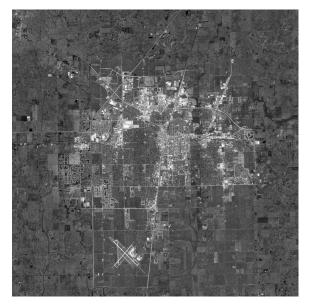
## analōg





This project will investigate the idea of the analogue in architecture and how this idea might be understood to operate in both our individual and collective practice of architecture. The word analog (US) or analogue (En.) derives from the Greek word analōg meaning 'proportionate' or 'in relation to'. Contemporary applications of the word reflect the idea of 'something existing in relation to another' or 'the opposite of digital'.

The creative practice of architecture relies upon knowledge in techniques of production operable at a range of scales from the detail to the global in parallel with individual intuition and imagination. The production and practice of architecture continuously evolves and in recent years has come to be almost exclusively generated through digital media. This digital orientation of architecture has been liberative; it has presented myriad possibilities and opportunities, expanding and extending the language, form, structure and capacity of architectural practice and production, often inviting fantastic speculation and experimentation. Reflecting on this tendency as we adapt our techniques to meet the demands of our continually evolving imaginaries it is also true that very often the range, scale and potential of technology exceeds our individual and collective capacities to comprehend it.

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Through the idea, the representation and the manifestation – whether the orthodoxy of built form or as pure speculation – we continuously practice architecture. How the architectural proposition is represented reflects its genesis, motivation and intention as well as how it might be received, used, occupied and interpreted. The iterative process of design is perpetually rehearsed and through need, intuition and desire is transformed – through practice – into architectural proposition. Practice is recognised as operating at both the level of technique but also at the level of the imaginary –analogously. This project invites speculation and investigation into this reflective domain of creative practice, to set aside the habitual preoccupation with the physical production of the physical artifact or object and to explore the invaluable and nuanced differences reflected in our individual motivations spatial histories, experiences and desires

The project will be organised around a joint studio of graduate architectural students from the Graduate School of Architecture (GSA) at the University of Johannesburg (UJ) and students from the Masters Programme at the Illinois School of Architecture (ISA) at the University of Illinois at Urbana-Champaign (UIUC). Students will be paired and asked to contract with each other and to negotiate through discussion the means of the production of six prescribed drawings representing reflections at a series of progressive scales – the figure, the object, the room, the common room, the urban and the landscape. We will invite creative practitioners from around the world all sensitive to working with cultural production at corresponding scales to share their insight and knowledge and to provide commentary and critical perspective. We will film our experiences in Johannesburg and in Urbana-Champaign as a durable record of the process of the project. A publication, exhibition and website will also be produced recording the process of the production of the work and as a permanently record of the project.

Mark Raymond : Architect

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