

Dear John,

How is Evita?

No response from Ricky yet. I dealt with administrative and technical work since I returned. I asked curators to bring 2 or 3 titles for the meeting tomorrow, and we will collect more examples and discuss. We just established a working space at our university.

By mean time, I asked Richard Enos' opinion about titles we discussed. He has helped me for editing papers and articles for more than 10 years, including Megacity Network. He knows the background, not from an architect's angle, but from that of more general audience. I thought it worth to listen to his opinions. Here they are:

Let me give you my opinion of the titles you suggest.

- **The FAR Game:** *this is the best title if you don't have a main premise, your presentation is merely an exposition of the constraints on architectural freedom*
- **The City in Architecture:** *too vague/unrelated*
- **Enabling Density:** *I understand this one, using 'density' as a subject (Density enables...) as well as an object (The architect enables density.) Could be explored further.*
- **From Interest to Interesting:** *If 'interest' equates to 'money' I understand, but it is a bit of a stretch as a title.*
- **Turning Constraints into Advantage: the FAR Game:** *Of the four titles that start like this, this first one is the one I prefer. But it seems to me the "The FAR Game: Turning Constraints into Advantage" would be better. I also like:
 - "The FAR Game: From Constraints to Creativity" or even
 - "The FAR Game in Dense Cities: From Constraints to Creativity" or
 - "The FAR Game: Constraints Sparking Creativity"*
- **Making Space in the Dense City: the FAR Game:** *This one is OK, but is not saying much more than just saying 'The FAR Game'*
- **Creative Constraints: the FAR Game:** *Here the implication is only 'constraints on creativity', not 'constraints that give rise to creativity'. The constraint itself is not capable of being creative, only the architect is. So I would not favor this one or the next one with the similar title.*
- **The FAR Game City:** *No improvement over 'The FAR Game'.*

Before I really give you my final recommendation for a title, it is really important for me to understand whether or not your exhibit holds together around a single premise, or if your exhibit is a collection of studies from different architects that each has a unique premise/thesis in their presentation. The following information would really be helpful:

- 1. How many different studies (presentations) will make up your exhibit?*
- 2. Are these all studies by different architects around the subject of the FAR game?*
- 3. Aside from that, do these studies have any common premise?*

4. If not, are there at least some more detailed aspects of the FAR game that they present in common?

To help make it clearer, here are 3 examples of what I would consider a premise:

- *The FAR Game is the most powerful and ubiquitous influence of all in the design of architecture in the dense cities (in Korea)*
- *The FAR Game puts creative constraints on architects and make them feel like factory workers*
- *The FAR Game puts constraints on architects which have actually given rise to greater creativity*

If I refer back to your exhibit in Frankfurt, it was certainly a beautiful exhibit, but the individual exhibitors all had rather different themes and premises in mind for their presentations. And so, as is usually the case when there are many contributors to an exhibit, it can be difficult to rally an entire group around a single premise. Having said that, if there is no single premise that runs through all your exhibits, it is better to have a more general title; otherwise, some of your architects will look like they have entirely missed the theme of the exhibit.

So his opinion is not much different from us. But he prefers “The FAR Game” as the main title. And “The FAR Game: Constraints Sparking Creativity” is added. I think it is one of alternatives.

What do you think?

Best, Sung.