



A New VOLUME for Architecture

One issue ago this magazine appeared under another name. But it already announced a new project: *VOLUME*. A title as an object, as energy, and as a container full of reflexive content, representing the expansion of architectural territories and the new mandate for design. It is becoming irrevocably clear that architecture today has a growing potential to be more than shelter, enclosure, occupation, and spatial accommodation. Beyond all that, there is a growing awareness of a potential that may ultimately challenge the very character of architecture as we know it. For some this means anxiety and perhaps despair about a profession in distress. Others face this challenge with full confidence and intellectual curiosity about the implications for architectural intelligence.

Let's resume what was said:

Architecture has reached three of its most respected limits:

- its definition as the art of making buildings
- its discourse through scripted printed media and static exhibitions
- its training as a matter of master and apprentice

The pushing of these limits challenges the mandate and self-conception of architecture. Architecture needs new modes of operation, converging the creation, the mediation, and the appreciation of space.

That's why we launch *VOLUME*, a global idea platform to voice architecture, anyway, anywhere, anytime. An instrument of cultural invention, and re-invention. It will be dedicated to experimentation and the production of new forms of architectural discourse.

We named the protagonists in this project:

1 *ARCHIS* - pushing beyond the magazine
an independent and experimental think tank devoted to
the process of real-time cultural reflexivity through timely
and provocative special issues, *ARCHIS* is evolving from a
bimonthly bilingual magazine monitoring and extending
the latest trends to a multi-media platform.

www.archis.org

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2 AMO - pushing beyond the office
a research and design studio that applies architectural
thinking to disciplines beyond the borders of architecture
and urbanism - including sociology, technology, and poli-
tics. -AMO operates in tandem with its companion compa-
ny the Office for Metropolitan Architecture, an internation-
ally renowned firm, based in Rotterdam, The Netherlands.
www.oma.nl

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3 C-lab - pushing beyond the school
an experimental research unit devoted to the develop-
ment of new forms of communication in architecture, - the
Columbia Laboratory for Architectural Broadcasting -has
been set up as a semi-autonomous think and action tank at
GSAPP. C-lab maintains a portfolio of creative partnerships
to broaden the range and increase the intensity of archi-
tectural discourse, acting as a kind of training camp and
energy source for incubating new channels for debate
about architecture.

www.arch.columbia.edu

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A promise for future collaborations.

We have also already listed in a non-hierarchical order
some imaginable modalities for this project: magazine;
objects; space; event; debate; webcast; consultancy; talk
show; travel; and other surprises.

And here is VOLUME #1, a first tour d'horizon of the new
possibilities of architecture beyond itself. It might give you
some directions. But it is also an invitation to see yourself
differently. You may think of yourself as a customer of this
magazine, having purchased an information product. You
are correct, because we need your faith to make sure this
intellectual endeavor lasts. But hopefully you want to see
yourself as something else as well. Perhaps you may be
interested in becoming a member of a global intelligence
community to help us find the places, the moments, and
the reasons for architecture to surface, to intervene, to
make a difference. For architectural opportunities to
sound, to resonate, to echo. If it is true that architecture can
shift its focus from a reactive mindset, waiting for sites,
clients, and budgets to decide to get together in an archi-
tectural brief, towards a proactive, pre-emptive attitude to
speak up and step forward and propose architecture
before it has been considered an option, then we need you
to substantiate the claim.

Therefore, let us know your ideas. Get yourself a stake in
this *ARCHIS* + AMO + C-lab + ____ project and make yourself
known through pointed and decisive argument. We are
grateful if you want to support this project, we will be
delighted if you could share it with us.

memor

freedom

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A&A&C

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upmo

freedom