



Exhibition:

A-Typical Plan

Atelier Kuo - Bachelor Second Year
Vernissage Tuesday, 18 September 2012, 17h30
Exposition from 13.09.12 till 02.10.12
Foyer, SG Building

Shaped by the logics of economy, technology and culture, and fueled on ideologies of efficiency and productivity, the office building has long become the symbol of pragmatism where repetition and sameness are equated to flexibility and profit. This left the architect's role to providing little more than a fancy gift wrap around a stack of generic floor plans.

However, our changing definitions of work and the recent introduction of pleasure and even play -- notions often seen as the antithesis of work -- into the office has profound implications on the work place. Work is no longer measured on pure efficiency and production. Creativity and innovation may even demand a degree of inefficiency. As an environment where many of us spend the majority of our waking hours, the office deserves to be re-considered beyond pure efficiency and from the inside-out.

