

# Content

Perverted  
Culture

Homicidal  
Engineering

Bureau  
Demographics

Big Brother  
Skyscrapers

Sum  
Sociology

FREEDOM

al Qaeda  
Fetish

Stewart  
ism

Paranoid  
Technology

TASHEN

ISBN 3-8228-3070-4



# contents

## **Violence against architecture**

*Pg 38-43*

**by Bill Millard**

Tales from the front lines of the war on the city.

## **History *Pg 44-51***

**by Rem Koolhaas**

**(timeline compiled by**

**Margaret Arbanas)**

The World According to OMA: 1972-2003

## **Material Fetish *Pg 52-57***

Feel the steel.

## **Wallpaper *Pg 58-59***

Prada SoHo interior outtakes

## **Architectural Tribunal**

*Pg 60-63*

**by Eyal Weizman**

Architecture and urban planning have become tools of war. Who's guilty and what should be done to stop them?

## The Poisonous Mixture

Pg 64-67

by Shumon Basar

A disturbing look inside the architect's fragile ego.

## Blox vs. Blob Pg 70-71

There's a war going on outside.

## Patent Office Pg 74-83

Don't bite: it's not polite.

## Patent Pending Pg 84-85

by AMO

Bulk is back!

## 12 Reasons to Get Back into Shape Pg 86-87

by R.E. Somol

Round 2: Shape vs. Form

## Banned Words! Pg 10-13

by Bill Millard

What's to be done when a word loses its power to explain, inspire, or even annoy?

## Context Pg 96-105

by AMO

Snapshots of the world in transition

## Go East!

is History Pg 106-115

by Michael Rock & Lucia Allais

What happens to a magazine that proclaims prophecies if only its worst scenarios come true?

## Prada San Francisco

Pg 116-117

In memory of

## Universal HQ Pg 118-123

by Rem Koolhaas

Commissioned to design the new headquarters of MCA/Universal in 1995, OMA spent three years navigating the corporate landscape. Yet another unrealized dream, the Universal experience convinced OMA of the need to find ways of escaping architecture's lethal slowness.

## Almost Famous Pg 124-125

by Dan Wood

The highs and lows of life in Hollywood

## LACMA Pg 126-133

Confronted with a museum that, by housing its collections in seven separate buildings, had become painful to visit, OMA proposes a fresh start.

## Taschen House Pg 134-135

What do you give to the man who has everything?

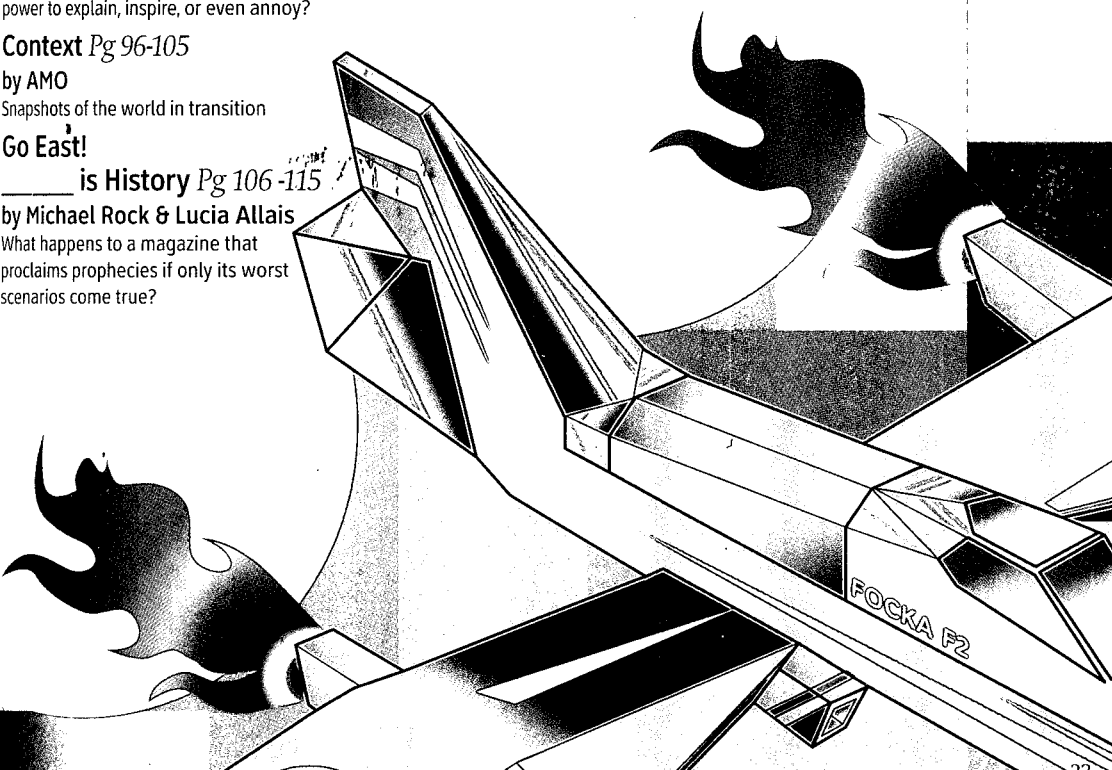
## Prada LA Pg 136-137

A look inside the clandestine testing grounds where OMA scientists are busy constructing the latest Beverly Hills boutique

## Seattle Public Pg 138-149

by Joshua Ramus

The public library is at a cross-roads: increasingly under pressure from Amazon.coms and Barnes & Nobles, its role has never seemed less sure. At the same time, as one of the last bastions of open, free space, its continued existence has never been more vital. How can the library adjust to the times without losing its essence? >



# contents

## Re-learning from Las Vegas

Pg 150-157

### Interview by Rem Koolhaas & Hans Ulrich Obrist

Robert Venturi and Denise Scott Brown talk Africa, socialism, signage, and the current state of the strip.

## Guggenheim-Hermitage

Pg 158-159

Living it up with Jeremy Irons, Dennis Hopper, and Lauren Hutton at the opening of the (now closed) Guggenheim Las Vegas

## Junk Space Pg 162-171

by Rem Koolhaas

The new flamboyant, flexible, forgettable face of architecture

## Black Metropolis Pg 172-180

by Ellen Grimes

Built up by massive migration and racist land policies, leveled by slum clearance initiatives, Chicago's Bronzeville section is now in the throes of a nostalgia-driven campaign of erasure and gentrification. Some things never change.

## Miestakes Pg 181-183

by Rem Koolhaas

Can Mies's legacy be saved from the good intentions of his defenders?

## The Chicago School

Pg 184-188

In 1950, when Mies van der Rohe designed the campus for IIT, the university was booming. Fifty years later, the student population had halved, but the size of the campus had doubled; its surroundings had also vanished, erased by slum clearance. Can a single architectural gesture recreate the urban densities on which Mies's original design depended?

## MoMA Charette Pg 190-197

As its interests exponentially expand, how can the museum's primary function - the organized contemplation of art - remain undisturbed?

## Breathing Space Pg 198-203

What can be done to prevent Harvard from strangling Cambridge?

## Astorology Pg 204-207

by Fenna Haakma Wagenaar

The OMA-Herzog & de Meuron marriage - from the inside out

## The Butterflies fate

Pg 208-215

by Luis Fernández-Galiano

The OMA-Herzog & de Meuron marriage - from the outside in

## NeWhitney Pg 216-221

by Shohei Shigematsu

3 is a magic number.

## No more surprises

Pg 222-227

Interview by Beatriz

Colomina & Rem Koolhaas

Martha Stewart, queen of American domesticity, discusses her dream home, life in the public eye, and conquering China.

## Sex and the City Pg 230-223

OMA's Prada SoHo store goes Hollywood



## White Briefs against Filth

Pg 236-239

by Rem Koolhaas

The waning power of New York

## Yes/No Pg 240-251

The frenzied rise and vengeful fall of the global market economy

## Museums

Pg 252-255

by Ole Scheeren

The market influence on culture

## Maybe Pg 256-257

by Jeffrey Inaba

In search of the city

## Back to School

Pg 266-275

Photos by Rem Koolhaas

Above Sao Paulo modernity



## Red Radio Pg 276-281

by Ademide Adelus-Adeluyi

Cold War in the tropics

## Lagos Life Pg 282-289

Bola Tinuba discusses Europe, America, and his vision for Africa's biggest city.

## Prada Yada Pg 290-291

So it's agreed: Prada is simply too expensive.

## Map: BBA Pg 292-293

Can reality TV unite a continent?

## Big Vermeer Pg 294-299

What are you staring at?

## Intensity generators

Pg 300-301

A conversation between

Scott Lash & Arjen Mulder

Two leading media theorists get intensive

## Cut and Paste Pg 302-303

How to turn a Dutch house into a Portuguese concert hall in under two weeks

## Casa da Musica Pg 304-315

The concert hall is a victim of its own success: rigidly defined by the necessity for perfect acoustics, most concert halls succumb to the time-tested reliability of the "shoe box." For the architect bent on innovation, what remains to be done once a typology has been perfected?

## Perbaaday Pg 318-325

What would happen if a fashion house adopted its users' esthetics as its own?

## Out of fashion Pg 326-331

by Nicolas Firket &

Markus Schaefer

The past, present, and future of the AMO-Prada partnership

## Crib Death Pg 333

by Rem Koolhaas

Build and destroy

## Hollocore Pg 336-349

by Nanne de Ru

At the center of Europe lies the Hollocore, a field of low rise sprawl. In the absence of identifiable demographic centers, the

region is now dominated by an endless proliferation of loopholes and subcultures. *Content* takes you there.

## Second Empire Pg 350-351

by Michael Hardt

New World Order 2.0

## Content: Exhibition

Pg 352-357

Live from Berlin

## Dutch Embassy

Pg 360-371

Challenged to build a structure that allows for air-tight security but conveys a sense of "Dutch openness," OMA chose to....

## Haus Flick I & II Pg 372-373

Live your collection

## Maison à Bordeaux

Pg 374-375

The rebirth of house

## E-conography Pg 376-389

by Reinier de Graaf &

Rem Koolhaas

Europe's current communication, whether external or internal, lacks eloquence and enthusiasm. Recent events have revealed Europe's urgent need of an iconographic overhaul. What can be done?

## Spiegelein Spiegelein an der Wand Pg 390-392

Interview by Reinier de Graaf &

Rem Koolhaas

Stefan Aust, editor-in-chief of *Der Spiegel*, discusses the future of Europe, the current state of American journalism, and the coming of *Der Spiegel* in english.

## Utopia Station Pg 393-395

by Rem Koolhaas

Although often suppressed, every architect carries the Utopian gene. To rekindle a dying flame, we take a look at Moscow, where, within a space of one km<sup>2</sup>, we find what is, perhaps, the greatest concentration of Utopias ever known. >

**The state of the Hermitage**  
Pg 396-413

by Anastassia Smirnova  
Considered by many in St. Petersburg to be a state within a state, the Hermitage Museum has acquired its own mythology.

**Baalbeck** Pg 414-417  
The fall of Rome

**Jerusalem** Pg 418-419  
Confessions of an ingrate

**The Hyperbuilding**  
Pg 420-425  
OMA's one km high city in the sky

**Asia New Towns** Pg 426-433  
Four proposals for covering a blank slate

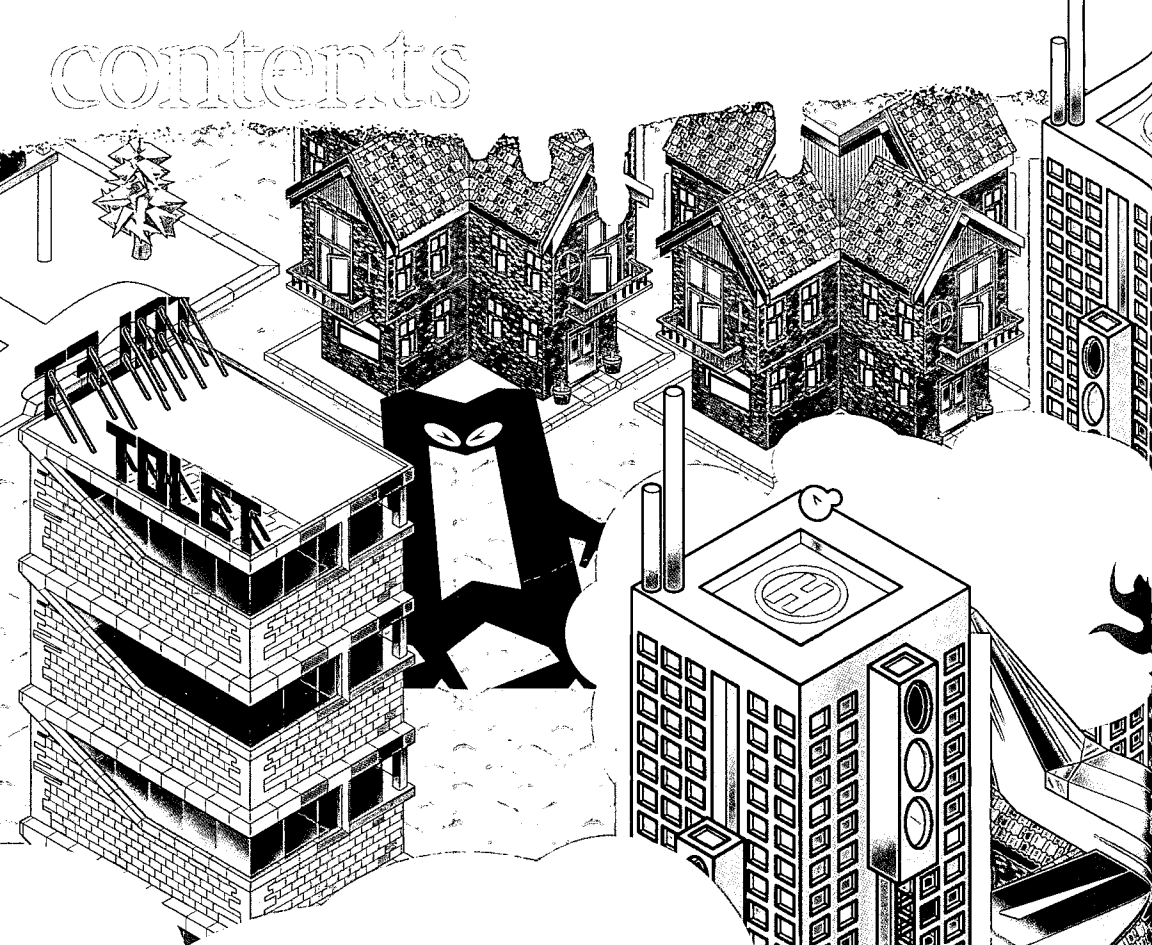
**Shanghai Exponential**  
Pg 434-439

by Jason Long  
Is Expo 2010 doomed to success?

**Togok** Pg 440-444  
Composite sketches >



# contents



## Big time dilemmas

Pg 448-449

Interview by Kayoko Ota

Toyo Ito discusses the current state of Chinese architecture.

## Beijing Preservation

Pg 454-467

Beijing's rapid modernization threatens to erase many of its existing layers: how can preservation be used to ensure that Beijing retains its urban heterogeneity?

## Map: Skyscraper Migration

Pg 456-467

The high rise relocates to Asia

## Kill the Skyscraper

Pg 470-477

Although its qualities are largely exhausted, the skyscraper remains the dominant presence in modern cities. For Beijing, OMA proposes a low rise field in the center of the Central Business District.

## The enemy Pg 480-481

by Rem Koolhaas

Aussie bandits

## CCTV Pg 482-505

The new headquarters for CCTV in Beijing is OMA's most ambitious project ever, the embodiment of all the west has lost.

## Roppongi Hills Pg 508-509

by Rem Koolhaas

Pure evil

## Patents II Pg 510-512

Asian edition

## Post-modern engineering?

Pg 513-514

by Rem Koolhaas

Let's hear it for the engineers....

## Property Pg 516-543

OMA-AMO since SMLXL

## When Buildings Attack

Pg 544

Illustrations by Simon Brown ■

