

# THE MATTER OF FACTS— ARCHITECTURE AND THE GENERATION OF DESIGN INFORMATION—————

A DESIGN CONFERENCE ORGANIZED BY THE PRINCETON SCHOOL OF ARCHITECTURE IN COOPERATION WITH THE CENTER FOR ARCHITECTURE, URBANISM AND INFRASTRUCTURE

28 MARCH 2008, BETTS AUDITORIUM 9:30 AM—5:00 PM

NOT SO LONG AGO ARCHITECTURE WAS CONSUMED WITH THE INTERNALIZED CODES OF ITS OWN CREATION; NOW SUCH DISCIPLINED LABOR SEEMS, WELL, LABORIOUS. RECENT ARCHITECTURAL WORK SEEMS UNFETTERED BY ITS CATEGORICAL STATUS. IT SIDESTEPS THE HISTORICAL DIVISIONS OF AUTONOMY AND ENGAGEMENT AND COMBINES THEORETICAL SPECULATION WITH EVERYDAY WORK: IT ENGAGES THE WORLD WITH A MIXTURE OF SERIOUS LEVITY AND STRATEGIC NAÏVETÉ; COMBINES OLD TECHNOLOGIES WITH NEW ONES; AND OPERATES ACROSS THE SCALES OF ARCHITECTURE, URBAN DESIGN AND LANDSCAPE. THIS IS A GENERATIONAL SHIFT OF FOCUS, FROM THE DISCIPLINE OF ARCHITECTURE TO QUALIFICATION OF THE WORLD AT LARGE—FROM MATTERS OF FORM TO MATTERS OF FACT. THROUGH PRESENTATIONS GIVEN BY A SELECT GROUP OF ARCHITECTS AND THINKERS, THIS SYMPOSIUM WILL HIGHLIGHT THIS CHANGE IN ATTITUDE AND THE EFFECTS IT HAS ON ARCHITECTURE TODAY.

## PARTICIPANTS—————

ARANDA/LASCH—BENJAMIN ARANDA AND CHRIS LASCH

ATELIER BOW WOW—MOMOYO KAIJIMA

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ONE ARCHITECTURE—MATTHIJS BOUW

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WORKAC—AMALE ANDRAOS AND DAN WOOD

WW—SARAH WHITING AND RON WITTE

## MODERATOR—————

JOHN MCMORROUGH—THE OHIO STATE UNIVERSITY

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FOR MORE INFORMATION, CALL 609-258-3741 OR VISIT [HTTP://SOA.PRINCETON.EDU](http://soa.princeton.edu)