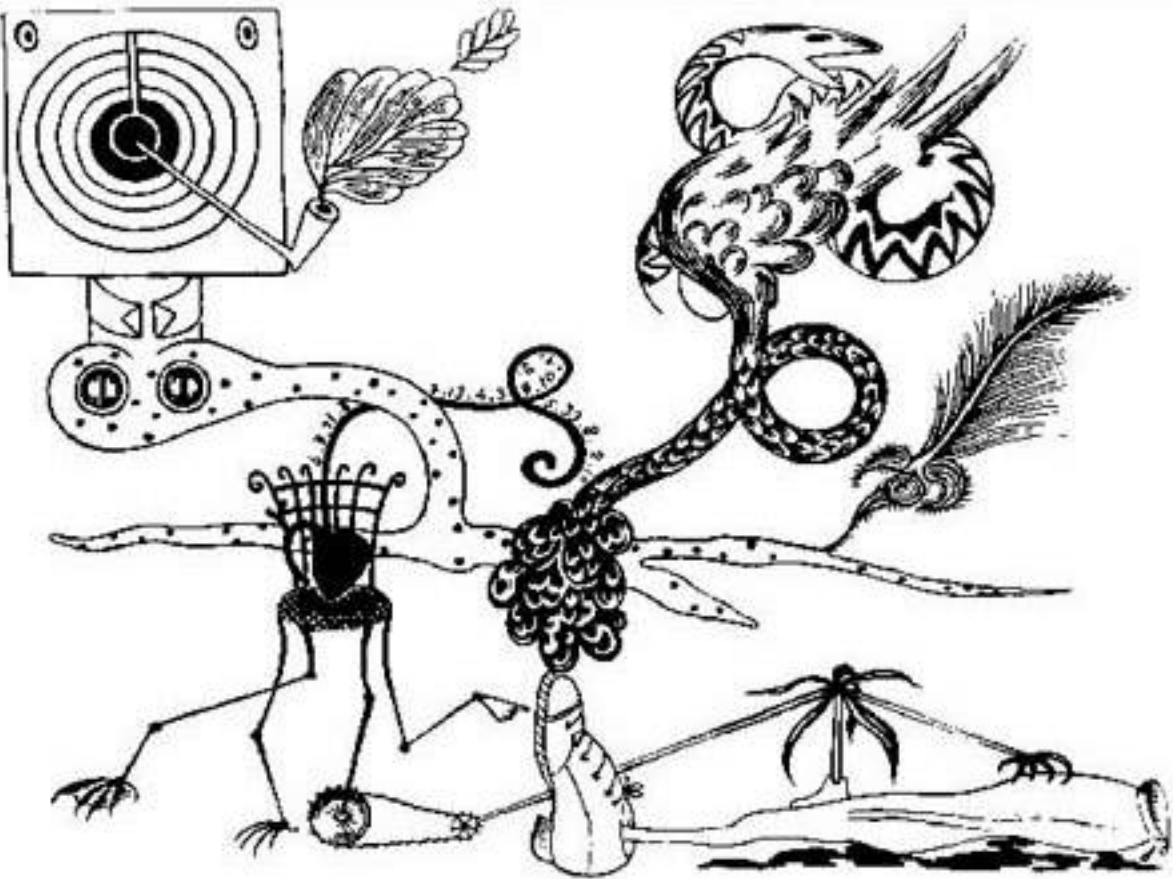
SHINSEGAE

신세계

신세계

신세계는 신세계입니다
신세계는 신세계입니다
신세계는 신세계입니다
신세계는 신세계입니다
신세계는 신세계입니다



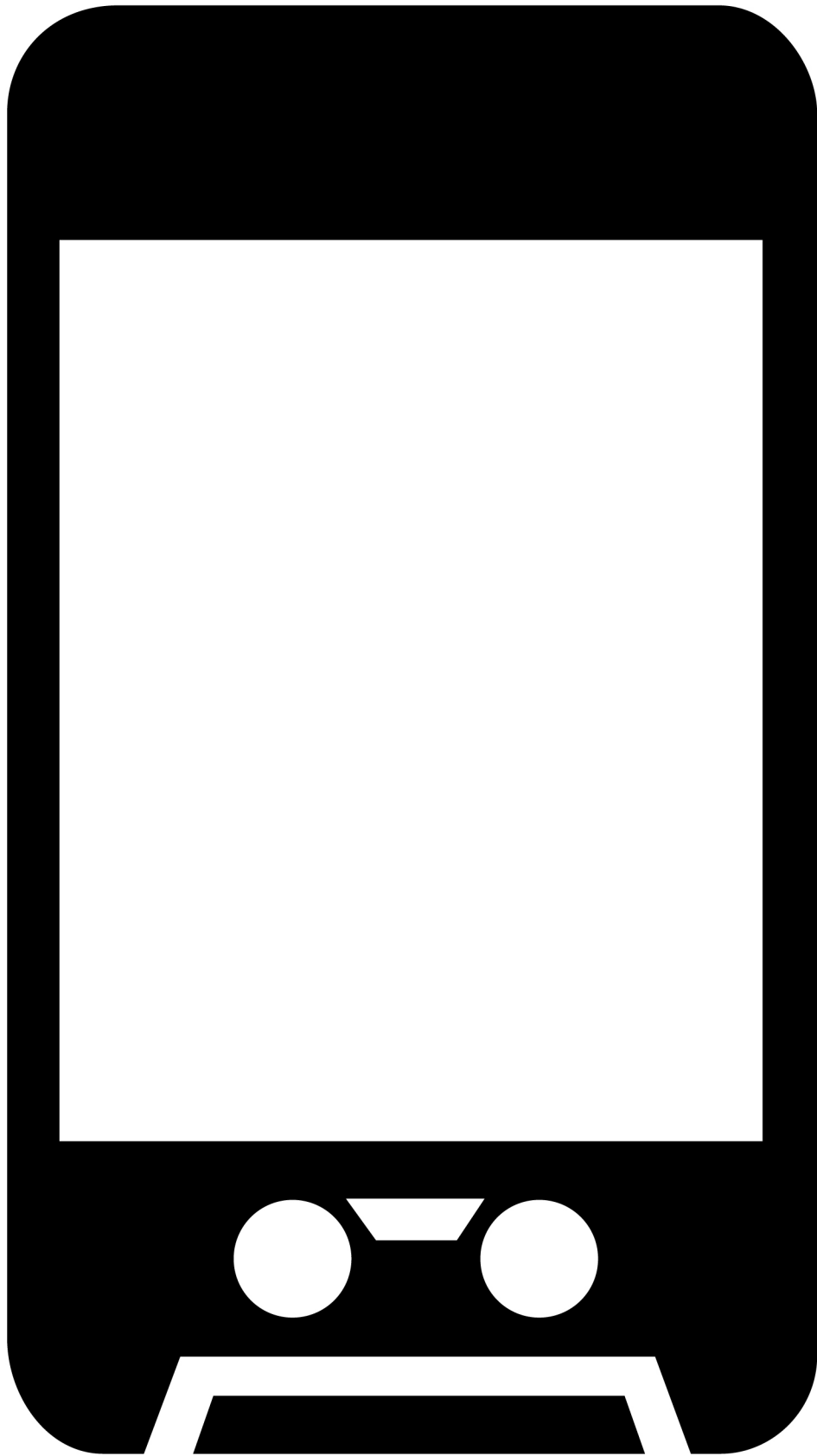






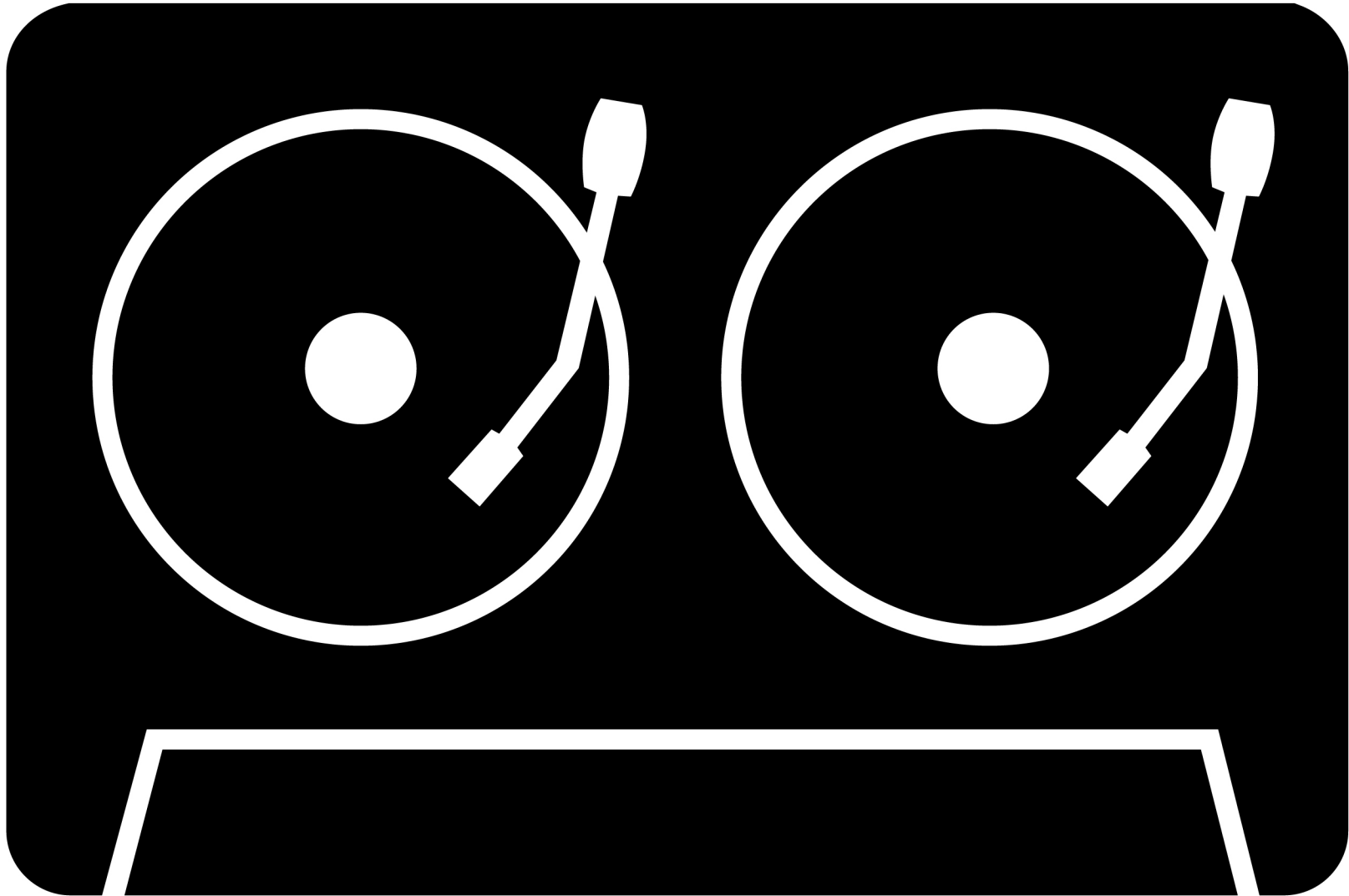


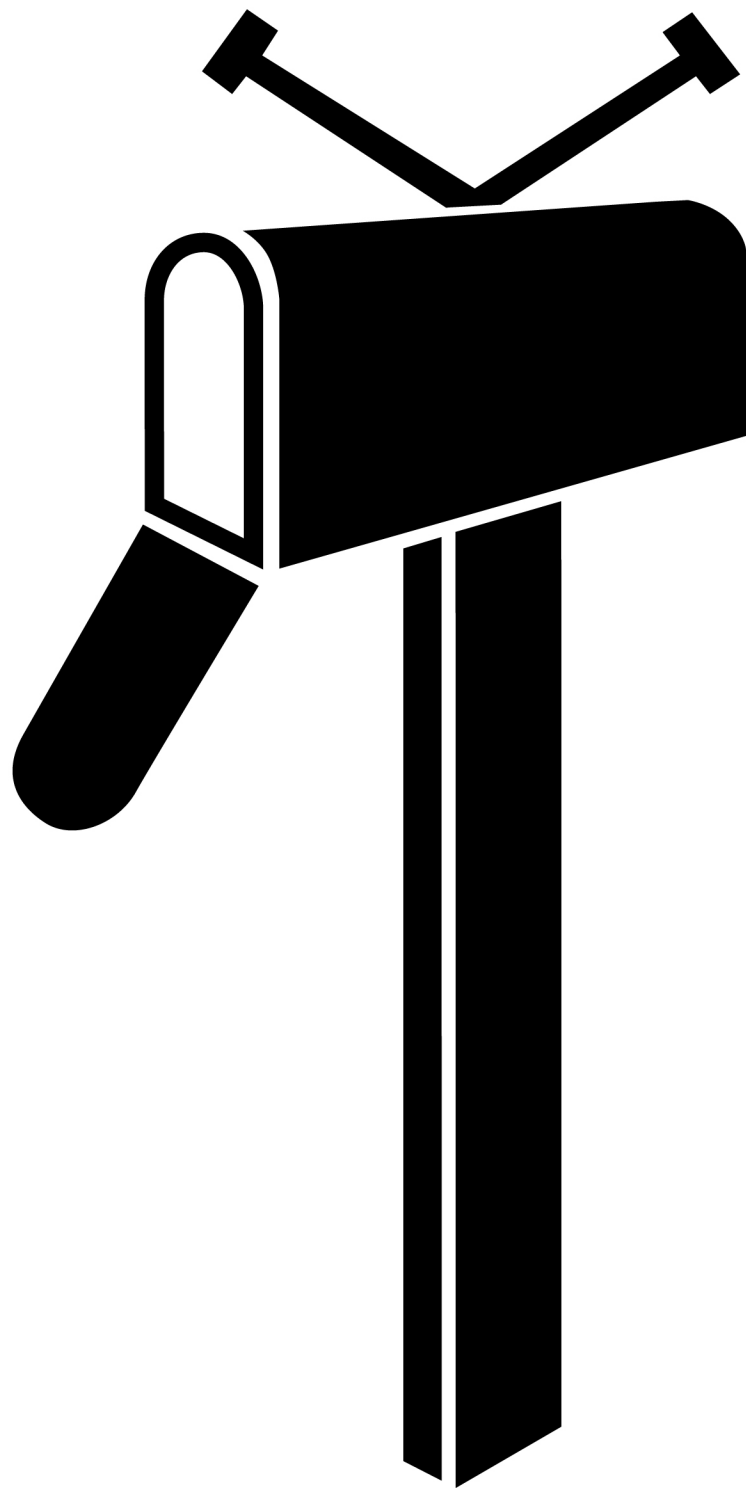


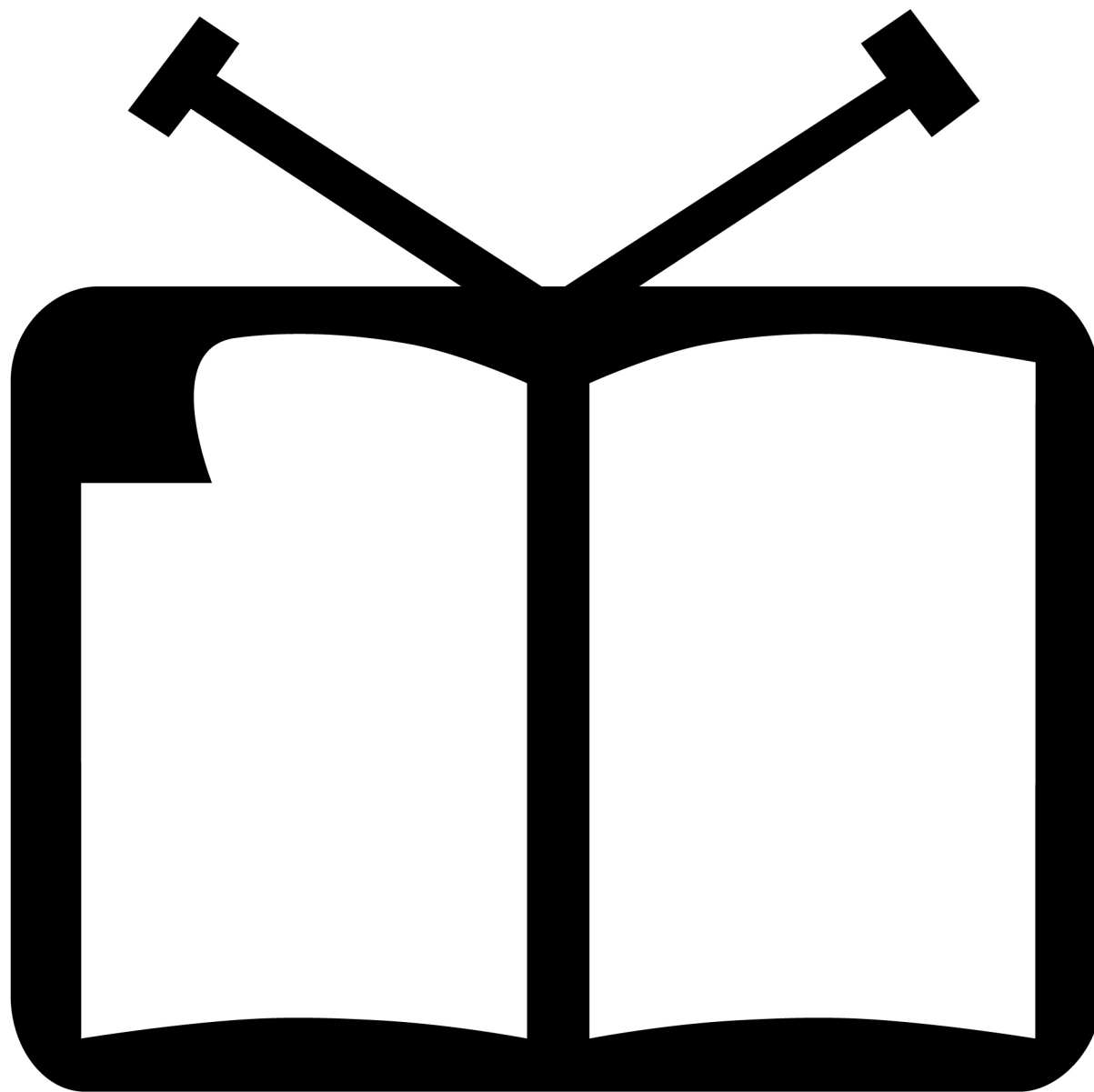




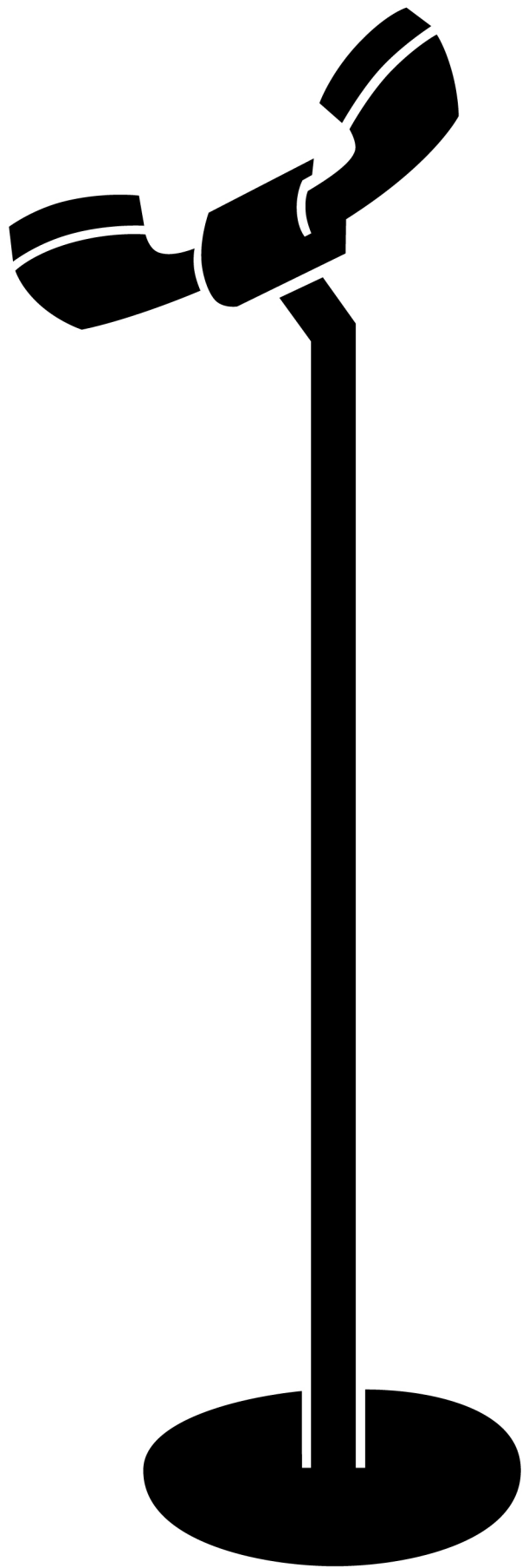


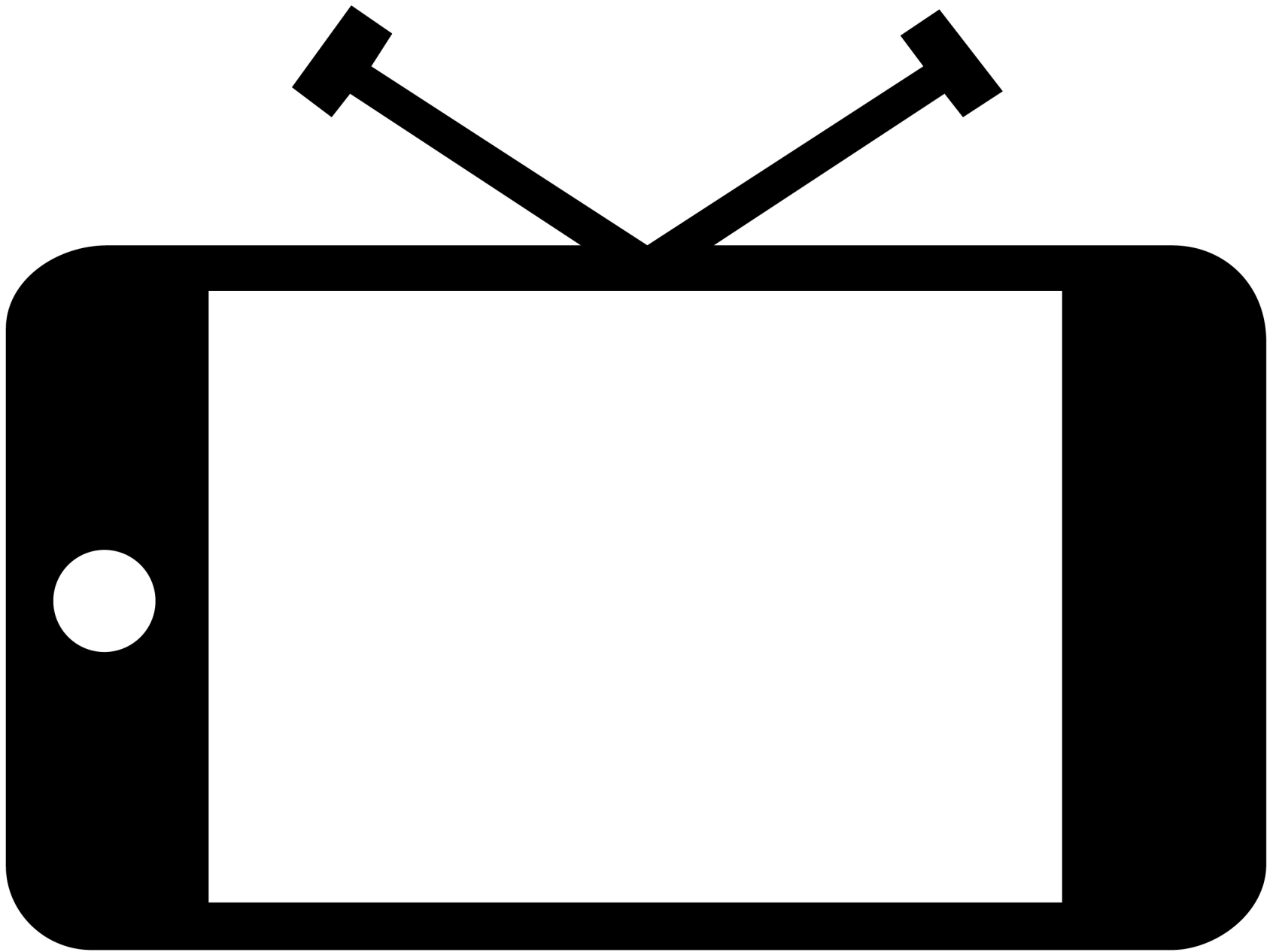


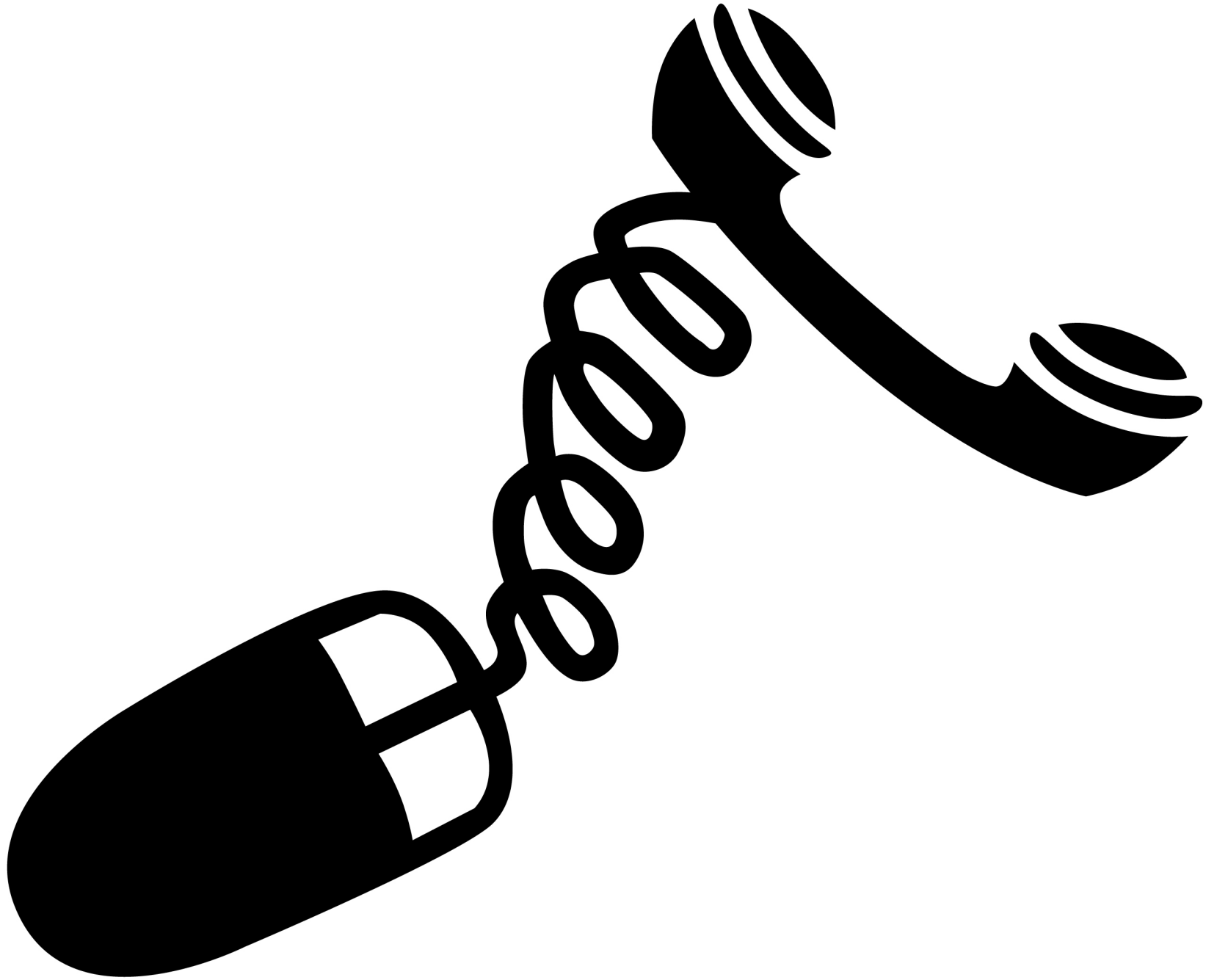


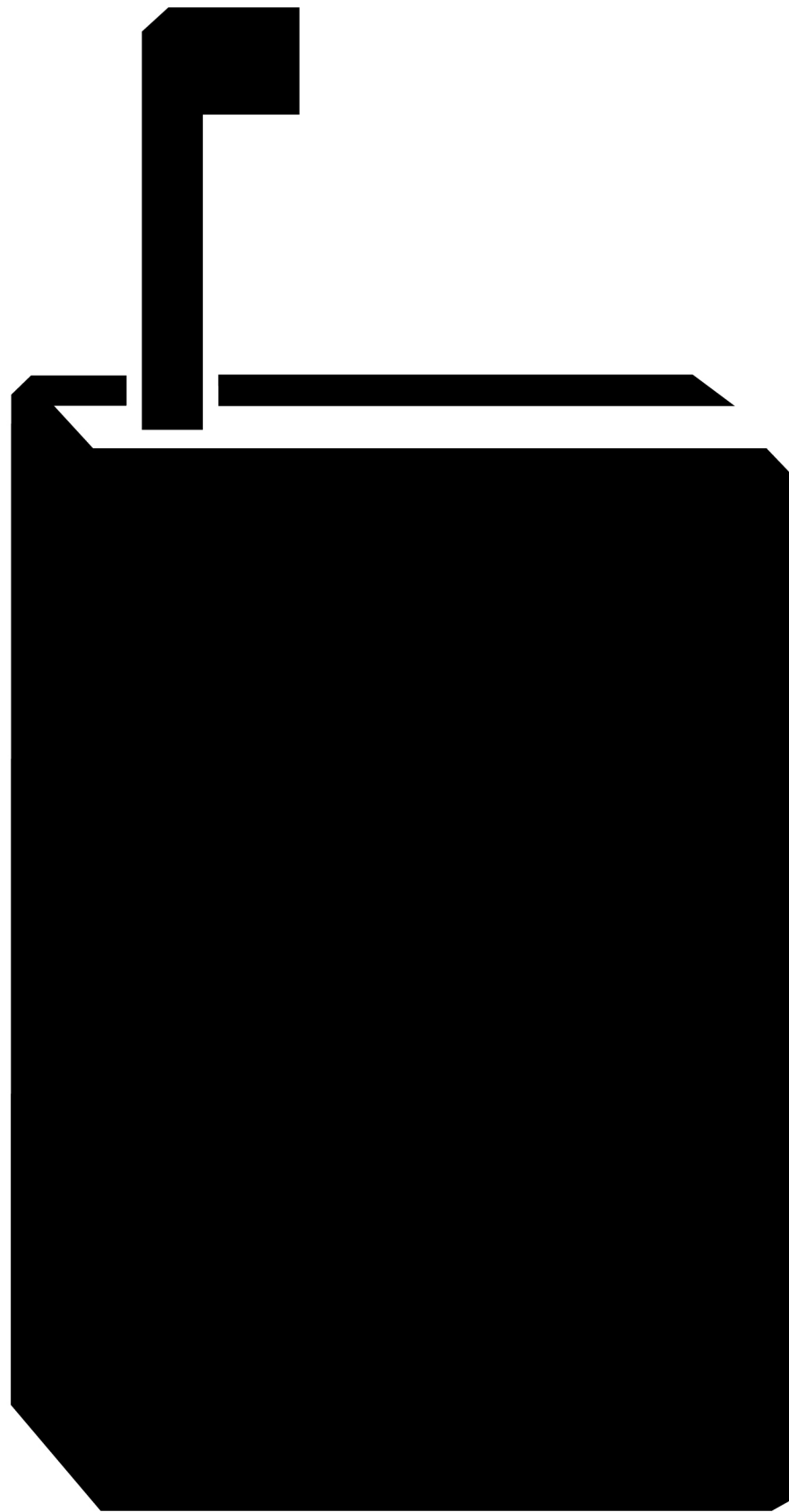


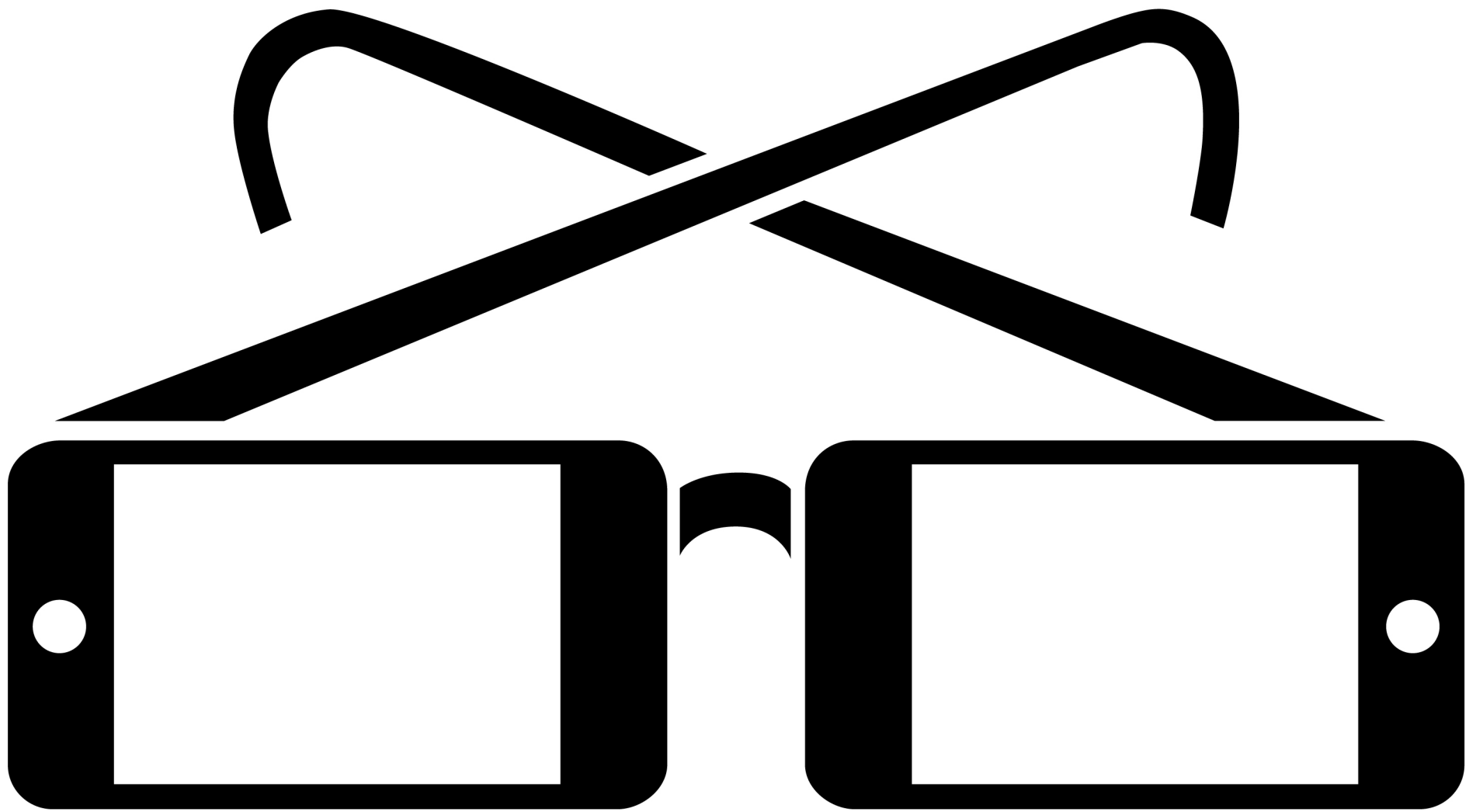


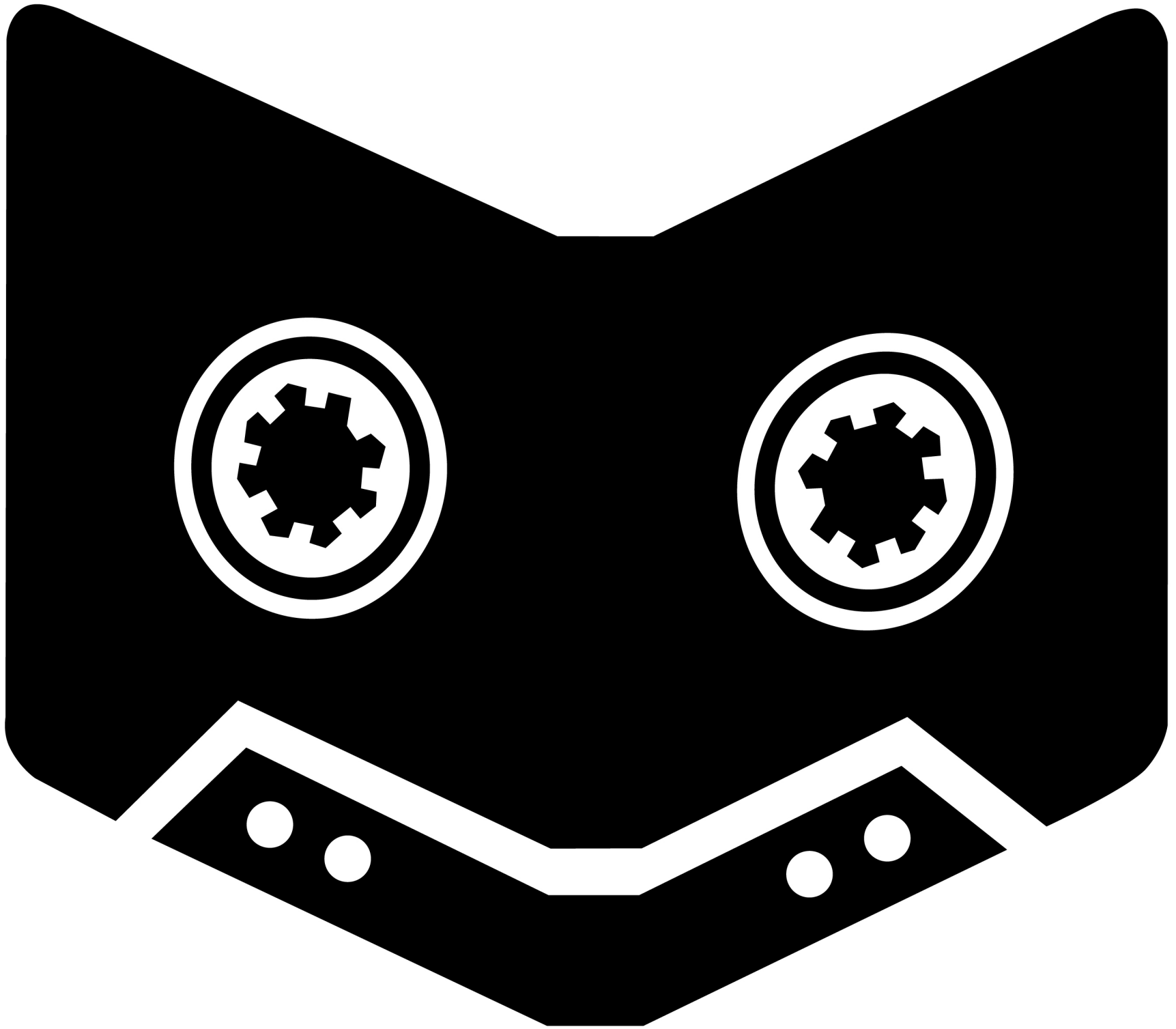




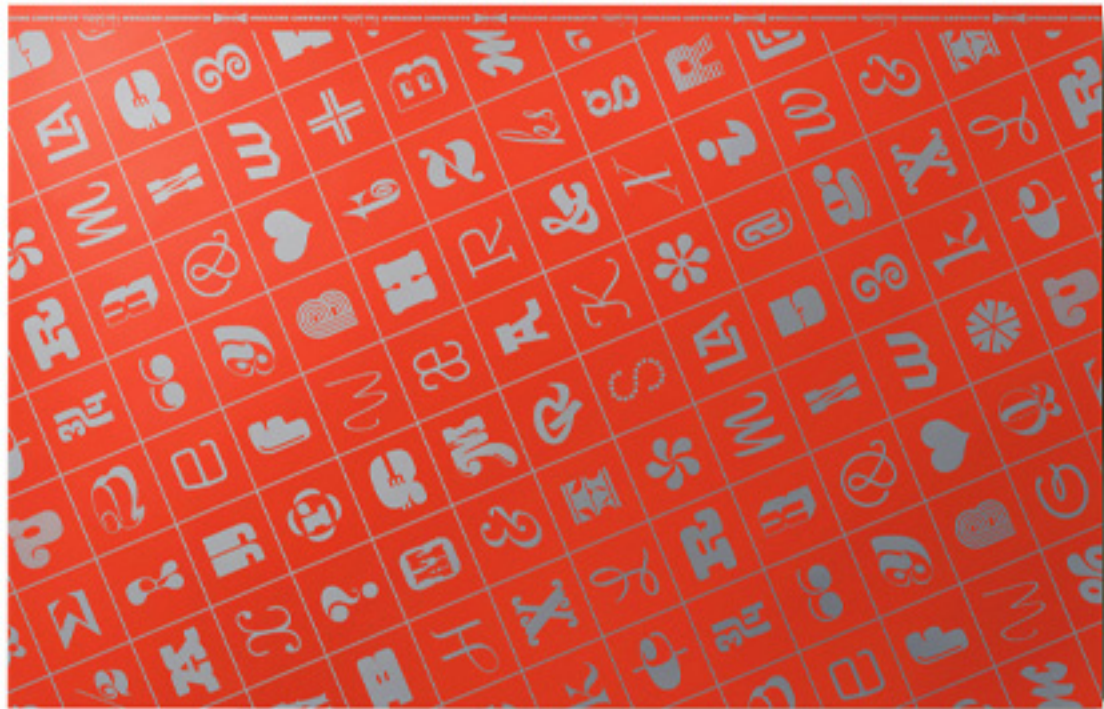






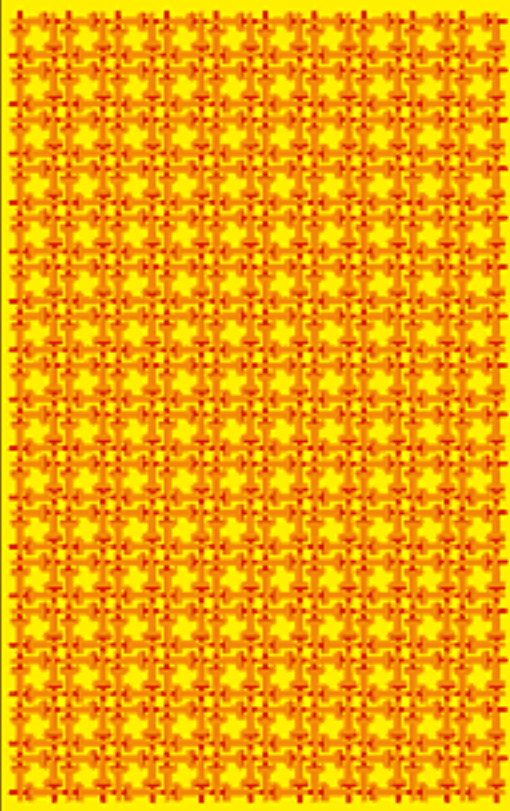


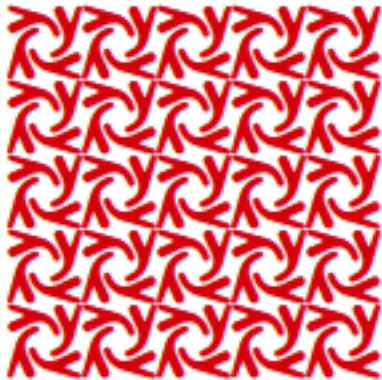




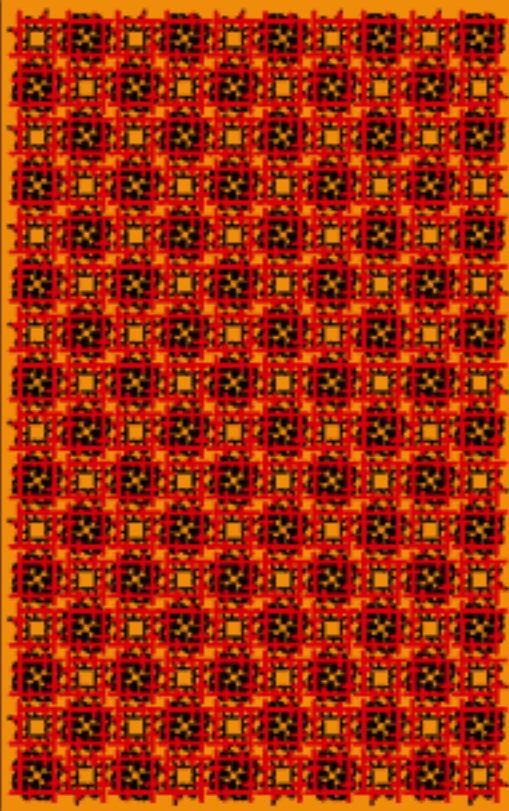


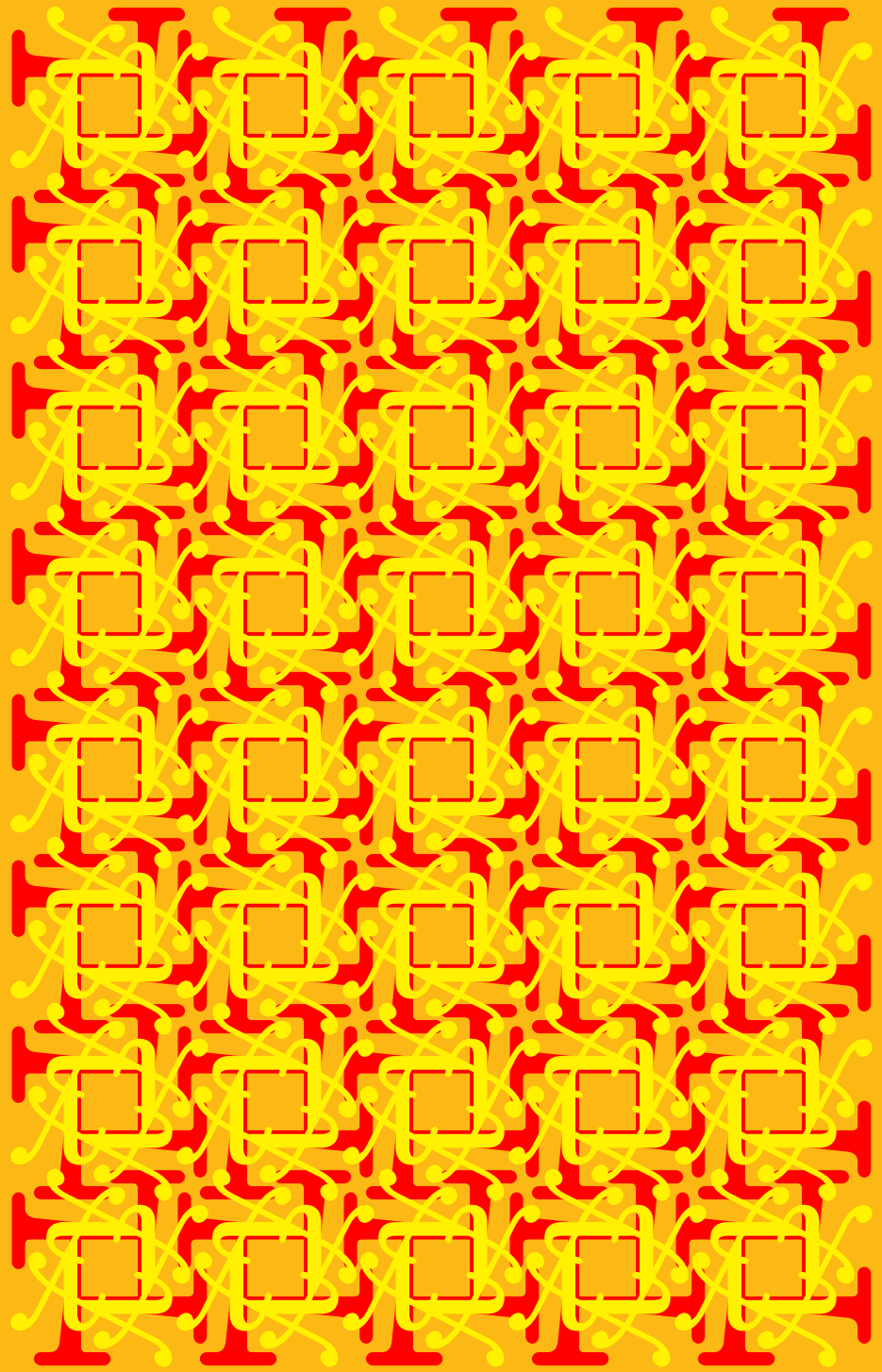


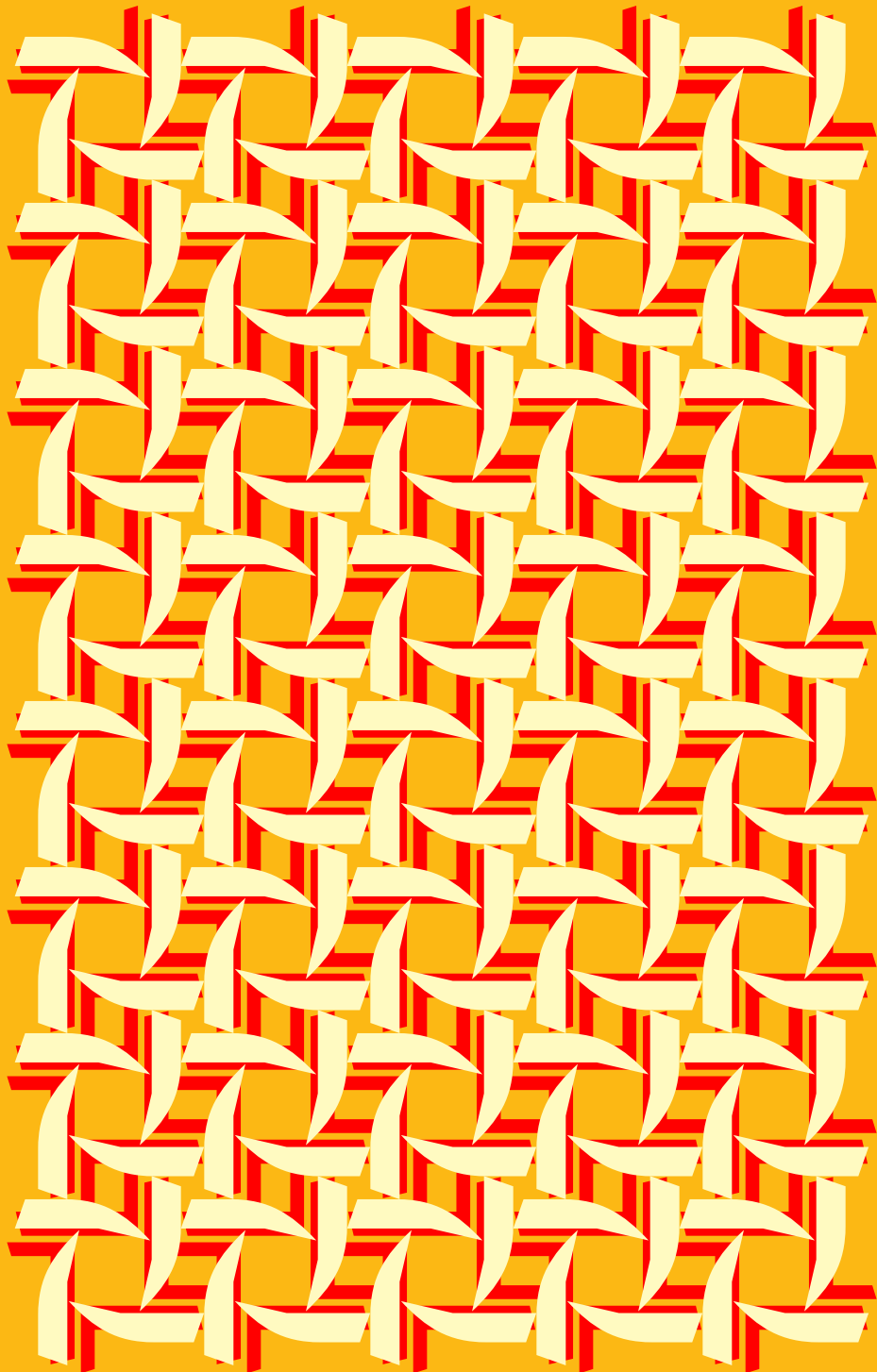












Hypnopædia

140 Patterns



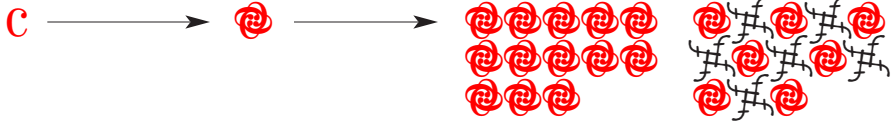
DESIGNED BY

ZUZANA LICKO

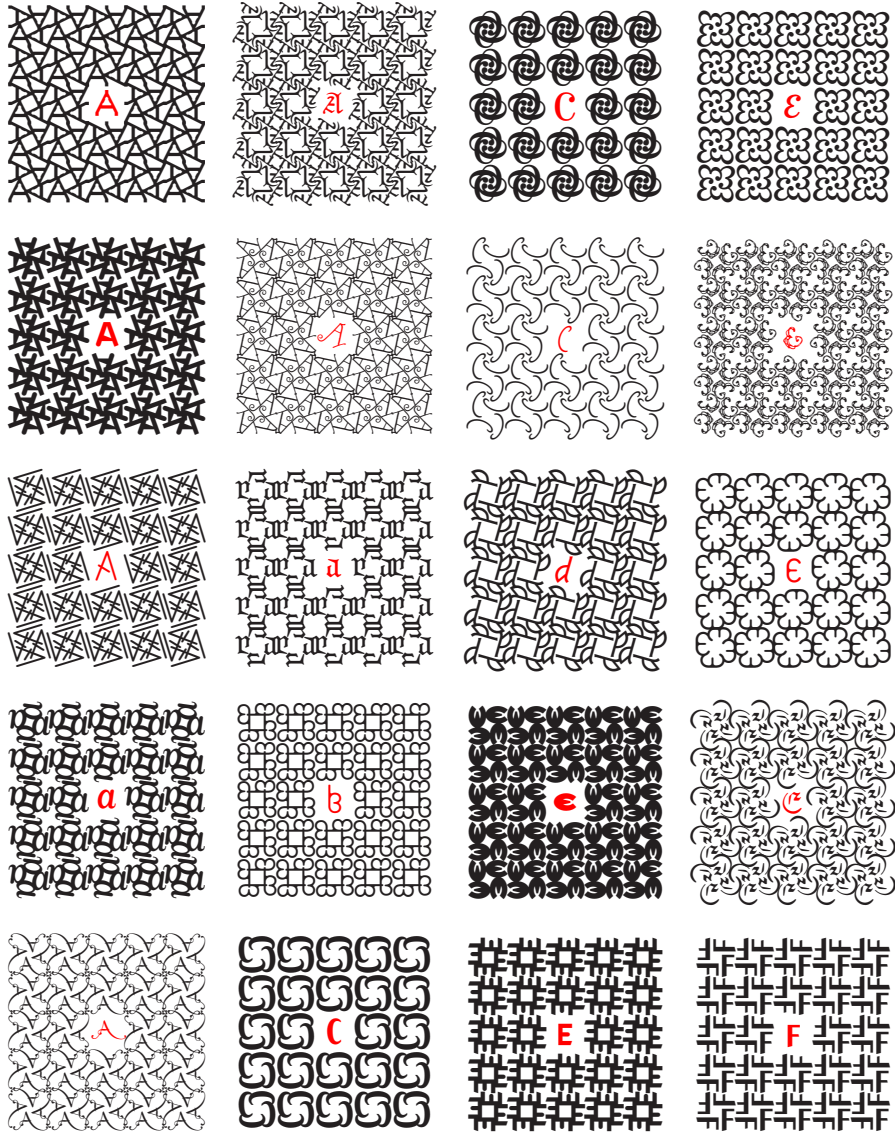
EMIGRE FONTS

BOOKLET DESIGNED BY RUDY VANDERLANS

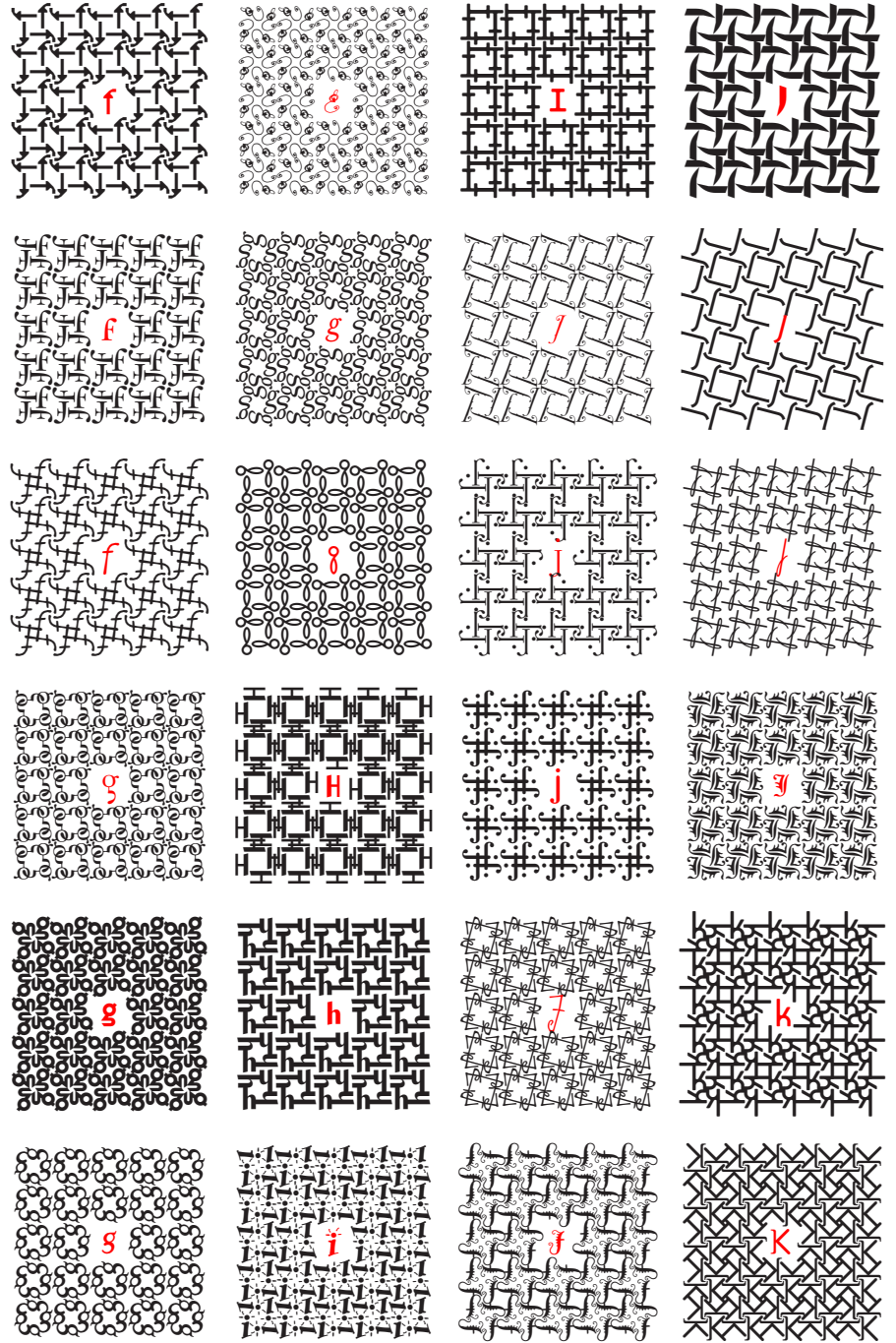
© 1 9 9 7



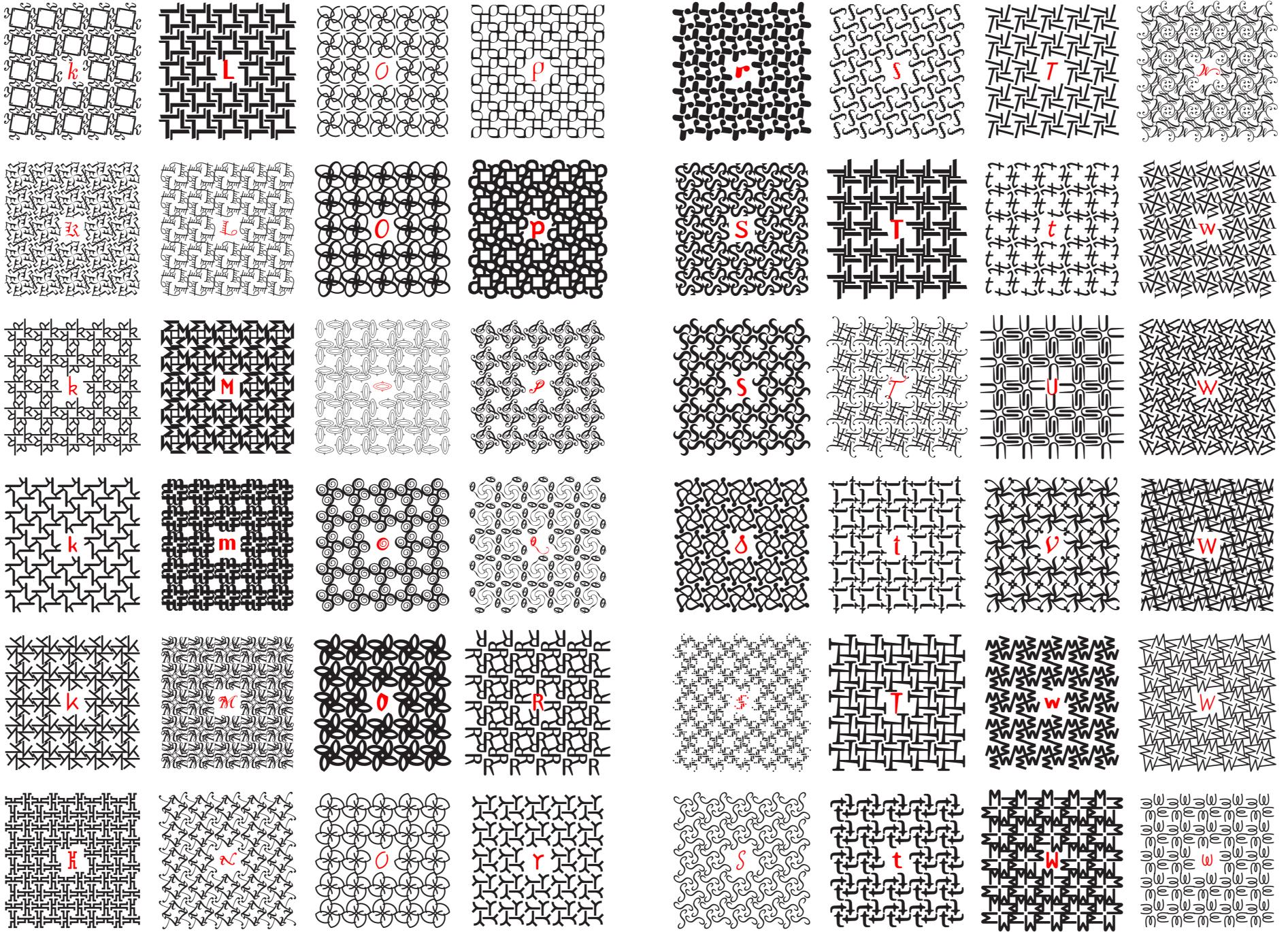
Each Hypnopædia illustration was created by concentric rotation of a single letterform from the Emigre Fonts library. When repeated, each Hypnopædia illustration creates a unique pattern of interlocking letter shapes. An infinite variety of patterns can be composed by combining and alternating the basic 140 Hypnopædia illustrations.



The 140 basic Hypnopædia patterns and their origins.

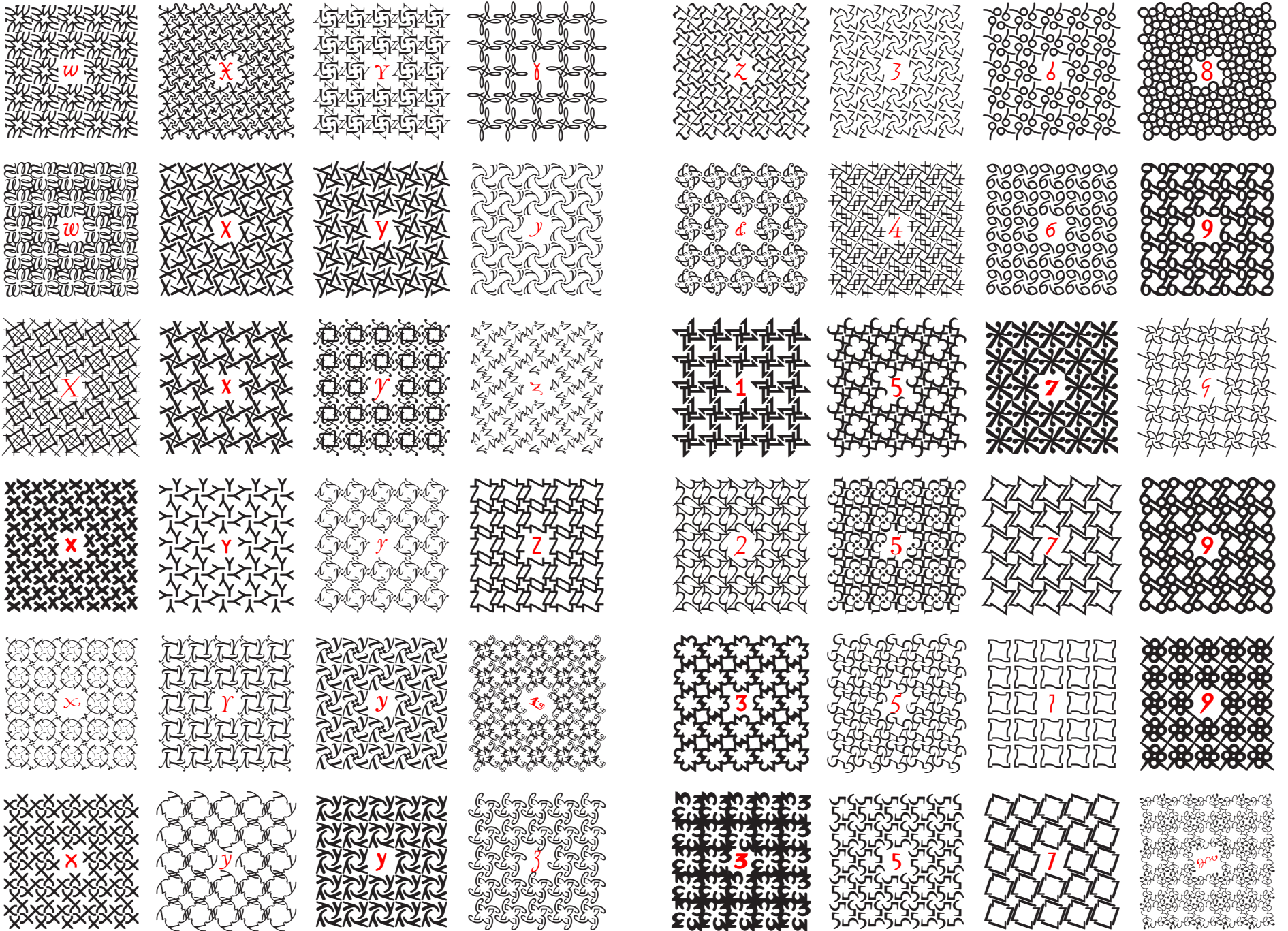


The 140 basic Hypnopædia patterns and their origins.



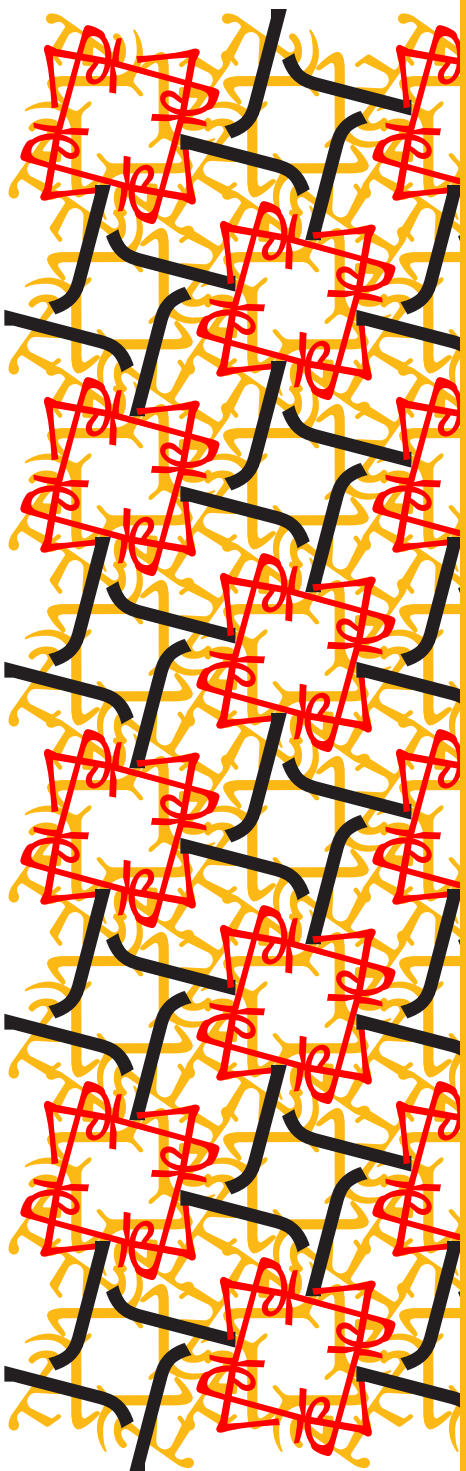
The 140 basic Hypnopædia patterns and their origins.

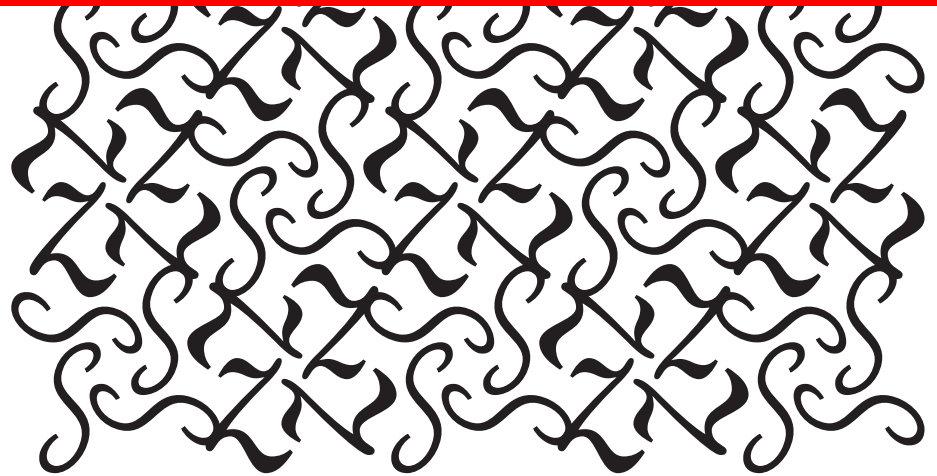
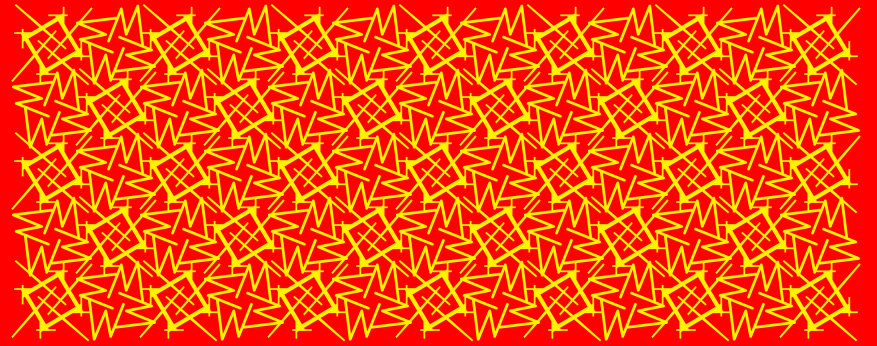
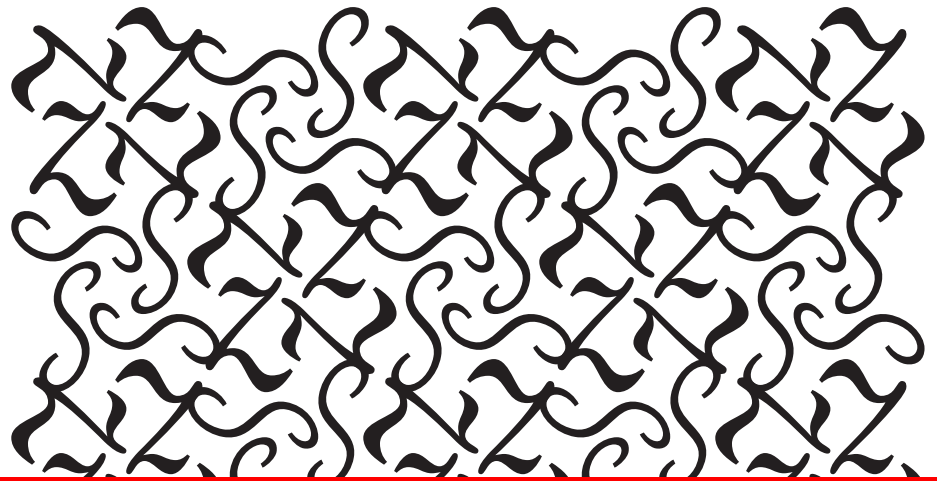
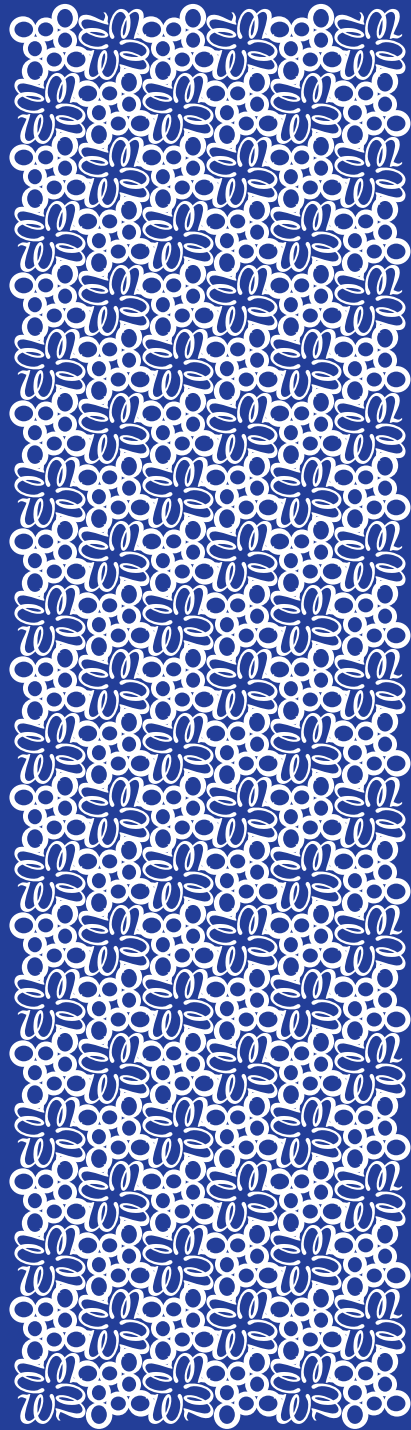
The 140 basic Hypnopædia patterns and their origins.

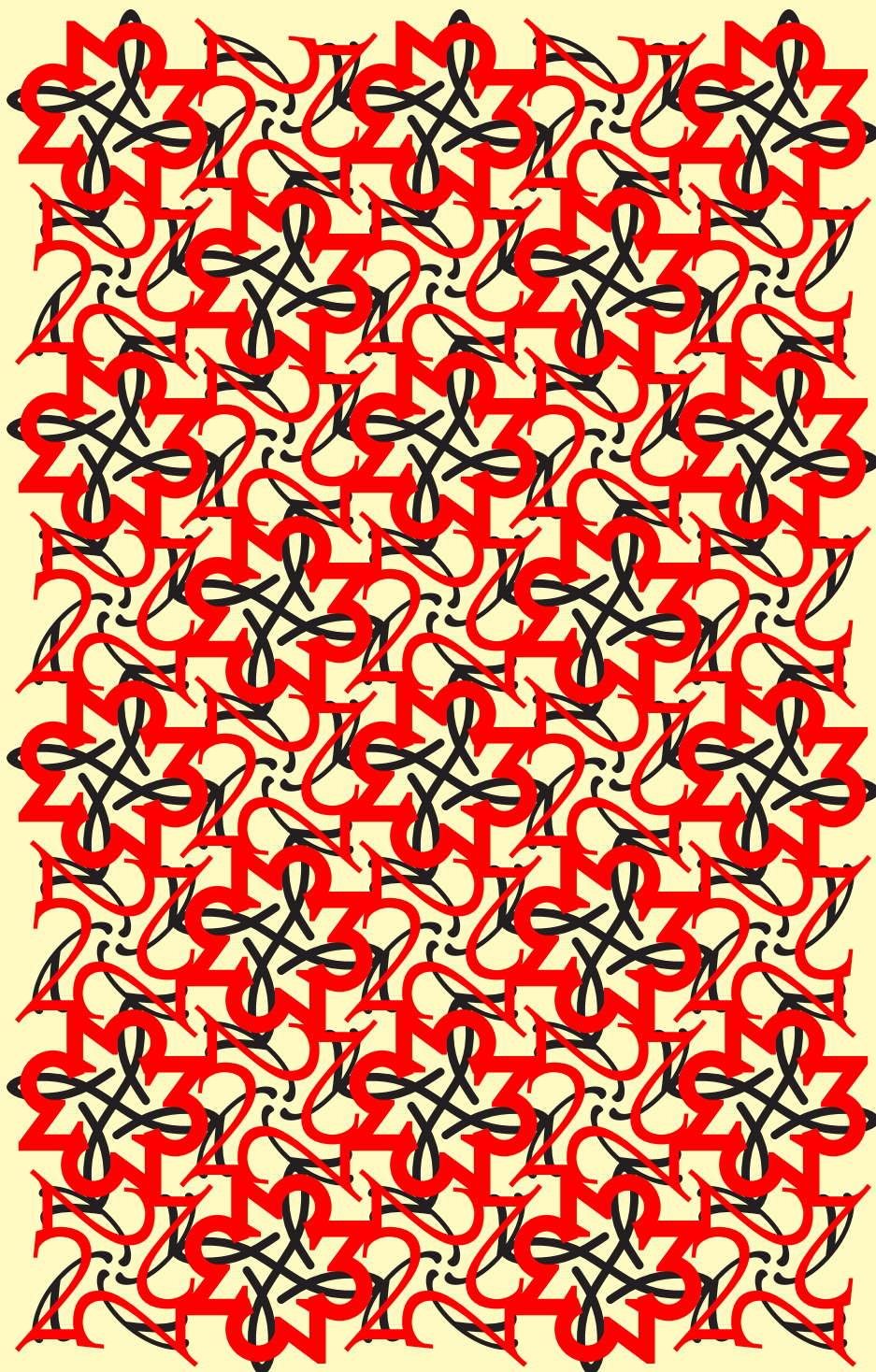
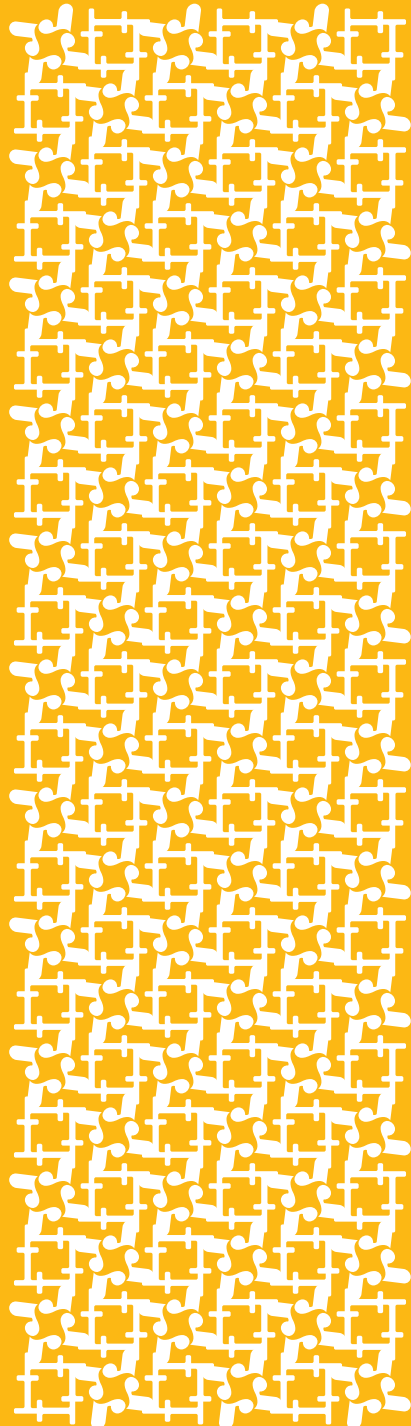
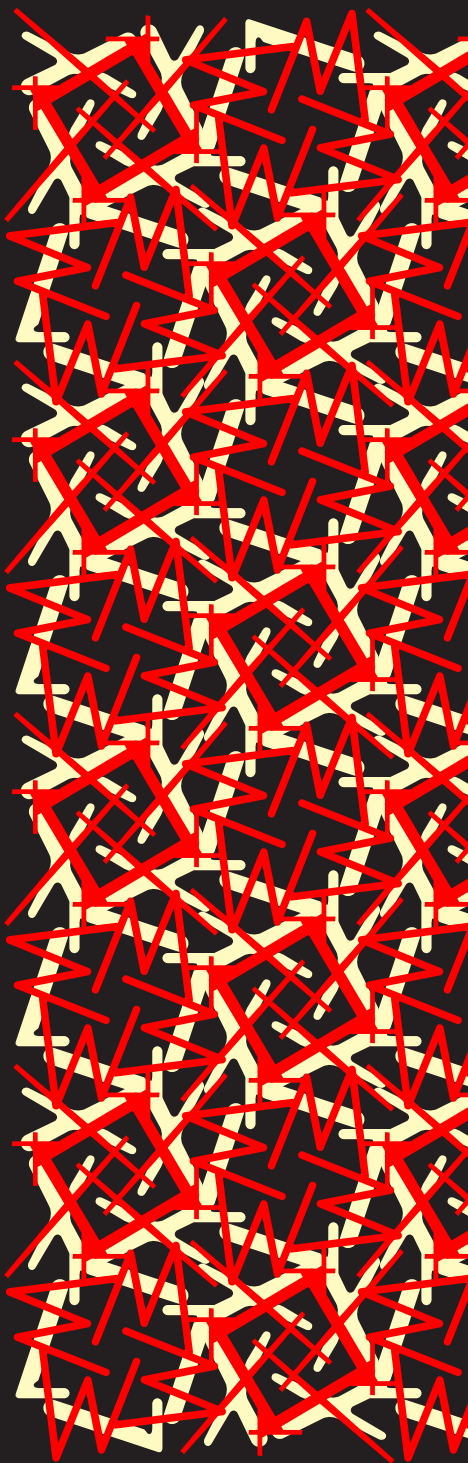


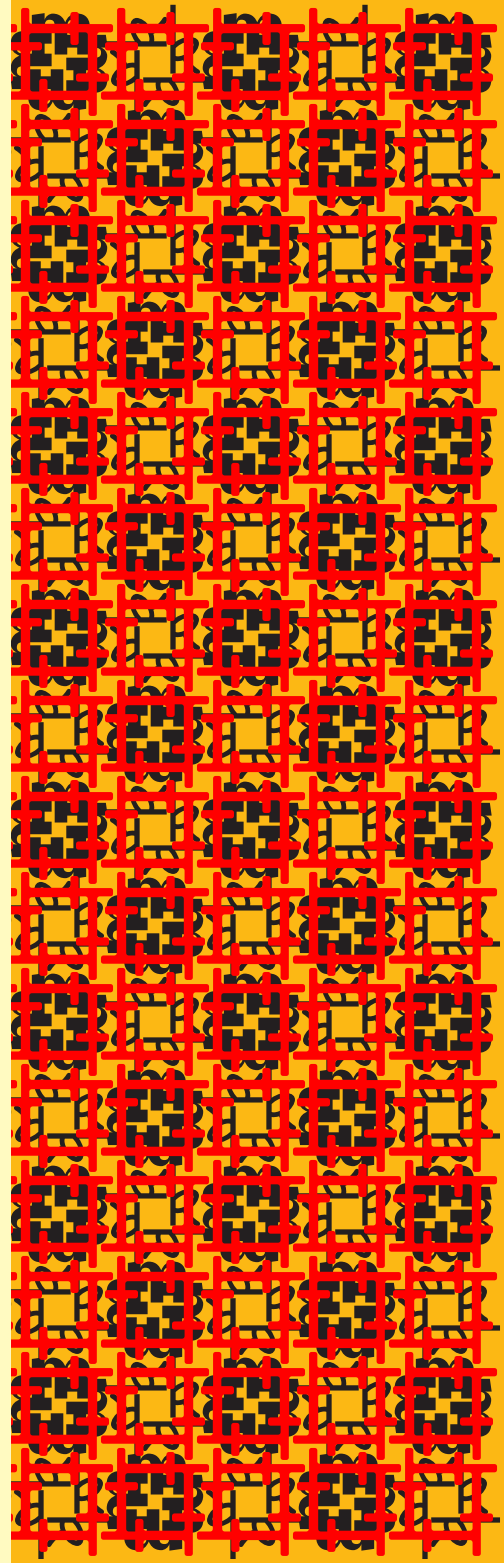
The 140 basic Hypnopædia patterns and their origins.

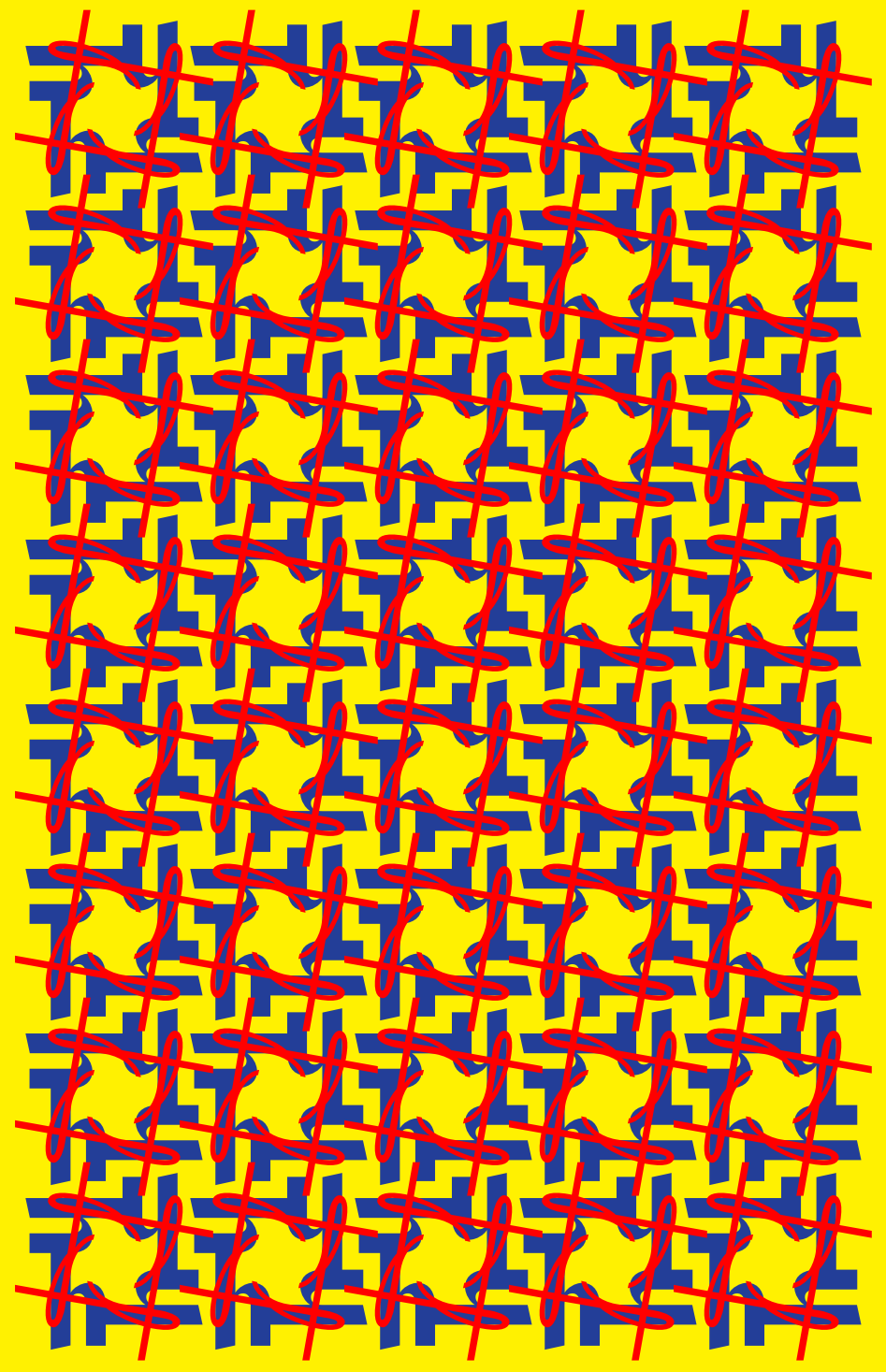
The 140 basic Hypnopædia patterns and their origins.

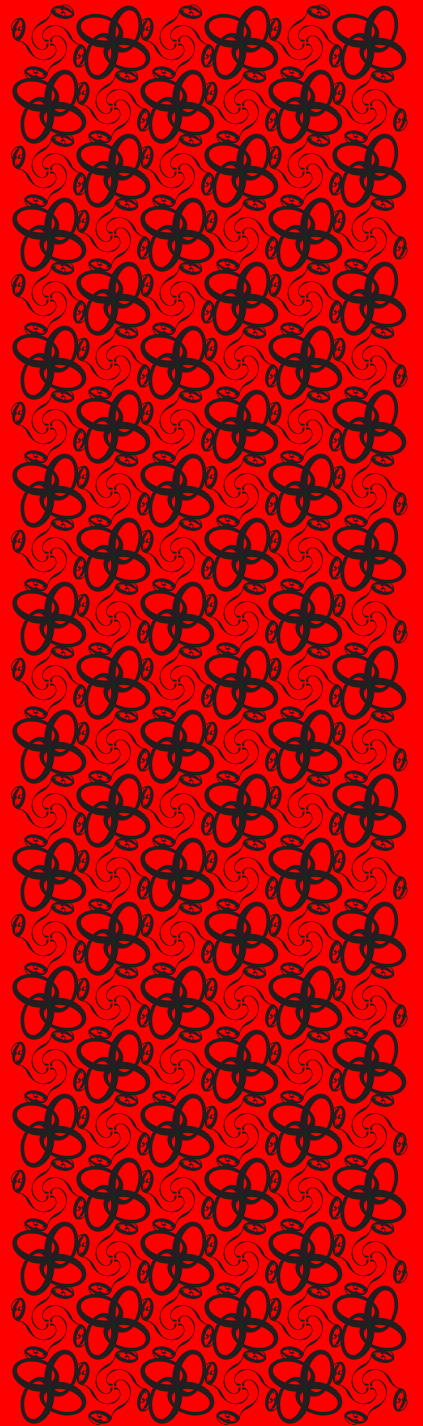
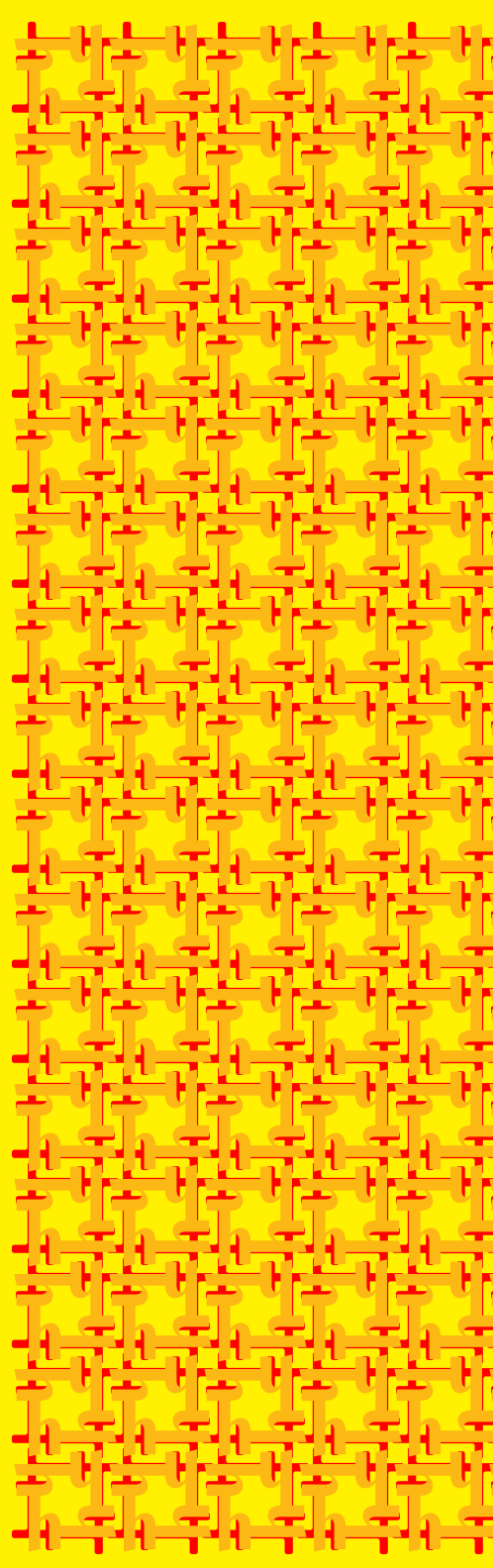
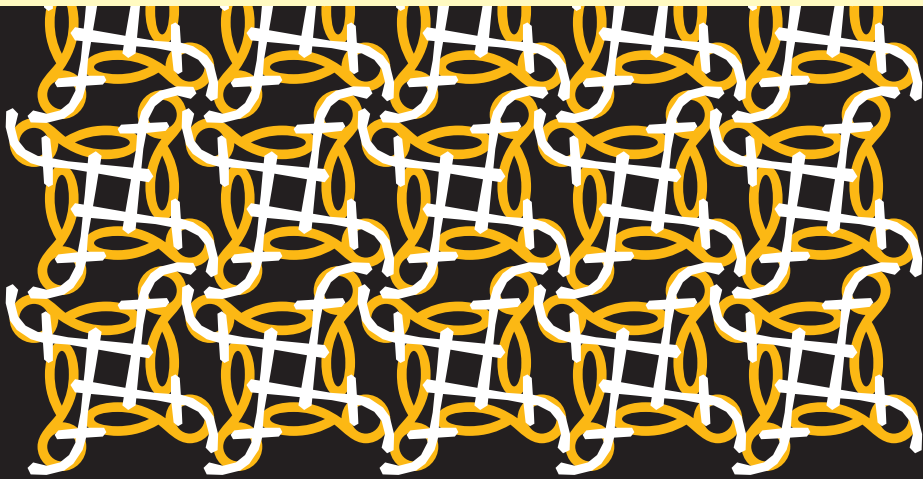
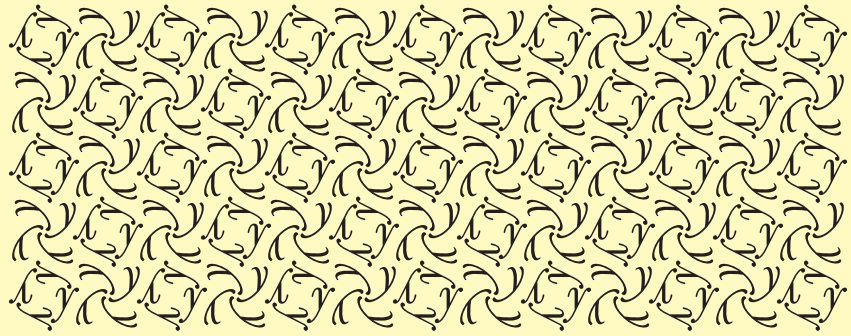
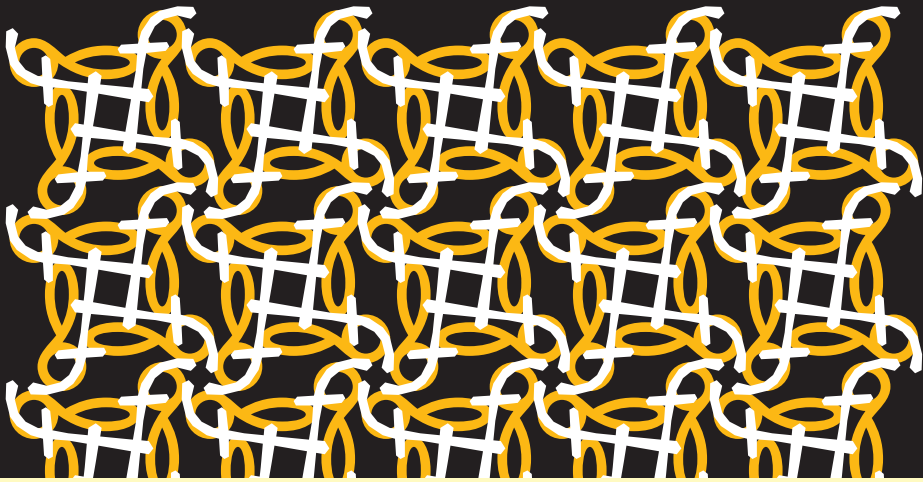


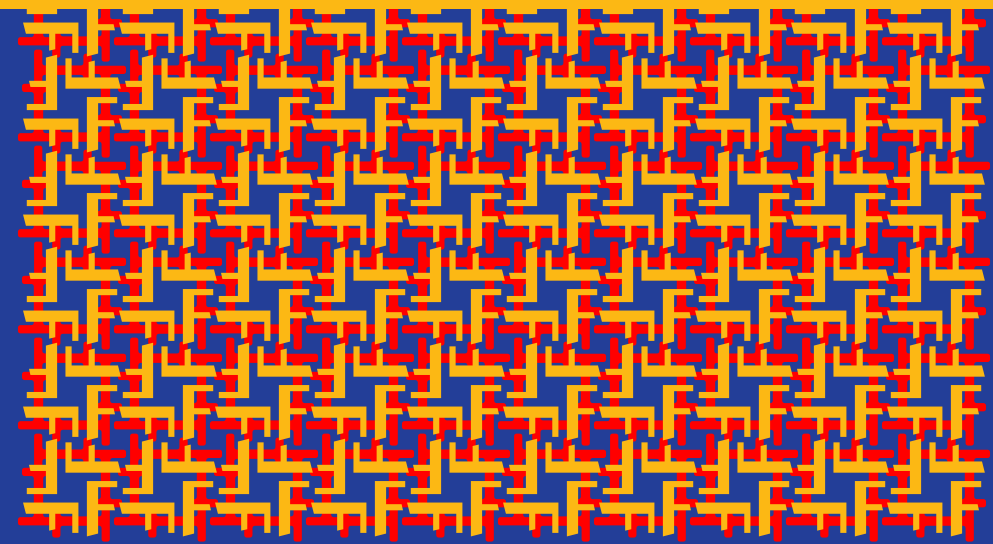
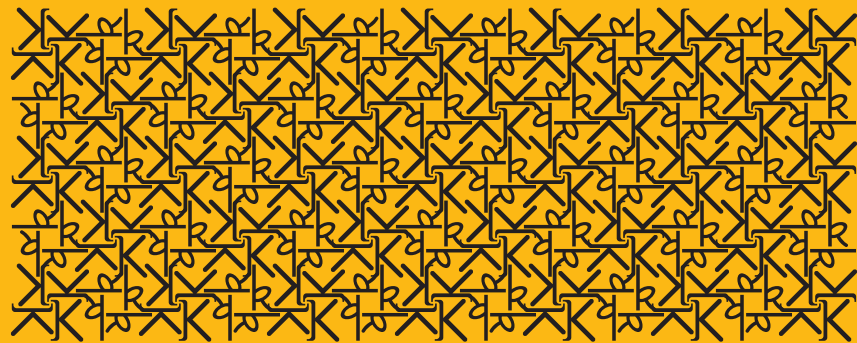
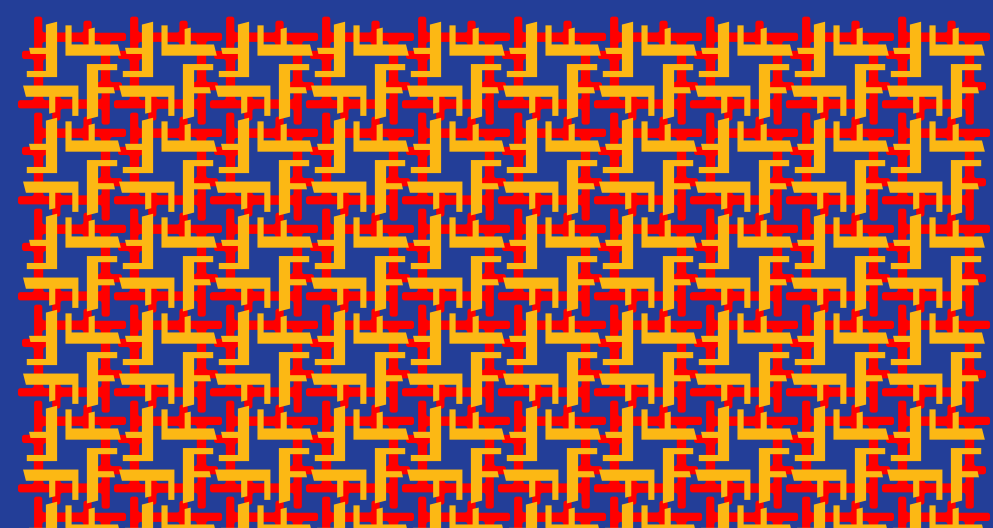
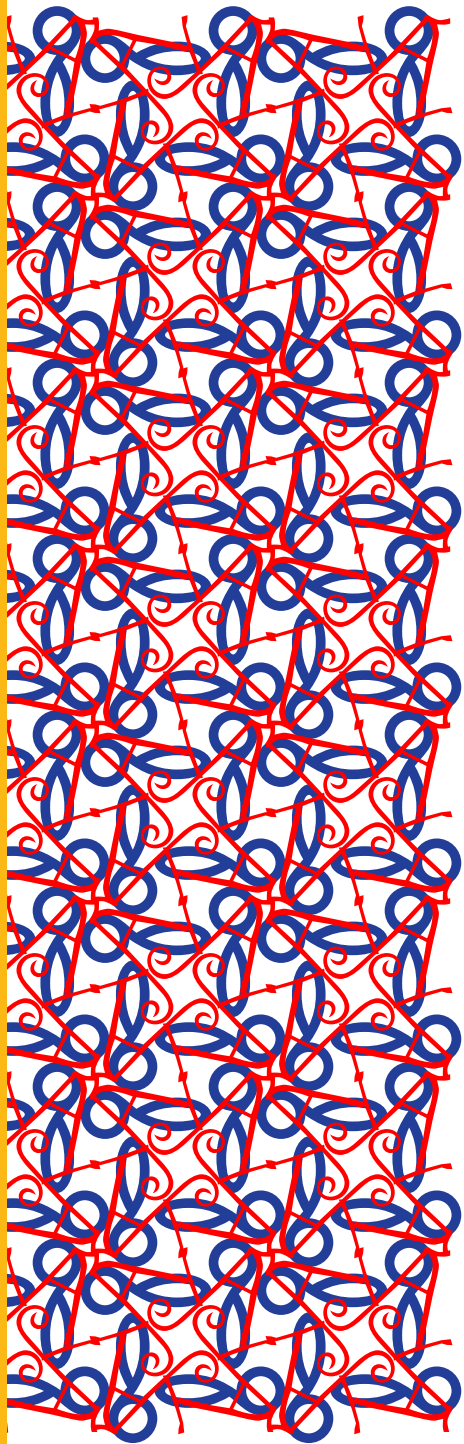
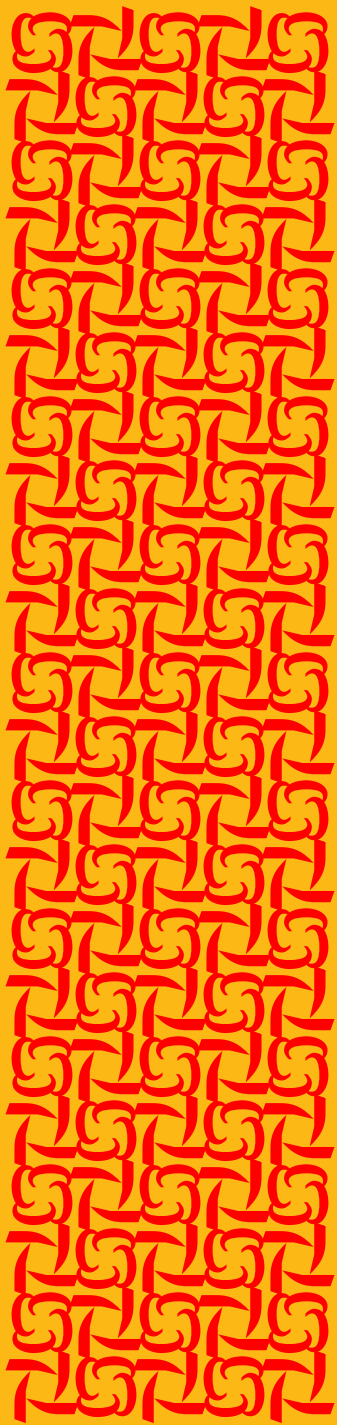


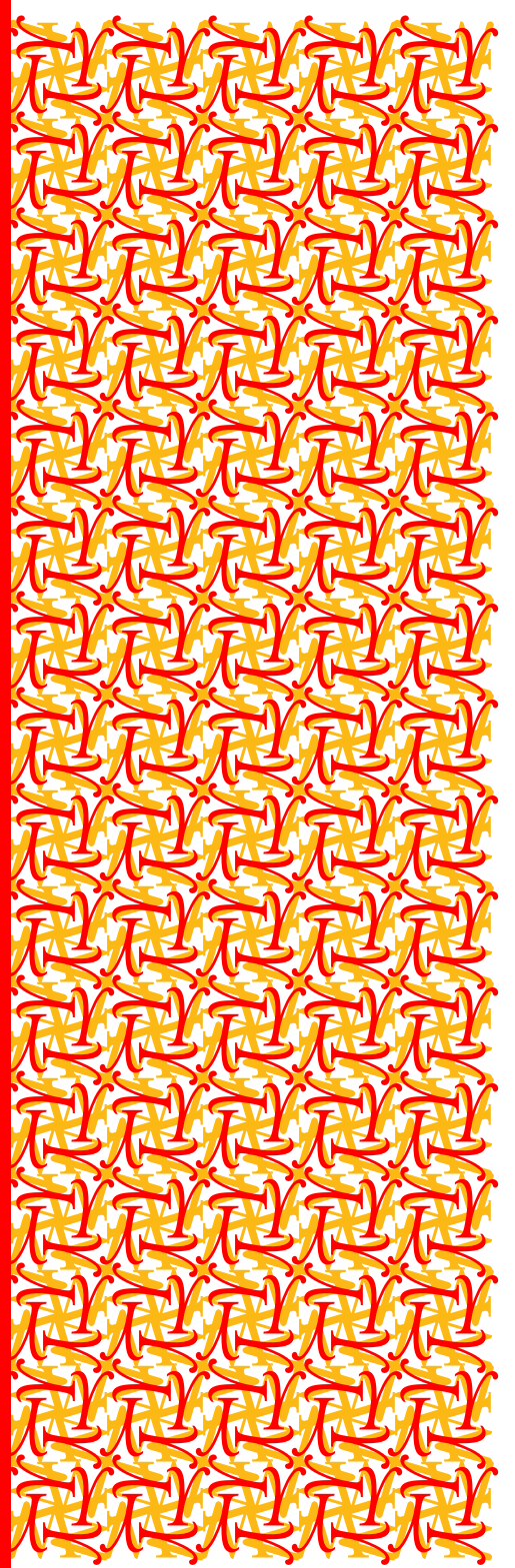
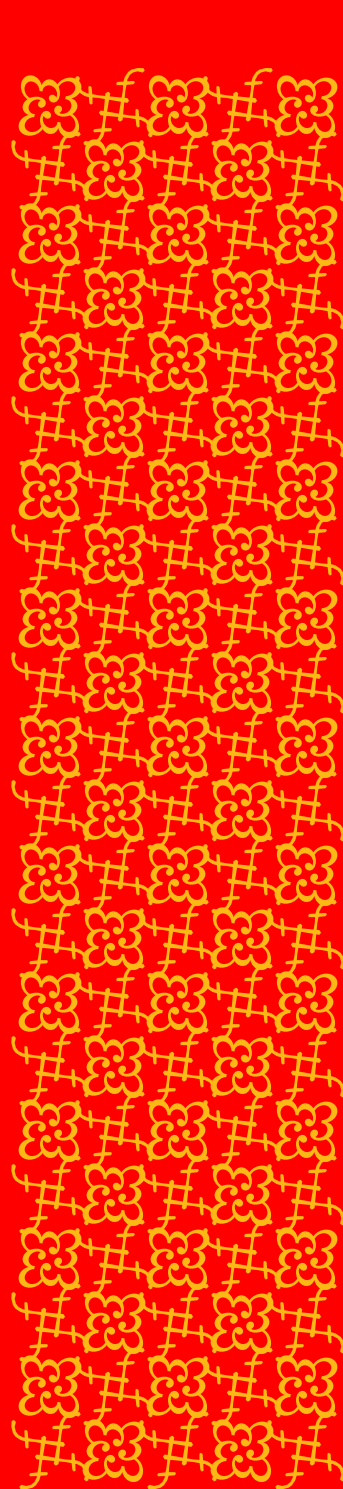
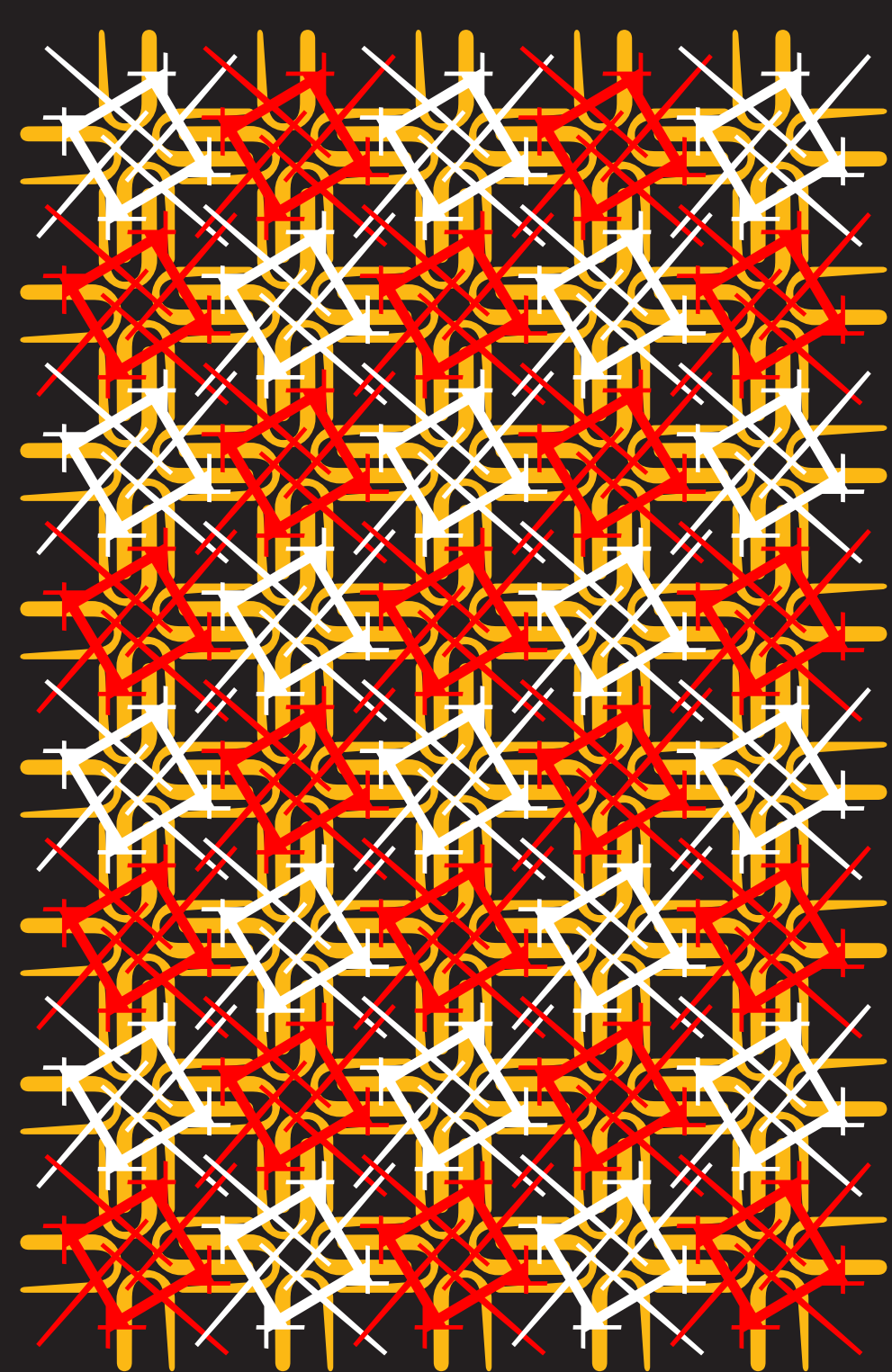


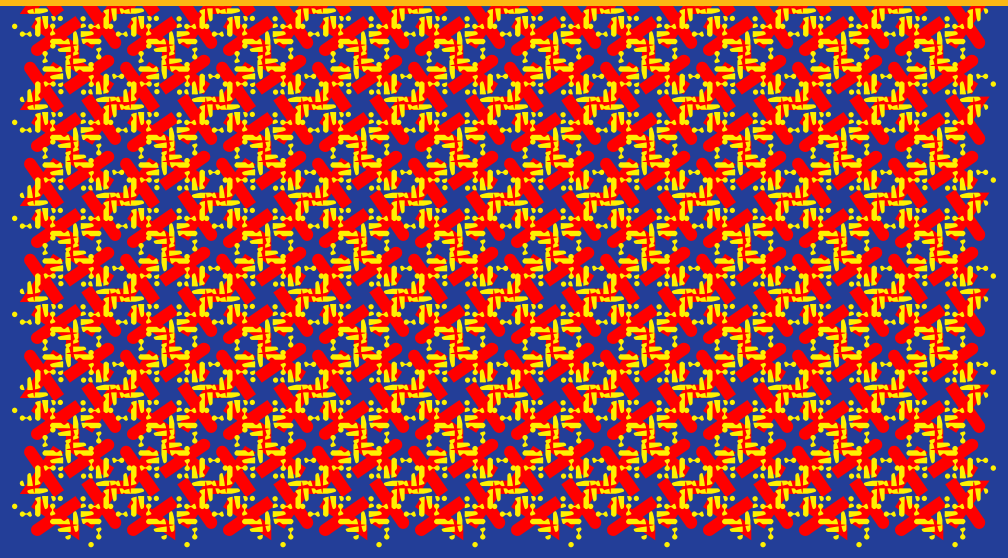
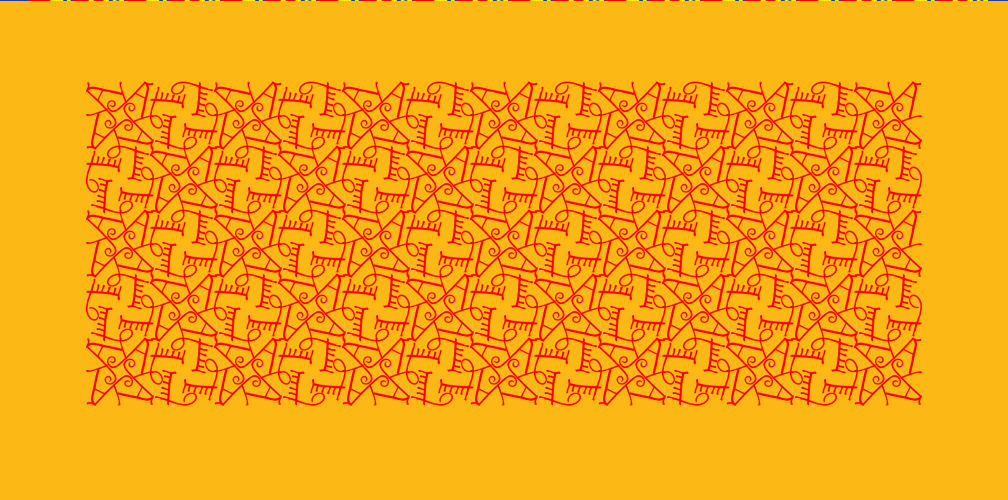
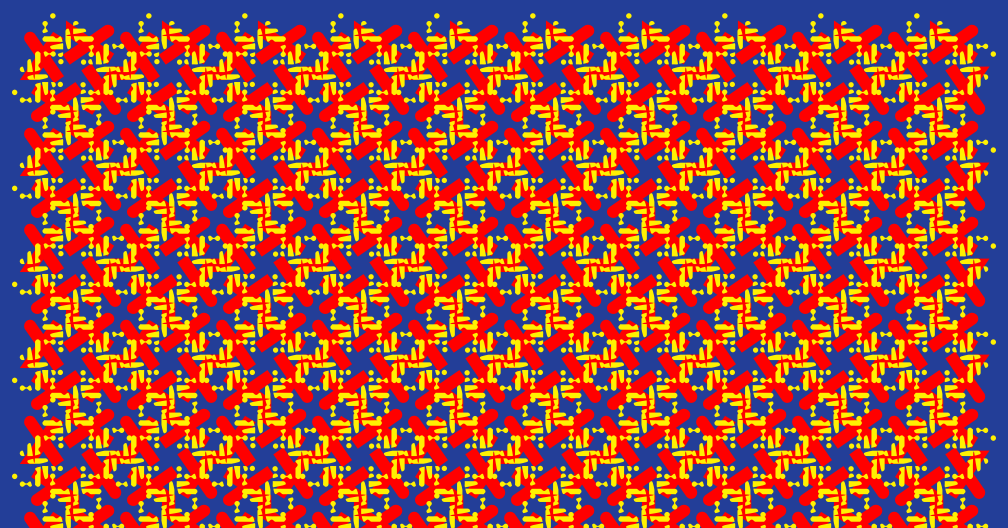
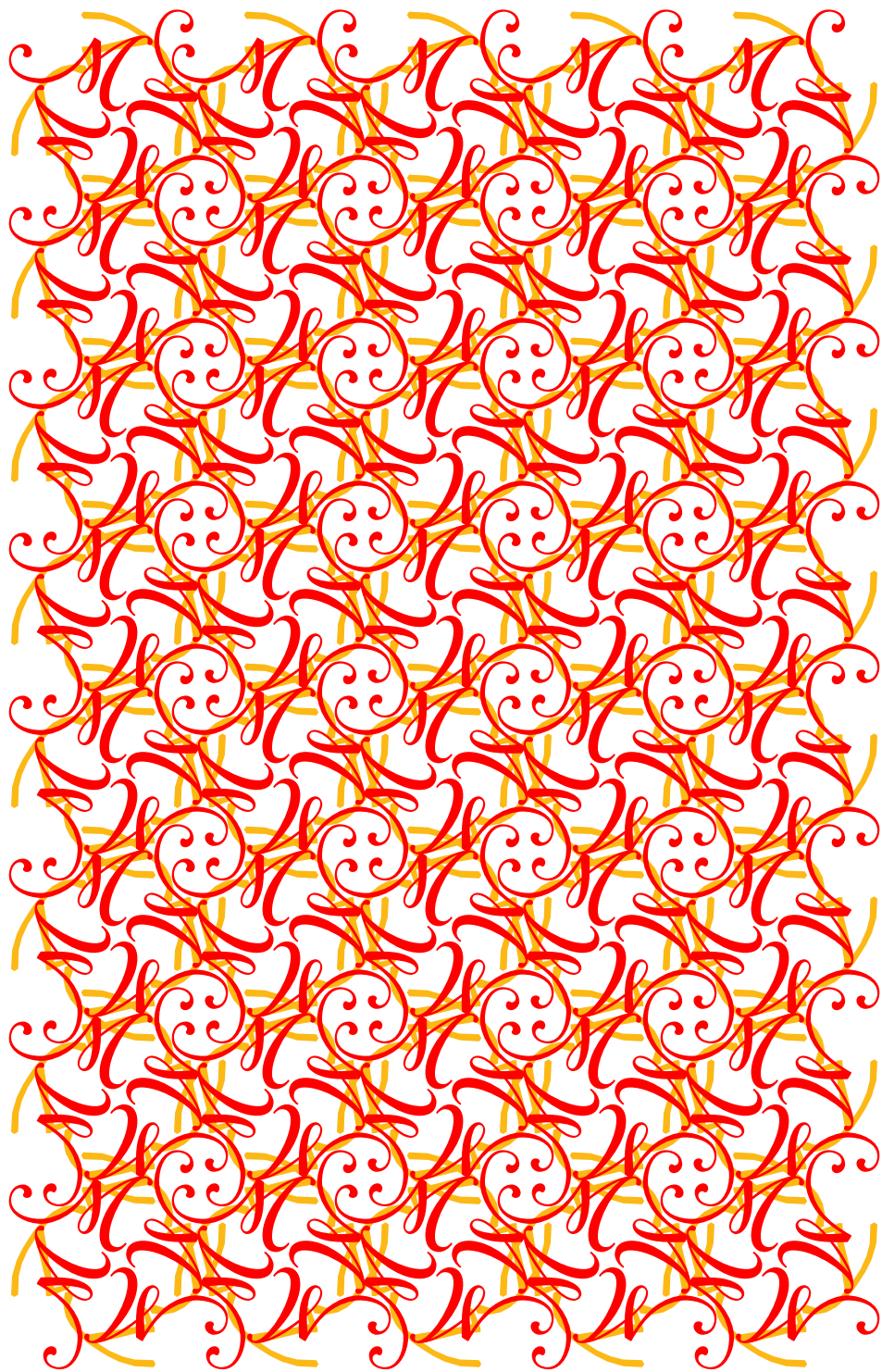


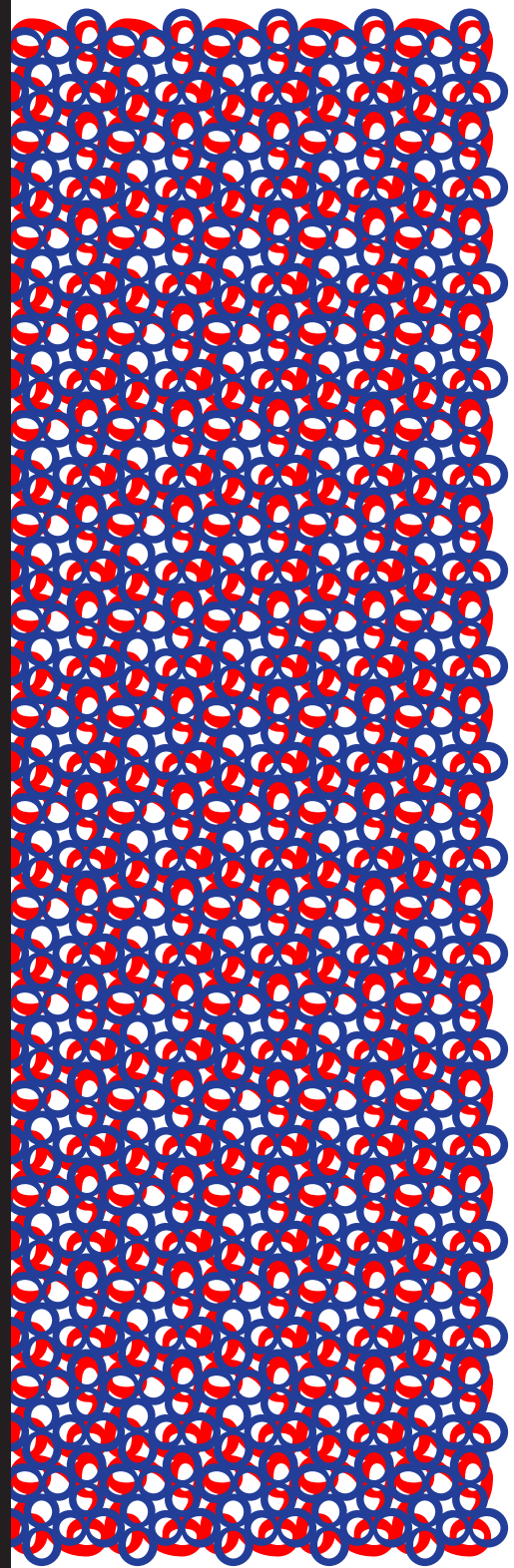
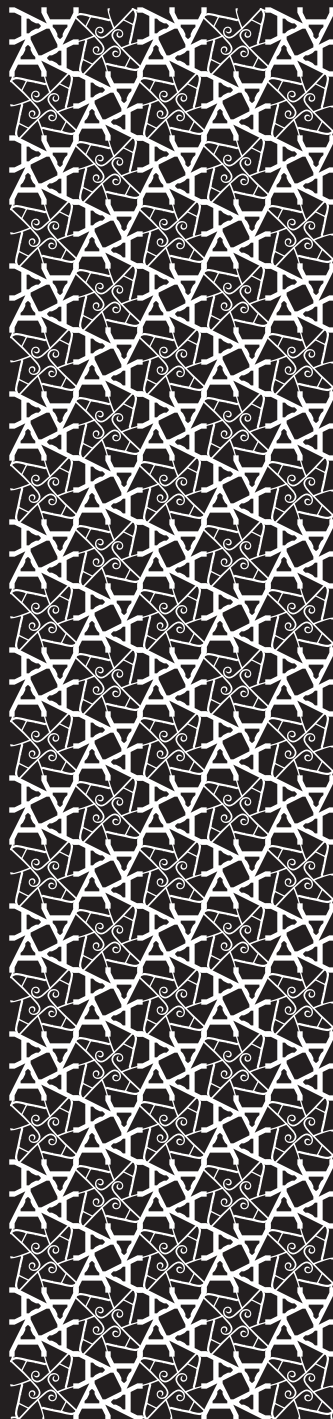
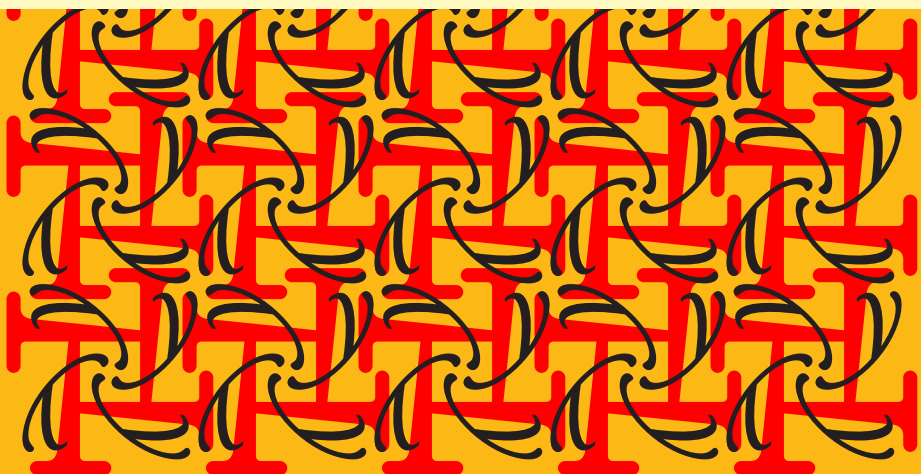
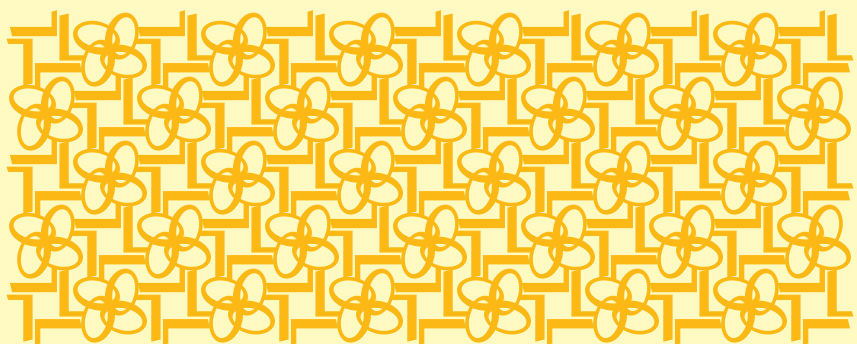
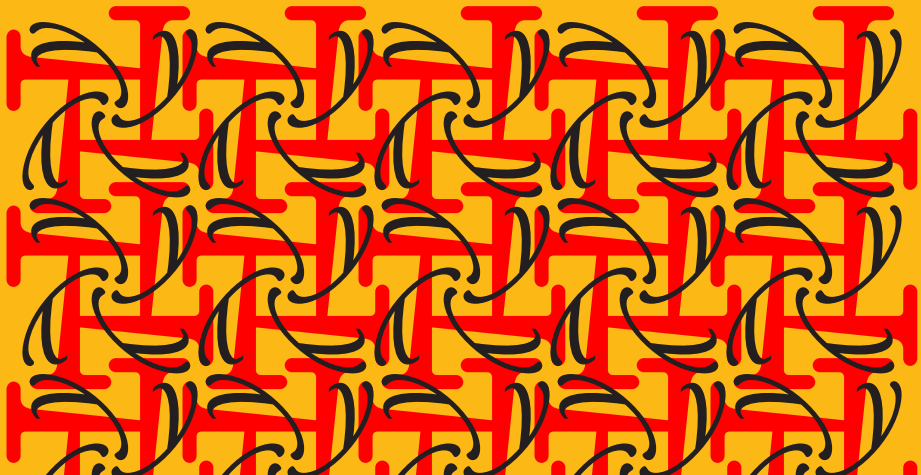


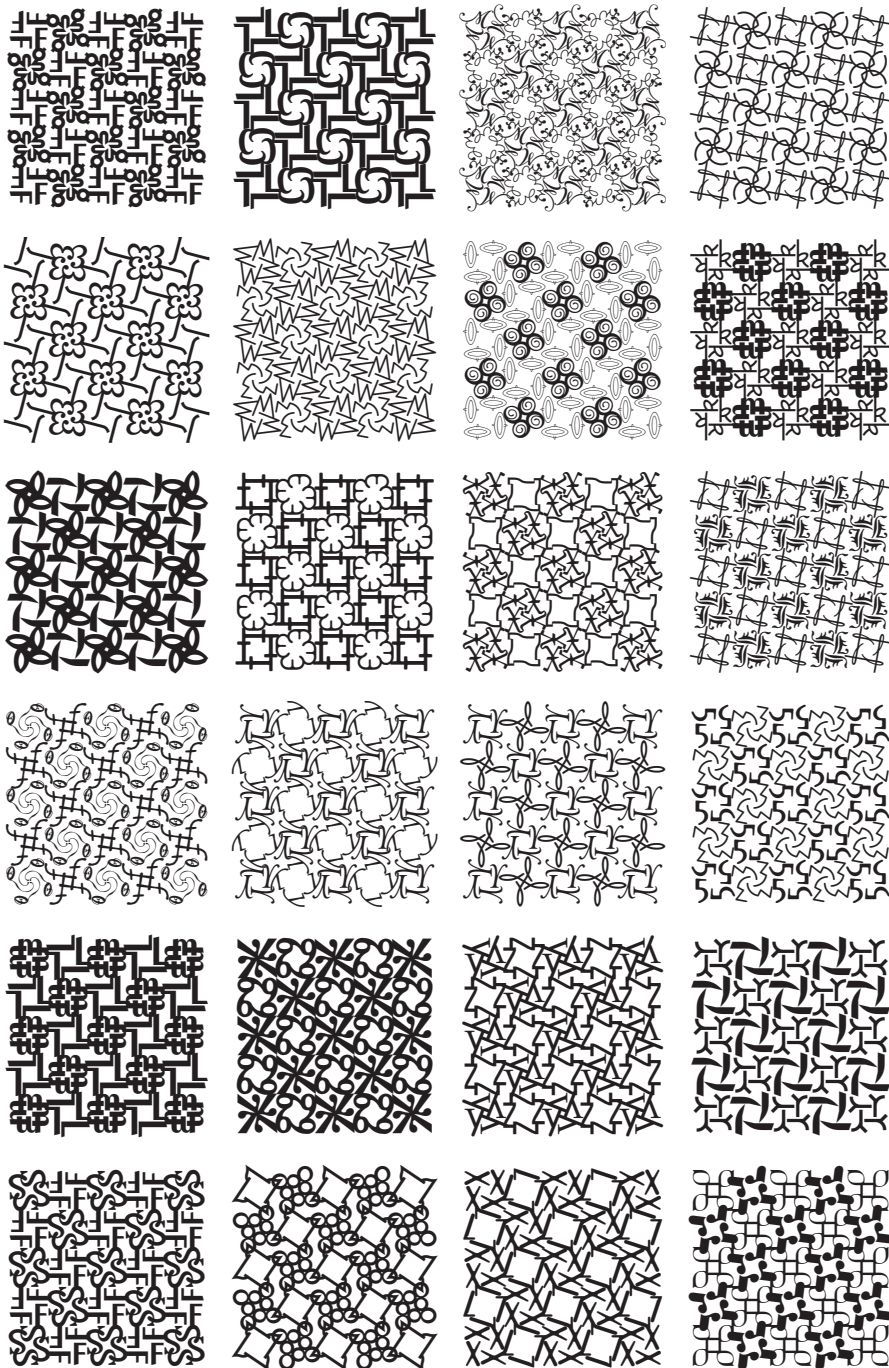












Sampling of patterns assembled by alternating and combining various Hypnopædia illustrations.

Hypnopædia 140 Patterns

Designed by Zuzana Licko

Price: \$59

Available in both Macintosh or Windows formats.



Hypnopædia Pajamas

Garment designed by Sharon Adlis

"x-y-z" fabric print designed by Zuzana Licko

Cream fabric printed with "x-y-z" pattern in sage green. Relaxed fit in heavy-weight 100% brushed cotton knit for warmth and comfort. Two-piece pajama set includes pants with elastic waist with draw string for adjustable fit and top with chest pockets and spread collar.

Price: \$85

Hypnopædia DELUXE; pajamas and font package plus booklet

Price: \$125

Choose from 5 unisex sizes; XS, S, M, L, XL

Pajamas are cut to allow for 5% shrinkage after the first washing, so order your true size.

Compare to U.S. women's dress sizes & men's shirt sizes.

	Dress:	Shirt:
XS	4-6	32
S	8-10	34
M	12-14	36-38
L	16-18	40-42
XL	20	44-46

How to Order

Orders received by 3 pm Pacific standard time are shipped the same day; fonts can be downloaded 24 hours a day via the Emigre on-line ordering system.

Order On-line

<http://www.emigre.com>

This is the most convenient way to order, and you'll avoid font shipping costs.

Order by Phone

Charge your credit card or pay upon c.o.d. delivery; see shipping chart for details.

Call 9-5 pacific time: 916.451.4344 or 800.944.9021 within the U.S.A.

Order by Fax

Anytime: 916.451.4351

Order by Mail

Enclose payment by check or charge your credit card; all checks must be payable through a US bank, in US dollars. Mail to: Emigre, 4475 D Street, Sacramento, CA 95819, U.S.A.

Gift Orders

Have an Emigre gift shipped directly to a friend.

Simply fill out a separate form for each address on your gift list and indicate that it is a gift. We can even include a short message if you specify.

<http://www.emigre.com>

At the Emigre web site you can preview samples of all Emigre fonts as well as full color images of *Emigre* magazine back issues, posters, and other projects. You can order all of these items on-line 24 hours a day. Fonts are available for immediate download and all other items are shipped the next business day.

We provide a secure link for users with current versions of Netscape, AOL or Explorer browsers. Users with browsers that do not support secure connections can choose the non-secure method, or can contact us by phone (at 916.451.4344 or 800.944.9021) to have fonts emailed.

Emigre now offers single font sales when ordering on-line. **Price per single font: \$39**

To order on-line, point your web browser to:

<http://www.emigre.com>

From the main page go to the "order" section and then select "order on-line." Or go directly to:

<http://www.emigre.com/EOrder.html>

Product List

Emigre Fonts

For a complete showing of all Emigre Fonts please refer to the Emigre Catalog. Please specify format: Mac PostScript, Mac TrueType, or PC.

Macintosh System Requirements

Any Macintosh computer running System 6.0.3 or later; both PostScript and TrueType Emigre Fonts are System 7 compatible; TrueType requires System 7 or later. Each package includes NFNT Screen Fonts Files, Printer Files, AFM Files, and installation directions.

IBM System Requirements

Any IBM / PC compatible running Windows 3.1 or Windows 95. Emigre Fonts are Windows 3.0 compatible with ATM (Adobe Type Manager.) Each package includes TrueType, PFB, PFM and AFM Files with IBM installation directions.

Volume Packages Save 20-30%

Volume 1 \$388 + 30.07 tax
Volume 2 \$408 + 31.62 tax
Volume 3 \$640 + 49.60 tax
Volume 4 \$535 + 41.46 tax
Volume 5 \$336 + 26.04 tax
Volume 6 \$298 + 23.10 tax
Volume 7 \$402 + 31.16 tax
Base-12 / Base-9 Volume \$199 + 15.42 tax
Base Monospace Narrow / Wide Volume \$149 + 11.55 tax
Blockhead / Thingbat Volume \$146 + 11.32 tax
Filosofia Volume \$149 + 11.55 tax
Modula Round Volume \$151 + 11.70 tax

Emigre Magazine

U.S. 4-Issue Subscriptions

FREE (To qualified people on the Emigre mailing list)

Foreign 4-Issue Subscriptions

Canada \$18.00 – Elsewhere \$29.00

Deluxe 4-Issue Subscriptions “Special Delivery”

Are your subscriber issues of Emigre magazine arriving in less than perfect condition? To receive each of your subscription issues in a cardboard box, please select the deluxe, special delivery subscription:
Deluxe US \$49.00; Canada \$65.00; Elsewhere \$73.00

Emigre Magazine Back Issues

Issues 19-24, 26, 28, and 30-41 are available at the cover price of \$7.95 + .62 tax
A limited number of collectors issues is available at collectors prices starting at \$50.

Books & Booklets

Six Essays (+2) on Design and New Media

(New Version with two additional essays!)

Paperback edition \$12.00 + .93 tax 1 item shipping rate

Stencilled Ornament & Illustration

\$30.00 + 2.33 tax 2 item shipping rate

And She Told 2 Friends

\$20.00 + 1.55 tax 1 item shipping rate

Mrs Eaves Booklet

Letterpress printed limited edition
\$12.00 + .93 tax 1 item shipping rate

Emigre (the Book):

Graphic Design into the Digital Realm

Regular edition \$24.95 + 1.93 tax 2 item shipping rate
Deluxe edition \$50.00 + 3.88 tax 4 item shipping rate

Lift & Separate

\$20.00 + 1.55 tax 1 item shipping rate

Looking Closer 2: Critical Writings on Graphic Design

\$18.95 + 1.47 tax 1 item shipping rate

The 100 Show: The 17th Annual of the ACD

\$30.00 + 2.33 tax 2 item shipping rate

Sampler Bag

A collection of Emigre goodies \$15.00 + 1.16 tax

Emigre Music & Multimedia

Please see our on-line music offers, featuring the Music Volume Pack of 11 CDs + 9 posters; special prices available only when ordered on-line.

<http://www.emigre.com/MUSIC.html>

Addictions + Meditations by AudioAfterBirth

12 Tracks plus video on CD only

CD \$15.00 + 1.16 tax

Throwing Apples at the Sun

Multi-Media CD including 11 fonts and 4 poster set

\$99.00 + 7.67 tax Macintosh format CD only.

Music Sampler No. 3

CD \$9.95 + .77 tax

Deluxe Music Sampler No. 3

CD in custom-made box \$15.00 + 1.16 tax

Music Sampler No. 2

CD \$9.95 + .77 tax

Deluxe Music Sampler No. 2

CD \$15.00 + 1.16 tax

The Biographic Humm by Fact TwentyTwo

Ltd. edition hardbound CD \$18.00 + 1.40 tax

Pajamas

Hypnopædia Deluxe (Includes pajamas and Hypnopædia pattern font plus booklet) \$125.00 + 9.69 tax
3 item shipping rate. Please specify pajama size and font format.

Hypnopædia (Pajamas only) \$85 + 6.59 tax

3 item shipping rate. Please specify size; XS, S, M, L, XL

Postcards

This 12

Twelve full-color cards by John Weber \$12.00 + .93 tax

Posters

Individual Posters

Any poster from the below sets \$8.00 + .62 tax

Emigre Magazine/ Fonts Poster Set

14 Posters \$50.00 + 3.88 tax shipped in a tube

Emigre Music Poster Set

9 Posters \$45.00 + 3.49 tax shipped in a tube

T-shirts

Please specify size; large or x-large.

Emigre House Logo T-shirt \$17.00 + 1.32 tax

Emigre Music T-shirt \$15.00 + 1.16 tax

Every Good Boy T-shirt \$15.00 + 1.16

Globe T-shirt \$15.00 + 1.16 tax.

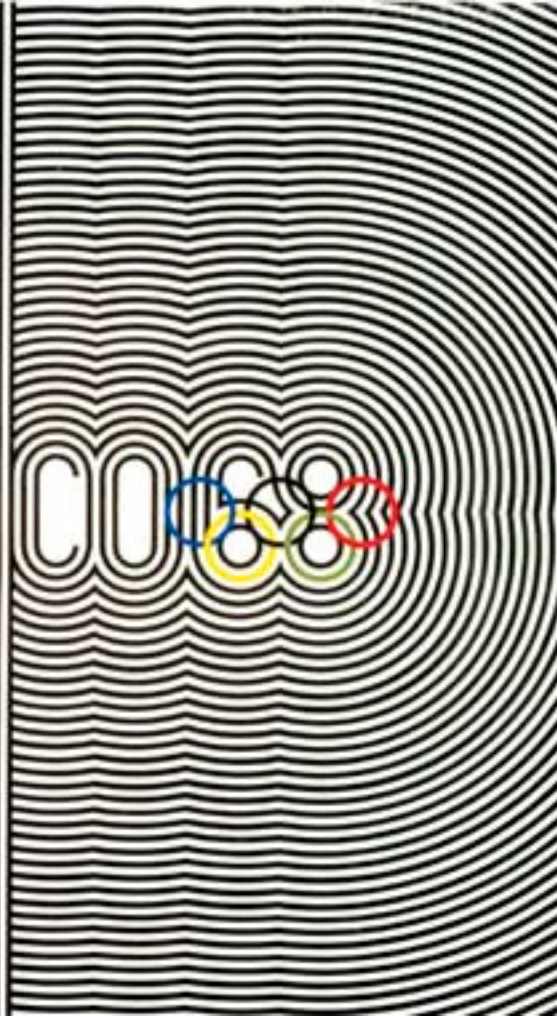
Hat T-shirt \$15.00 + 1.16 tax.

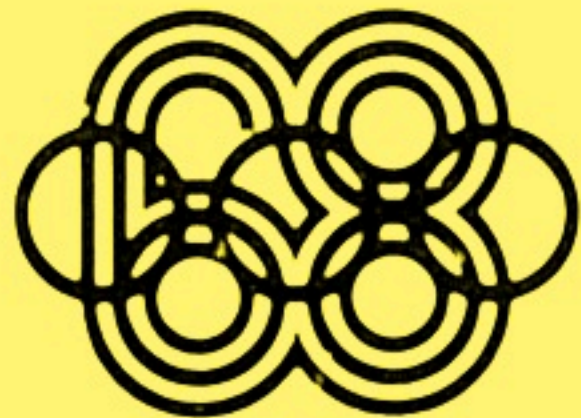
Design is a Good Idea T-shirt \$15.00 + 1.16 tax.

Emigre Mousepad New Design!

\$3.95 + .31 tax (Be sure to ask for a Free Mousepad with any order of \$300 or more!)







MEXICO 68

MEXICO 68

The image features a large, stylized graphic logo for the 1968 Mexico City Olympics. The word "MEXICO" is rendered in a bold, multi-lined, blocky font. The "M" is particularly tall and narrow, with multiple parallel lines. The "X" is formed by two intersecting lines. The "O"s are also multi-lined and rounded. To the right of "MEXICO", the year "68" is written in a similar multi-lined style. Overlaid on the "68" are the five Olympic rings: blue, yellow, black, green, and red. The entire logo is set against a light-colored, vertically-paneled wall. In the foreground, the lower portions of two people are visible, walking past the wall. One person on the left is a woman with dark hair in a ponytail, wearing a white top. The person on the right is a woman with dark hair, wearing a pink top and a white headband.



Saks Fifth Avenue

1946

SAKS Fifth Avenue

1955

Saks Fifth Avenue

1955

*Saks
Fifth
Avenue*

1973

SAKS

FIFTH

AVENUE





*Saks
Fifth
Avenue*





Slicing the logo
=



Azedine Haia Marc Jacobs
Emme des Jarcons Erdem
Karni Piamattista Valli
Yasmine Jacky Versage
Alexander McQueen Dior
Marios Schwab Issa Miyake
Jucci Van Dornemeester
Jean Paul Gaultier

M. Arghesa
Frac Jensen
Lea Wang
Doo Ri
Kerstin Lager
Jil Sander
Kristian Siriano
Nicola Rodriguez
Rayman Franco
Dagley Mishka
Sungja Valanabe
Des. Sant Laurent
Aquilano Rimondi
Roberto Cavalli
Carolina Herrera

Vina Ricci
Martin Grant
Jilchery
Akpis
Chloé
Giorgio Armani Saatchi & Saatchi
Kenji Yamamoto Valentino
Proenza Schouler Aceme Khan
Dolce & Gabbana Peretti Lam
Mouquie Puillier Poran
Heddy Ralph Pucci
Scop de la Renta
Ralph Lauren
Chanel

01

PRIZE

02

WRITING

03

FISH
WATER

04

PROMISE

EXPLOSIVE

05

06

66666
77777

SCREW

07

GONE
FORGOTTEN

08

09

RIVER

10

i's
RIGHT
i's

HA,HA,HA.
YOU

11

UP
UP
UP

12

HEAD
HEALS

13

AU
X2

14

LESS

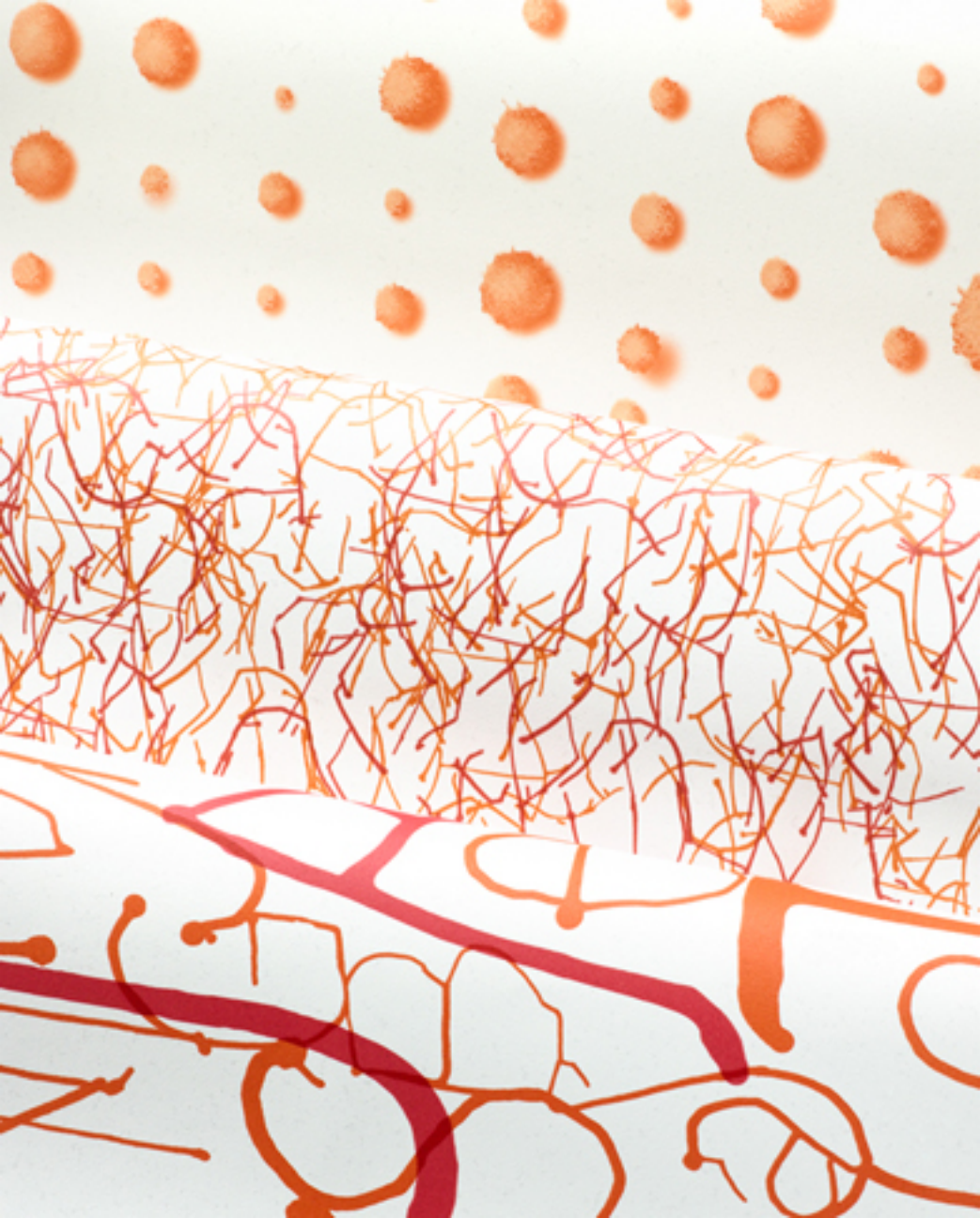
MORE

15

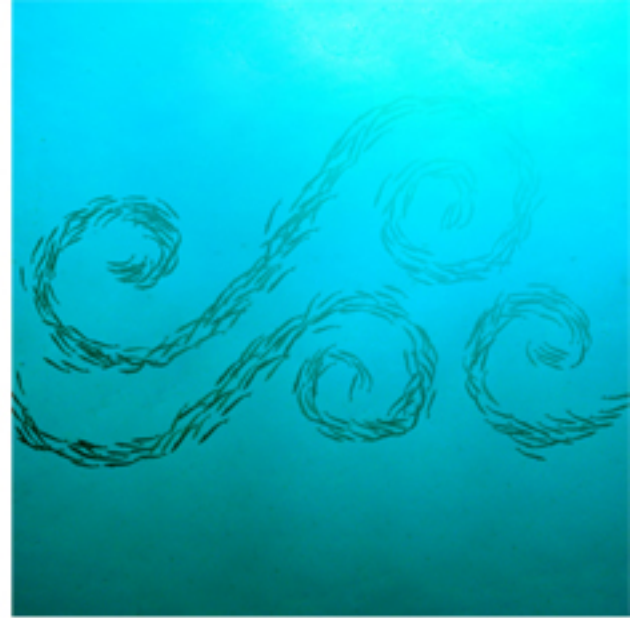












**Yale School
of Architecture**

**Lecture and
Exhibitions
Spring 2000**

63 and Architecture Building
108 York Street
New Haven, CT

Schedule begins at 6:30 PM
on Friday, and ends at the
conclusion of the evening
lecture on a Saturday
night at 8:30 PM.

Exhibition hours are
Monday through Saturday,
10:00 AM to 5:00 PM.

The Main and North
Lobbies are located on
the second floor.



22 January - 2 March
Exhibition
Yves Klein: Space and
Language: International
Work
at West Page
Yves Klein: South and
West Studies



22 May - 2 June
Exhibition
Suzanne Lee
Drawing for an Exhibition
Presenting Richard Serra
Presenting Peter Corneil Gallery
Other Student Work
27 May - 18 August
Exhibition
Suzanne Lee: North Gallery
Presenting by R.S.
Friedman: Plaza



27 January
Lecture
Paul Williams & Mike Toon
The Architecture of
"The Be Building"



27
January
Lecture
Paul Williams & Mike Toon
The Architecture of
"The Be Building"



28 January - 28 February
Exhibition
North Gallery
North Studies: West Studies



22 April
Lecture
Greg Lynn
Architecture Making/Thinking
"The Be Building"



27
January
Lecture
Paul Williams & Mike Toon
The Architecture of
"The Be Building"



27
January
Lecture
Paul Williams & Mike Toon
The Architecture of
"The Be Building"



22 March
Lecture
Hugh Hefner
Reverend Ed Linton
The "A" Site of West
A Personal Professional Journey
22 March - 2 June
Exhibition
Yves Klein: South and
West Studies: International
Work
Yves Klein: South and
West Studies



27 March
Lecture
Lester Kinsman and
Henry Smith Miller
Reflections: A Journey

* These lectures are part
of Architecture's
International Spring
** Faculty Exhibition Series supported in
part by Alexander Sachs, which is
organized by Alexander Sachs
International Spring

Yale School of
Architecture
Lectures, Symposium,
and Exhibitions
Fall 2010



Paul Rudolph Hall
180 York Street
New Haven,
Connecticut

Arrows
A series of lectures and symposia exploring the history and evolution of the arrow as a symbol of direction, movement, and progress. The series will feature presentations by leading architects, designers, and scholars, including:

- Right Hand, Left Turn** by **Richard S. Tedlow**, *Director of the Center for the Study of the History of the United States*, on *Monday, October 18, 7:00 PM*.
- Who Was the First Arrow?** by **John H. Johnson**, *Founder of Johnson Publishing Company*, on *Tuesday, October 19, 7:00 PM*.
- Black Lines, Black Lines** by **Robert R. Taylor**, *Director of the Center for the Study of the History of the United States*, on *Wednesday, October 20, 7:00 PM*.
- When Was the Arrow?** by **John H. Johnson**, *Founder of Johnson Publishing Company*, on *Thursday, October 21, 7:00 PM*.
- Right on the Arrow** by **John H. Johnson**, *Founder of Johnson Publishing Company*, on *Friday, October 22, 7:00 PM*.
- Arrows and the Arrow** by **John H. Johnson**, *Founder of Johnson Publishing Company*, on *Saturday, October 23, 7:00 PM*.
- Paul Rudolph's Arrow** by **John H. Johnson**, *Founder of Johnson Publishing Company*, on *Sunday, October 24, 7:00 PM*.
- Paul Rudolph's Arrow** by **John H. Johnson**, *Founder of Johnson Publishing Company*, on *Monday, October 25, 7:00 PM*.
- Paul Rudolph's Arrow** by **John H. Johnson**, *Founder of Johnson Publishing Company*, on *Tuesday, October 26, 7:00 PM*.
- Paul Rudolph's Arrow** by **John H. Johnson**, *Founder of Johnson Publishing Company*, on *Wednesday, October 27, 7:00 PM*.
- Paul Rudolph's Arrow** by **John H. Johnson**, *Founder of Johnson Publishing Company*, on *Thursday, October 28, 7:00 PM*.
- Paul Rudolph's Arrow** by **John H. Johnson**, *Founder of Johnson Publishing Company*, on *Friday, October 29, 7:00 PM*.
- Paul Rudolph's Arrow** by **John H. Johnson**, *Founder of Johnson Publishing Company*, on *Saturday, October 30, 7:00 PM*.
- Paul Rudolph's Arrow** by **John H. Johnson**, *Founder of Johnson Publishing Company*, on *Sunday, October 31, 7:00 PM*.

Arrows
A series of lectures and symposia exploring the history and evolution of the arrow as a symbol of direction, movement, and progress. The series will feature presentations by leading architects, designers, and scholars, including:

- Arrows** by **John H. Johnson**, *Founder of Johnson Publishing Company*, on *Monday, October 18, 7:00 PM*.
- Arrows** by **John H. Johnson**, *Founder of Johnson Publishing Company*, on *Tuesday, October 19, 7:00 PM*.
- Arrows** by **John H. Johnson**, *Founder of Johnson Publishing Company*, on *Wednesday, October 20, 7:00 PM*.
- Arrows** by **John H. Johnson**, *Founder of Johnson Publishing Company*, on *Thursday, October 21, 7:00 PM*.
- Arrows** by **John H. Johnson**, *Founder of Johnson Publishing Company*, on *Friday, October 22, 7:00 PM*.
- Arrows** by **John H. Johnson**, *Founder of Johnson Publishing Company*, on *Saturday, October 23, 7:00 PM*.
- Arrows** by **John H. Johnson**, *Founder of Johnson Publishing Company*, on *Sunday, October 24, 7:00 PM*.
- Arrows** by **John H. Johnson**, *Founder of Johnson Publishing Company*, on *Monday, October 25, 7:00 PM*.
- Arrows** by **John H. Johnson**, *Founder of Johnson Publishing Company*, on *Tuesday, October 26, 7:00 PM*.
- Arrows** by **John H. Johnson**, *Founder of Johnson Publishing Company*, on *Wednesday, October 27, 7:00 PM*.
- Arrows** by **John H. Johnson**, *Founder of Johnson Publishing Company*, on *Thursday, October 28, 7:00 PM*.
- Arrows** by **John H. Johnson**, *Founder of Johnson Publishing Company*, on *Friday, October 29, 7:00 PM*.
- Arrows** by **John H. Johnson**, *Founder of Johnson Publishing Company*, on *Saturday, October 30, 7:00 PM*.
- Arrows** by **John H. Johnson**, *Founder of Johnson Publishing Company*, on *Sunday, October 31, 7:00 PM*.

Yale School of Architecture

Open House

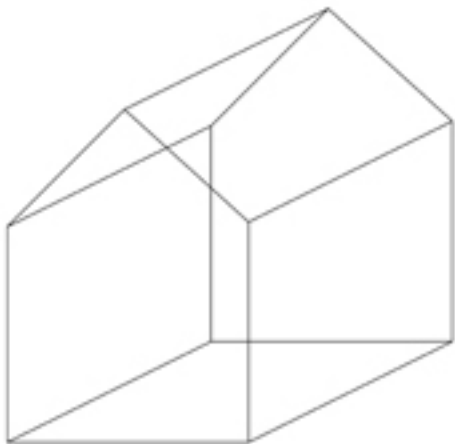
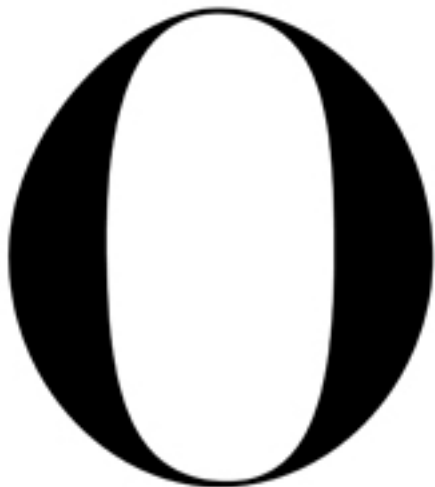
THURSDAY, NOVEMBER 5
10:30AM



For more information,
visit www.yale.edu
or call 203.437.3232

or visit www.yale.edu

Yale University
School of Architecture
360 Prospect Street
New Haven, CT 06510
Tel: 203.437.3232



Yale University
School of Architecture
Office of the Associate
Dean Undergraduate
Programs in Architecture

The school program offers opportunities to take the creative freedom and the intellectual rigors, and thereby the ability, to make decisions with clarity and authority, and about the creative making of the built environment.

Yale University, 360 Prospect Street, New Haven, CT 06511

Robert A. M. Stern, Dean
Undergraduate Programs in Architecture

Yale
November 1, 2000
Registration 11-20-00

301 Yale Street
New Haven, CT

© 2000
Yale University
All rights reserved. Printed and
distributed by Yale University Press, 301
Yale Street, New Haven, CT



**CHANGE
FOR
KiDS**

**ROCK
FOR
KiDS**







CHAMP
FOR
KIDS



DESIGN: V&A, B&N
MILKMAID, MAMMOT
MILK

100
100

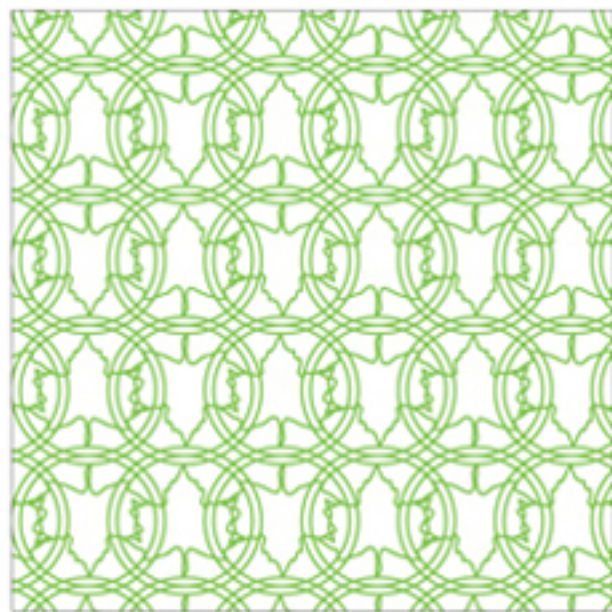
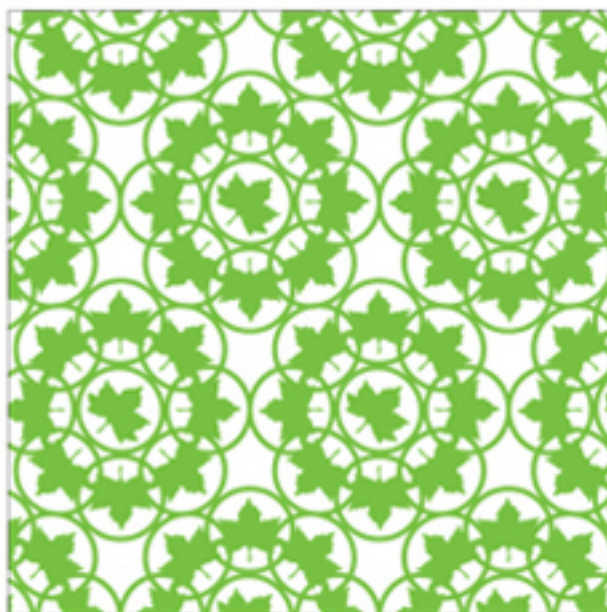
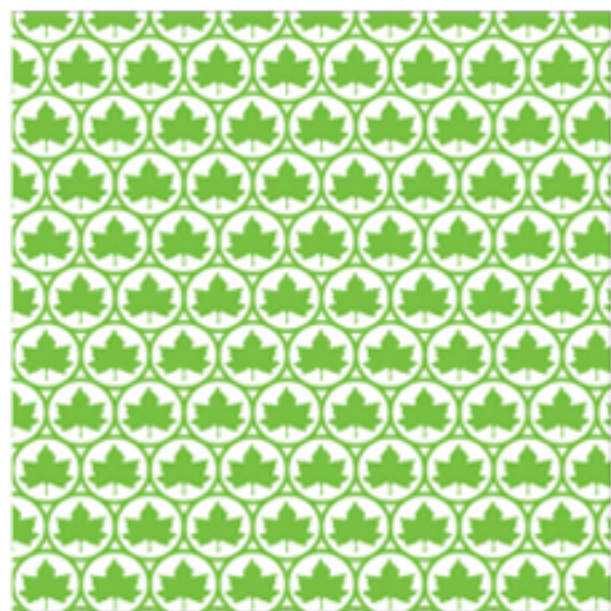
LONDON DESIGN FESTIVAL 17-25 SEP

© 2007  PENGUIN





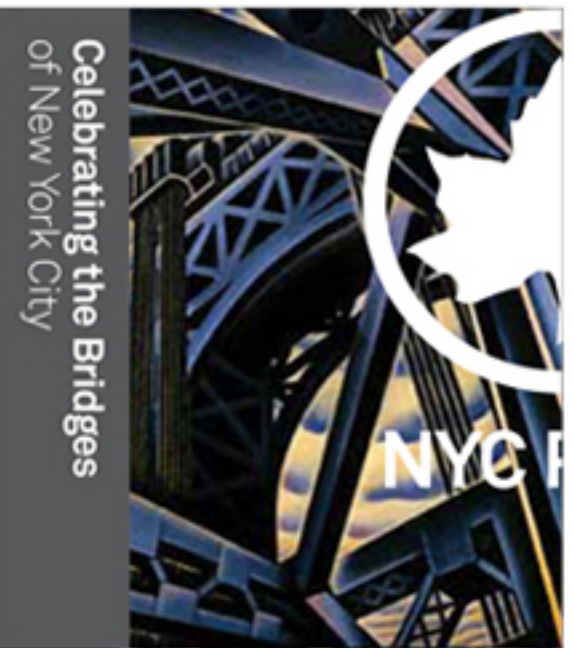
NYC Parks





NYC Parks





Celebrating the Bridges
of New York City

Parks

NYC Parks



Garden as Paradise

NYC

Parks



Toshiko Mori
Recent Projects

Parks

NYC Parks



MulchFest Green Thumb Locations

Bronx

El Flamboyán 592 Tinton Ave. at East 150th St.

Thomas Cooke Garden
Washington Ave. Between 181st & 182nd St.

Brooklyn

Hattie Carthan Community Garden 700 Marcy St. between Clifton Place & Lafayette Ave. across from Von King Park

Prospect Heights Community Garden 252-256 St. Marks Ave. between Underhill & Vanderbilt Aves.

Red Hook Farm / Added Value
Columbia and Helleck Streets

Manhattan

El Jardín Paraíso Community Garden 311-312 East 4th St. between Ave. C and D

La Plaza Cultural Community Garden 632-650 E. Ninth St. at Ave. C

Pleasant Village Community Garden 342-353 Pleasant Ave. between 118th & 119th St.

William B. Washington Memorial Garden 321-325 West 126th St., btw St. Nicholas and Frederick Douglass Blvd.

Queens

Land Restoration Project Compound, Junction of Queens Plaza South & 10th St.



NYC Parks
Environmental
Green

For more information about **MulchFest** and for additional locations, visit www.nyc.gov/parks or call 311



NYC Parks

STREET GAMES Presented by Disney

SATURDAY, MAY 7
11AM - 3PM

Thomas Jefferson Park
114 Street and 1st Avenue
Manhattan

BRINGING CLASSIC BACK

Sky bounce Handball Clinics • Pogo Sticks • Double Dutch • Learn to Skateboard • Yo-Yo • Hula Hoops • Learn to Ride Your Bike* • Knicks Grove Truck • Live performance by Dance Theater of Harlem and much more!

*FREE EVENT - MUST WEAR YOUR OWN BIKE HELMET AT ALL TIMES



For more information, visit www.nyc.gov/parks/street-games



NYC Parks

STREET GAMES Presented by Disney

SATURDAY, MAY 7
11AM - 3PM

Thomas Jefferson Park
114 Street and 1st Avenue
Manhattan

BRINGING CLASSIC BACK

Sky bounce Handball Clinics • Pogo Sticks • Double Dutch • Learn to Skateboard • Yo-Yo • Hula Hoops • Learn to Ride Your Bike* • Knicks Grove Truck • Live performance by Dance Theater of Harlem and much more!

*FREE EVENT - MUST WEAR YOUR OWN BIKE HELMET AT ALL TIMES



For more information, visit www.nyc.gov/parks/street-games





The Natural Classroom

Ornithology

Parks are for the Birds



NATIONAL
GEOGRAPHIC

Activities and lessons in these programs meet academic Performance Standards accepted and used by the New York City Department of Education, including:

Critical Thinking, Exploring Science, Site Evaluation, Researching and writing a field guide, Natural Science/Creating & Reading Graphs, Data Gathering, Calculating/Proving Math Concepts





 FreshkillsPark

 **FORT TRYON PARK**

  Bronx River Greenway

 # **HIGH LINE**

FIRST THINGS

JUNE/JULY 2010 \$4.95/\$5.95 CANADA



FIRST THINGS

OCTOBER 2010 NUMBER 206



FIRST THINGS

NOVEMBER 2010 NUMBER 207



FIRST THINGS

AUGUST/SEPTEMBER 2010 NUMBER 105





FIRST THINGS

DECEMBER 2010 \$4.95/\$5.95 CANADA



George Weigel on Britain's cultural crisis • Why we can't bear Wagner • David Samuels on Ahmadinejad and evil • At last, the return of Whit Stillman • Shalom Carmy on Song of Songs • Happy 400th birthday, KJV • R.R. Reno, Armond White, and more



If you do it right, it will last forever.

The Architectural League of New York

Member in Honor of Maxwell and Lillian Rapkin

March 8, 2011

The University Club
One West 10th Street
New York City

Guests and Donors

Welcome
Michael David
Nicole Davison

**President
Design to Save The City**

Mark T. Conroy
John B. Gagliardi
Robert Gagliardi

Members

- Arden Anderson
- William Chaffetz
- John Chipman
- Arthur Collins
- Roger Duffy
- Lois Ely
- Walter Gifford
- Francis Gifford
- Hugh Harbo
- Steven Hill
- Wendy Clark Joseph
- Greg Kohn
- Frank Lutz
- Tom Marz
- Richard Miller
- Joseph Mink
- Paul Rubin
- Walter Sill
- George Thompson
- Lee Ross
- Mark Rosovsky
- George Rothman
- Ala Rosen
- Robert S. Stein
- David Thorne
- Clayton Topp
- Bill Topp

President of the President's Board

Arden Anderson

President

Arden Anderson

Key Executives

Paul Lerner
Michael Joseph
Suzanne Stephens
William Topp

Secretary

William Chaffetz

Treasurer

John B. Gagliardi

Members

Arden Anderson
William Chaffetz
John Chipman
Arthur Collins
Roger Duffy
Lois Ely

Life Members

David and Jeanne Cooper
John Gagliardi
Richard Gagliardi
Suzanne Stephens
William Topp

Board

Executive Director
Nicole Davison

Program Director
Anna Thompson

Communications and Digital
Programs Director
Gregory Weaver

Urban Development Director
Clayton Topp

Nicholas Anderson
Paul Gagliardi
Robert S. Stein
Steven Sill
William Topp
David Thorne

The Architectural League stands in

President's design in America and also
rightly in recognition of the fact that
it is the quality of the work produced in
America that will determine the quality
of the life of the nation. The quality and
importance of the work produced in
America is the measure of the quality
of the life of the nation.

The President's Board of the Architectural

League is pleased to recognize
the contributions of our members.
Recent recipients are Hugh Harbo, Robert
Wein, Alvin Lerner, William Topp,
Frank Lutz, John B. Gagliardi, Robert
S. Stein, and John Gagliardi.

The Architectural League is a

non-profit organization devoted to
the promotion of architecture, design and
urbanism. Through lectures, seminars,
exhibitions, publications, and digital
communications, the League
provides a wide range of programs for
the public and the profession. We support
the growth and development of the
profession and the public alike. We support
the development of the public and
the profession alike. We support the
development of the public and the
profession alike. We support the
development of the public and the
profession alike.

Architectural League of New York
200 Broadway, Suite 601
New York, NY 10007
www.archleague.org
www.alnyc.org

**If you can
design one
thing, you
can design
everything.**

A man with grey hair and a slight smile is holding a large white sheet of paper in front of him. The paper contains text and a grid. The text is in red, and the grid is in black. The man is wearing a dark jacket. The background is a plain, light-colored wall.

We like design
to be visually
powerful,
intellectually
elegant,
and above all
timeless.

One life is too
short for doing
everything.

If you do it
right, it will
last forever.

If you can
design one
thing, you
can design
everything.

The life of a
designer is
a life of fight
against the
ugliness.

architects

MAUDIE'S
TEX-MEX

WILLIAM
-LXXXV
PORTSMOUTH
AUGUST



MAUDIE'S



TEX-MEX

★ MEXICAN PLATES ★ MARGARITAS ★

ENCHILADAS

¡PERFECTO!



COME

AND

GET IT

JOIN US FOR

HAPPY HOUR

MONDAY TUESDAY-FRIDAY

3 P.M. - CLOSE 3:00 P.M. - 6:30 P.M.

SATURDAY AND SUNDAY 10 A.M. - 2 P.M.

QUESO

AND ★ CHIPS



LUNCH

MONDAY-FRIDAY
11:00 A.M. - 2:00 P.M.

- #1 LITE PLATE**
one soft or crispy taco, beef or chicken, guacamole salad, queso over chips
- #2 GRANOMA'S SPECIAL**
two soft or crispy tacos, beef or chicken with guacamole salad

SPECIALS \$6.25

- #3 TACO DINNER**
two soft or crispy tacos, beef or chicken, rice and beans
- #4 CARNE GUISADA**
Mexican beef stew, lettuce, tomato, rice and beans
- #5 MEXICAN PLATE**
two cheese enchiladas, chile con carne, onions, rice and beans

NIÑOS

FOR THE CHILDREN AND THE YOUNG AT HEART (10 & +)

TINY TACOS
two small crispy beef or chicken tacos with rice and beans..... \$3.75

CHEESE ENCHILADA
one cheese enchilada with chile con carne, rice and beans..... \$4.50

GRILLED CHEESE
served with French fries..... \$4.50

CHEESE QUESADILLA
mixed cheese layered between flour tortillas and grilled..... \$4.50

KID'S BURGER
a quarter-pound hamburger with lettuce, tomato and pickle on the side. Served with French fries..... \$4.50
Cheese available upon request..... \$0.50

JACK AND ELLE'S PLATE
Our seasoned taco beef or pulled chicken served on a bed of Spanish rice, and drizzled with chile con queso..... \$4.50

VEGGIE BITE BLENDS

zucchini, carrot, corn, mushrooms and white cheese, tomato sauce, beans and rice..... \$4.50

SPINACH TOMATO ENCHILADAS
spinach, mushrooms, Jack cheese, tomato sauce, grilled zucchini and rice..... \$4.50

VEGETABLE BURRITO
zucchini, carrot, corn, mushrooms, Jack cheese, chipotle sauce, side Spanish rice..... \$7.50

VEGETARIAN NO MEAT

SPINACH AND MUSHROOM QUESADILLAS
white cheese with garlic mushrooms, tomato and onion on wheat tortillas..... \$4.50

POTATO RAJAS TACO PLATE
two grilled potato tacos, poblano and onion strips, white cheese on corn tortillas, side black beans..... \$5.25

BE BIDAS

SODAS ESPECIALES
Coca Cola, Sprite, Dr. Pepper, Diet Coke, etc..... \$2.50

ICED TEA..... \$2.50

COFFEE..... \$1.50

KIBBIS TEA..... \$2.25

LEMONADE..... \$1.50

FRESH DRIZZLED DAILY DRINKS*
orange and grapefruit sm..... \$1.50 lg..... \$4.50

HOUSE MARGARITAS
Fresh squeezed lime juice with tequila..... \$4.75

DULCES

SOPAPILUS
Two hot Mexican pastry puffs topped with cinnamon and powdered sugar, served with honey..... \$2.50

FLAN
caramel-coated custard, classic Tex-Mex..... \$2.50

TRES LECHES CAKE
light, white cake soaked with a three milk caramel syrup..... \$4.50

MILES OF CHOCOLATE
a dark chocolate dessert with raspberry sauce..... \$4.25

MAUDIE'S ICE CREAM

- NEIHER VANILLA**
premium vanilla ice cream..... \$2.50
- BEE CAVE TRUMP**
creamy vanilla with honey cinnamon swirls and crunchy granola pieces..... \$2.50

TEX-MEX BREAKFAST PLATES

BREVES BANCHEROS*
two eggs any style, nachos sauce, with refried beans..... \$4.50

MIGAS
two eggs scrambled with tomatoes, onions, serranos, cheese and tortilla strips, with refried beans..... \$5.50

SAUSAGE MIGAS
migas plus all-natural country sausage or chorizo..... \$6.75

BREVES BURRACHOS
two eggs scrambled with tomatoes, onions, serranos, cheese, with refried beans..... \$5.75

MARFA STACK*
stuffed red chile cheese enchiladas, onions with two fried eggs on top, with refried beans..... \$6.50

GREEN ENCHILADAS*
sautéed tortilla strips with tomato sauce and Jack cheese, black beans..... \$5.25
add fajita chicken..... \$2.00
add one egg any style..... \$0.75

RED CHILAQUELES*
sautéed tortilla strips with tomato sauce and yellow cheese, black beans..... \$5.25
add fajita beef..... \$2.00
add one egg any style..... \$0.75

BREAKFAST

BREAKFAST TACOS

TWO TACOS SERVED IN FLOUR TORTILLAS

PETE'S TANTALIZING TACOS
All natural sausage, egg, potato, cheese, serranos and onion..... \$4.50

BACON, EGG & CHEESE..... \$4.50

EGG, POTATO & CHEESE..... \$4.50

BRANZO, CHEESE & EGG..... \$4.50

TATIANA'S TAMALE TACOS
eggs scrambled with a pork tamale and cheese..... \$4.50

VEGETARIAN BREAKFAST TACOS

BOOK # 2

MEXICANA TACOS
eggs scrambled with serrano peppers, tomatoes, onions, cheese..... \$4.50

MIGAS TACOS
eggs scrambled with tomatoes, onions, serranos, cheese and tortilla strips..... \$4.50

POTATO RAJAS TACOS
grilled potatoes, poblano and onion strips, Jack cheese on corn tortillas..... \$4.50

BEAR, CHEESE & CHAMPIÑE
with house-made escabeche on wheat tortillas..... \$2.50

ALL DAY DINER FAVORITES

GLDQ
homestyle chicken tortilla soup with garnishes Cup..... \$2.50 Bowl..... \$3.50

MARLON'S CHEESE BURGER
beef, lettuce, tomato, guacamole plus French fries and escabeche..... \$5.50

IFORDADO CHICKEN SANDWICH
white cheese, grilled poblano and onion sajan, chipotle, avocado, tomato plus French fries..... \$7.75

MAIDA'S WRAP
grilled chicken salad rolled into a wheat tortilla, jalapeno ranch dressing..... \$5.50

DINER BREAKFAST PLATES

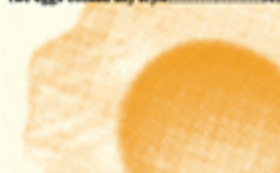
FLAPJACKS
three fluffy buttermilk pancakes..... \$3.50
with blueberries or bananas..... \$4.50
short stack (2)..... \$2.50

PANCAKE BREAKFAST*
two pancakes, bacon or sausage, two eggs cooked any style..... \$4.25

FRENCH TOAST
three pieces with cinnamon, vanilla and powdered sugar..... \$5.50

FRENCH TOAST BREAKFAST*
two pieces, bacon or sausage, two eggs cooked any style..... \$4.50

GRINGO BREAKFAST*
two eggs cooked any style, bacon or sausage, refried beans or grilled potatoes, toast or tortillas..... \$4.50



MAUDIE'S TEX-MEX



MEXICAN PLATES MARGARITAS*

ENCHILADAS
¡PERFECTO!

COME AND GET IT

JOIN US FOR
HAPPY HOUR
MONDAY TUESDAY-FRIDAY
3 P.M. - CLOSE 3:00 P.M.-6:30 P.M.
SATURDAY AND SUNDAY 10 A.M.-2 P.M.

QUESO AND CHIPS



PORK

THAT WON'T MAKE YOU

SQUEAL



ALL NATURAL MEAT



**THERE'S NOTHING DIRTY ABOUT OUR PIGS.
OUR STOCK CONTAINS NO HORMONES,
NO ANTIBIOTICS, AND NO GMOS.**



WWW.MAUDIES.COM



**AIA
2011**



**REGIONAL DESIGN
REVOLUTION
ECOLOGY MATTERS**

AIA 2011 CONVENTION NEW ORLEANS



**REGIONAL DESIGN
REVOLUTION
ECOLOGY MATTERS**




THE AMERICAN INSTITUTE OF ARCHITECTS

The United Colors of Benetton isn't just a logo. It's a vision of the world. As our corporate identity, it will continue to identify our collective activities in advertising, storefronts, publications, and on the web.

Our
corporate
identity

UNITED COLORS
OF BENETTON.

Few brands have the advantage of "owning" a color. It takes years to build brand recognition. PMS347 is the reference for Benetton Green.

Green



The Benetton custom typeface is wholly owned and available exclusively to Benetton and Benetton licensees. The font family has been expanded to include light, heavy, slab and stencil faces. Every one of Benetton's typographic needs can now be met by our own family of fonts.

Because this typeface family was developed specifically for Benetton, take care with vendors and suppliers to ensure that it is not used for anything but Benetton projects.

Our typeface

Benetton Sans

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
ABCDEFGHIabcdef123

The Punto Magia is Benetton's true brand
marque. It has been redrawn to make its
geometry more precise. In addition, a range
of variations, all based on the same geometry,
has been created for use in specific situations.

A three-line version signals Benetton's
premium offerings. A dotted version
is used with jeans products. A disk is
associated with accessories.

Punto Magia



The Punto Bunny has been redrawn to mirror the geometry of the Punto Magia, thus reflecting goodwill back towards the master brand.

Punto Bunny



A complete language

Product merchandising happens at the level of the swing tags and labels. A new, more modulated graphic language supports the diverse and differentiated Benetton offerings. Materials, typography and color palette work together with the expanded lexicon to key customers into the merits of their purchases.



The core products make up most of the Benetton offering. They represent good value for good quality.

The core products are organized into seasonal fashion themes and are complementary to the merchandising lines (Stile, Sartoria, etc)

They are always labeled with a green United Colors of Benetton woven label and they always carry a green United Colors of Benetton swing tag. Both of them are applied vertically.

UNITED COLORS
OF BENETTON.



UNITED COLORS
OF BENETTON.

Relaxed

Regular

Slim

Man/Woman, Core



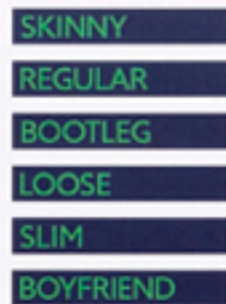
Benetton Jeans is a very strong merchandising line for Benetton and a category that the company seeks to dominate.

All jeans products carry the same swing tag and labeling language: Benetton Jeans.

Fitting is communicated through labels stitched to the interior waist band. Fits include Skinny, Regular, Bootleg, Loose and Slim.

Benetton produces two grades of jeans: basic and premium. Basic extends across all age groups. Premium is available only to Men/Woman.

(Also see Red Dot and Softform)



Jeans, Basic



BENETTON.



BENETTON.





BENETTON.



BENETTON.

BENETTON.

BENETTON.

BENETTON.











W YORK
LIBRARY





NATION

SOC





CELEBRATING 100 YEARS
A FREE EXHIBITION

BROWSE BOOKCASE

DIGITAL GALLERY



New York
Public
Library

CELEBRATING 100 YEARS

Back BOOKCASE Home

Sort books by: TITLE

EVERY MAN A SPECULATOR
A HISTORY OF WALL STREET
IN AMERICAN LIFE
STEVE FRASER

FDR'S FUNERAL TRAIN
ROBERT KLARA

Franklin and Eleanor
Hazel Rowley

FRETINKERS
SUSAN JACOBY

Fruits and Chains
PAULY

GEORGE WASHINGTON
Ancestry and Foretell (1796-1799)
JAMES THOMAS FLEXNER

Nancy Drew and the Women Who Created Her
BILLIE ROSS

GOTHAM
A HISTORY OF NEW YORK CITY'S POLICE
LITTLE, BROWN





**SALT EXPLORES
CRITICAL AND TIMELY
ISSUES IN VISUAL AND
MATERIAL CULTURE, AND
CULTIVATES INNOVATIVE
PROGRAMS FOR RESEARCH
AND EXPERIMENTAL
THINKING.**

... that
... suggests a growth of
... but has
... between 60,000 and
... over the
... A high birth rate
... among poorer
... According
... need 50,000 new
... social homes.
... 39,030 social homes,
... total housing stock.
... in cities, this figure
... 25 percent
... In 2009,
... se the
... the
... at
... es,

... stock and
... needs

ᄀᄀᄀᄀᄀᄀ ᄀᄀᄀᄀᄀᄀᄀ



Image credits

Caracas/Col © Duccio Malagamba
Mintado © Rob 'Y Hart
Romeo and Spenceberg © West 8
4-dwellings Schwanenstraat
© Kim Zwartz

Mountain Dwellings © JSH
De Seguin River de Seine
© Dietrich & Dietrich Architekten

Eden Bio © David Bourgeois
Chanel Park Appartements
© Gilbert Fautschmann
De Rotterdam © OMA
The Red Apple © Rob 'Y Hart
Volubilis © Tomáš Hubáček
Wohnhaus Schwarzpark
© Ruedi Wälti

Università Bocconi
© Università Luigi Bocconi
Gedra Università © Alain Janssens
Ufo © Hans Werleman
Shoppingcenter K-C-Griet Oldvier
Les Bâtons C de la B - LOD
© Filip Du Jardin

Les Bains des Docks © Roland Halbe
Elementary School Leuchtentuch
© Doris Pfenniger

Casa Da Musica © Philippe Bouché
MAXXI / National Museum of XXI
century Arts © Roland Halbe

École d'architecture
© Lucien & Vassal
Sport Noord © Staal Architecten
Africa © Luk Kraemer

Hind Industrial Berlin
© Georges Fery

Ferromotrice Dynamo
© Dominique Marc Weber
Santa Carolina Market
© Roland Halbe
Im Viadukt © Ralph Hart
De Meisleriek © Anker Peter
Zumbor & Partner

Hindberke Station © Roger Frei
Car Park & Terminal Heimbahn-Nord
© Roger Rothbar

Tramway © Christian Döbele
Metro © Nigel Young Foster + Partners
Metro © Luis Ferreira Alves
Souterrain Tram Tunnel
© Hans Werleman
Parking des Célestins
© Guillaume Perret

Central Park Turnhout
© Office Kersten Geers David
Van Severen
Trompe Park © Luis On

De de Nanten
© Arnould Dubois Financier
TID Tower / Skanderberg Square
© G'Nall

HafenCity © Thomas Hampel,
Eberhard
More London © Nigel Young Foster +
Partners

Campus Novartis © Novartis
Forum 3 © Christian Röhren
Bot St. Maurice © Hans Werleman
Zürich West © Julien Halberstadt
Zürich

Prime Tower © Gigan Geyer
Architekten





CONSTRUIRE
BRUSSELS

Bouwen voor
BRUSSELS

CC

Bouwen voor
BRUSSELS

Bouwen voor
BRUSSELS


CONSTRUIRE
BRUSSELS

Bouwen voor
BRUSSELS

CC

Bouwen voor
BRUSSELS


Bouwen voor
BRUSSELS



WORK AC

DAN WOOD, AIA, LEED
DXWOOD@WORK.AC
M 646 251 8705

WORK ARCHITECTURE COMPANY
156 LUDLOW STREET 3RD FLOOR NY NY 10002
T 212 228 1333 F 212 228 1674
WWW.WORK.AC



WORK AC



WORK AC



WORK AC





~~SALT~~

S ~~AL~~ T

~~S T~~

~~S T~~

A Á B C Ç D E F G Ğ H I J K L
M N O Ö P Q R S Ş T U Ü V W X Y Z

1 2 3 4 5 6 7 8 9 0

1/4 1/2 3/4 % 00 1 2 3 ! " # \$ % & ' () * + , -

. / : ; < = > ± ? @ [\] ^ _ ` { | } ~ ¡ ¢ €

£ ¥ « » — — † ‡ • … ‹ › / ™ © ®

À Â Ã Ä Å Æ È É Ê Ë Ì Í Î Ï Ñ

Ò Ó Ô Õ Ø Ù Ú Û Ü Ý Þ Š Ÿ

GÖRSEL VE
KÜLTÜRDE KRİTİK
KONULARI DEĞERLENDİRİR,
DENEYSEL DÜŞÜNCE VE
ARAŞTIRMAYA AÇIK
YENİLİKÇİ PROGRAMLAR
GELİŞTİRİR.

SALT EXPLORES CRITICAL
AND TIMELY ISSUES
IN VISUAL AND MATERIAL
CULTURE, AND CULTIVATES
INNOVATIVE PROGRAMS
FOR RESEARCH AND
EXPERIMENTAL THINKING.

USING DISCUSSION:
THE MODERN EXHIBITION
SPACE AS A LABORATORY?



...history of the
...included
...included
...included
...included
...included

İÇİNDEKİLER

SALT EXPLORES CRITICAL
AND TIMELY ISSUES
IN VISUAL AND MATERIAL
CULTURE AND CULTIVATES
INNOVATIVE PROGRAMS
FOR RESEARCH AND
EXPERIMENTAL THINKING.

SALT EXPLORES CRITICAL
AND TIMELY ISSUES
IN VISUAL AND MATERIAL
CULTURE AND CULTIVATES
INNOVATIVE PROGRAMS
FOR RESEARCH AND
EXPERIMENTAL THINKING.



SALT GÖRSEL VE
MADDİ KÜLTÜRDE KRİTİK
KONULARI DEĞERLENDİRİR,
DENEYSEL DÜŞÜNCE VE
ARAŞTIRMAYA AÇIK
YENİLİKÇİ PROGRAMLAR
GELİŞTİRİR.

SALT EXPLORES CRITICAL
AND TIMELY ISSUES
IN VISUAL AND MATERIAL
CULTURE, AND CULTIVATES
INNOVATIVE PROGRAMS
FOR RESEARCH AND
EXPERIMENTAL THINKING.

SALT GÖRSEL VE
MADDİ KÜLTÜRDE KRİTİK
KONULARI DEĞERLENDİRİR,
DENEYSEL DÜŞÜNCE VE
ARAŞTIRMAYA AÇIK
YENİLİKÇİ PROGRAMLAR
GELİŞTİRİR.

SALT EXPLORES
AND TIME
IN VISUAL
CULTURE,
INNOVA
FOR
EXPE

SALT GÖRSÜL
VE İZLENİMLERİNİN
KÜLTÜRDE
KİMLİK KONULARI
DEĞERLENDİRİR,
DENEYİMEL DÜŞÜNCE VE
ARASTIRMAYA AÇIK
YENİLENEBİLİR PROGRAMLARLA
GELİŞTİRİR.

9 NİSAN APRİL

SALT EXPLORES
CRITICAL AND TIMELY
ISSUES IN VISUAL AND
MATERIAL CULTURE,
AND CULTIVATES
INNOVATIVE PROGRAMS
FOR RESEARCH AND
EXPERIMENTAL
THINKING



BO
ZAR
ARCHI
TEC
TURE



eu

A+

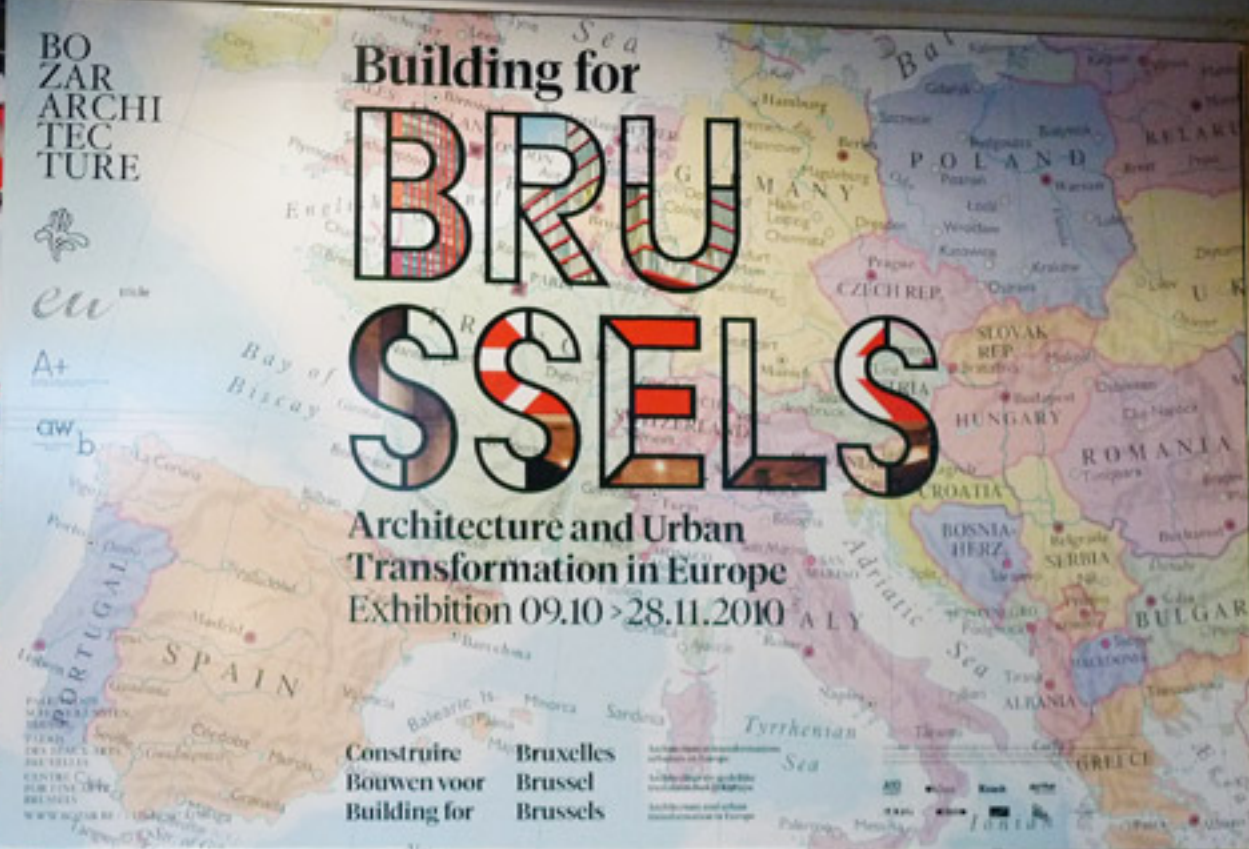
aw b

Building for

BRUSSELS

Architecture and Urban
Transformation in Europe
Exhibition 09.10 > 28.11.2010

Construire
Bouwen voor
Building for
Bruxelles
Brussel
Brussels



BO
ZAR
LITERA
TURE



BO
ZAR
ARCHI
TEC
TURE

British
in
Brussels
Construire

BRUXELLES

BRUXELLES

BRUXELLES

Construire
BRUXELLES
Architecture et Transformations
Urbaines en Europe
Exposition 09.10 - 28.11.2010

for
LS
and Urban
in Europe
10 - 28.11.2010

Architecture et Transformations
Urbaines en Europe
on 09.10 - 28.11.2010

BO
ZAR
ARCHI
TEC
TURE

eu

BRUXELLES



	<i>Introduction:</i>
•	Foreword
•	Curatorial statement
•	Exhibition overview
	<i>Five challenges:</i>
•	Demography
•	Public facilities
•	Urban economy
•	Mobility
•	New districts
•	Credits

The exhibition seized the opportunity offered by the Belgian presidency of the European Union to focus on these ambitions and to call not just for responsibility but also for daring and courage in building tomorrow's city. These challenges should be seen not as separate technical problems, but as important metropolitan opportunities that offer the point of departure for a bold architectural policy. A policy worthy of Brussels.











