

If, by the virtue of charity or the circumstance of desperation, you ever chance to spend a little time around a design and research collective, you will acquire many exotic new facts. 1

You will find out that at the 1968 Olympic Games in Mexico City Dick Fosbury, a mediocre 21 year old athlete, won the high jump gold medal using his invention: the 'back-first' Fosbury Flop. 2

That 10 years later, Vladimir Yashchenko was still jumping, and breaking records, with the Straddle Technique. 3

That Potlatch is a competitive ceremony involving a lavish distribution of gifts and the destruction of property to emphasise the wealth and the status of a clan. 4

That a random assemblage has nothing to do with a random process. 5

That to open a studio you have to find an affordable space, make a catchy website, a Facebook page, maybe Instagram, maybe both, write a convincing tagline, a statement and produce quality content. 6

That a Lebez 510/2-B Double Clip 32mm is a design masterpiece. 7

That a good way to get free advertising is to establish a partnership with a trusted kebab restaurant. 8

That you have to be careful with decayed teeth in Porto, pagan rituals in Madrid, prisons in Milan, bikinis in Chicago, elephants in Turin, phonetics in Netherlands, hurricanes in Calabria, death in Venice and tandoors in Sicily. 9

That accidentally eco-friendly is far better than relentlessly sustainable. 10

That Leeuwarden is a beautiful city that only needs the definition of a strategy to combine the promotion of its city center and the involvement of its citizens. 11

That there are more than 750 unfinished public buildings in Italy. 12

That a lot of people tend to confuse radical with utopian, ethical with moral, aesthetic with beauty, revenge with suicide, engagement with batrachomyomachia, eroticism with scatology and pornography with coprophagy. 13

That the Beatles historically function to serve as champions of the reaction. 14

That despite a global and irreversible publishing crisis the most common piece of furniture in the world is the Billy bookcase from IKEA, it is estimated that one is sold every 10 seconds. 15

That while home is becoming increasingly a place for work and an instrument of subsistence, domesticity invades every field of human activity. 16



1 Free adaptation of an extract from David Foster Wallace, *Infinite Jest*, (New York: Back Bay Books, 2006), 200-204.

2 A few months ago we received an email from Byron Van Fleet: Fosbury's roommate at Oregon State University. He was looking for potential donors to build a memorial of Dick flying over the bar. We never replied.

3 The Straddle technique is a successor of the Western roll, with which it is sometimes confused.

4 For further details see, Marcel Mauss, *The Gift. The Form and Reason for Exchange in Archaic Societies*, (London: Routledge Classics, 2002).

5 <https://it.wikipedia.org/wiki/Ikebana>

6 We still don't have a statement and we are still discussing about our payoff.

7 Not to mention the MUJI nail clipper and the Reebok Workout Plus Vintage sole.

8 Mr. Poli Kebab was the enthusiastic editor, cost-effective publisher and tenacious distributor of Rroark!: a free weekly fanzine printed in 24.000 copies.

9 A few things we've learned from our mistakes.

10 To understand such cryptic/useless achievement see the work of Kesselskramer on The Hans Brinker Budget Hotel.

11 53°12'N 5°48'E

12 Incompiuto is the most important Italian architectural style since WWII.

13 With a small inception from Roberto Bolaño, *2666*, (London: Pan MacMillan, 2016).

14 We totally agree with Piero Scaruffi, *History of Rock Music* (Bloomington: iUniverse, 2003): 'Their smiles and their choruses hid the revolution: they concealed the restlessness of an underground movement ready to explode, for a bourgeoisie who wanted to hear nothing about it. They had nothing to say and that is why they never said it.'

15 Since 2012, the IKEA catalogue has surpassed the Bible, becoming the most widely distributed publication in the world. Created by 250 specialists and translated into 29 languages, more than 200 million copies are distributed each year. It would be limiting to think that the ubiquitous IKEA catalogue is able to capture the essence of the time; it is easier to imagine that it plays an active role in defining it, influencing us with stock-image parents who smile at their children, blooming cacti, colorful bath mats, scented candles, and improbable lampshades.

16 With shops that are camouflaged as bedrooms, offices as game rooms, restaurants as kitchens and banks as lounges.

That in cities like San Francisco, 56 percent of those who rent their house on AIRBNB use the revenue to pay the mortgage on the house where they live. 17

That *ne travaillez jamais!* from wish has become fate. 18

That despite everybody talking about the contemporary working conditions, from the Pope to Britney Spears, only the Fifth Harmony clearly understood that 'we can work from home, oh, oh, oh oh.' 19

That PewDiePie, working from home, earns more than 7 million dollars a year. 20

That Federico da Montefeltro was a social influencer. 21

That you don't have to be a wannabe Berlin artist to be an immaterial worker, you just need to like a post. 22

That the sharing economy has produced the Airspace: a comfortable, comprehensible, homogeneous and generic geography that allows us to travel from New York to Bali, with stopover in London and Singapore, frictionlessly. 23

That the history of furniture, probably not very relevant but definitely entertaining, is littered with exceptional items designed with the sole purpose of accommodating the idiosyncrasies of their occupants. 24

That the unprecedented international appetite for avocados is fueling illegal deforestation and environmental degradation. 25

That cream-colored plasterwork and the natural door and window frames has been hitherto quite unknown to the Italian and European traditions. 26

That the term Juggernaut – a literal or metaphorical force regarded as mercilessly, destructive and unstoppable – comes from the Hindu temple cars of Jagannath Temple in Puri, which were reputed to crush devotees under their wheels. 27

That Luigi Colani, Mario Scheichenbauer, Giorgio Cerretti, Pietro Derossi, Carlo Gianmarco, Riccardo Rosso, Roberto Pezzetta, Franco Mello and Alberto Rosselli were pure genius. 28

That there's no point in making a theory of bread-baking if you can't make a decent bread. 29

That different people have radically different ideas of basic personal hygiene. 30

17 Here you can find a list of the 100 best performing apartments in the 100 most popular tourist destinations in the world: https://www.dropbox.com/sh/dgmx8b6dcos0y4h/AADoHBGPwGp_7b9yRYWRwpXpa?dl=0

18 <https://www.marxists.org/reference/archive/debord/1963/never-work.htm>

19 No coincidence that the video is set in a construction site.

20 Among the large group of self-employed young workers looking for a fair positioning in the culture system, the group of youtubers, mostly ignored by the architectural debate, seem to be the most appropriate category to represent an entire class of immaterial workers. They can make large profits for their production, they have a global reach, and they work primarily from home. The private space of the bedroom is not merely a shelter but rather office and workshop, recording studio and set. A curated place for the representation of ones internet character.

21 In his famous Studiolo the complex ensemble of objects and allegories that decorate the room depicts the cultural and political agenda of a mercenary soldier aiming to portray himself as a humanist and patron of arts. Architecture and artisanship are employed with the precise purpose of promoting a public image in a sort of antecedent to today's social media.

22 The most popular Facebook fan page is Facebook itself.

23 <https://www.theverge.com/2016/8/3/12325104/airbnb-aesthetic-global-minimalism-startup-gentrification>

24 It is not therefore difficult to come across medieval brothel tubs outfitted as dining rooms and protected by a built-in screen for a 'private after-dinner' or the Great Bed of Ware - large enough to accommodate dozens of people constrained to lie down by putting their feet in the center and arranging themselves in a radial pattern.

25 A good example of the physical effects produced by a virtual environment.

26 A crystal-clear lesson by Aldo Rossi.

27 'I am a force of the Past./ My love lies only in tradition. / I come from the ruins, the churches, / the altarpieces, the villages / abandoned in the Appennines or foothills / of the Alps where my brothers once lived. / I wander like a madman down the Tuscolana, / down the Appia like a dog without a master. / Or I see the twilight, the mornings / over Rome, the Ciociaria, the world, / as the first acts of Posthistory / to which I bear witness, for the privilege / of recording them from the outer edge / of some buried age. Monstrous is the man / born of a dead woman's womb. / And I, a foetus now grown, roam about / more modern than any modern man, / in search of brothers no longer alive.' Pier Paolo Pasolini, *The Selected Poetry of Pier Paolo Pasolini*, (Chicago, London: The University of Chicago Press, 2014), 311.

28 All of them unknown to most.

29 From a misinterpretation of Lev Tolstoj, *What Then Must We Do?*, (London, New York, [etc.], Oxford University Press, 1925), 203.

30 Yet another quotation from David Foster Wallace, *Infinite Jest*. (New York: Bach Bay Books: 2006), 204. ♥



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