

Oct 25, 2015

Dear Richard,

I will apply for position of the curator of the Korea Pavilion, the 15th International Architecture Exhibition, Venice Biennale this coming Wednesday. I will propose the theme of the Korea Pavilion, and I need your help.

The title for the 15th International Architecture Exhibition is: **REPORTING FROM THE FRONT**. Within this theme, I will propose the theme as "the Game of FAR (Floor Area Ratio)."

My proposition is that FAR has been a driving force for Korean architecture for the last 50 years, and FAR Game is a frontline that architects are confronting and have to overcome. FAR game applies to public/private, high/low architecture, city/countryside, and rich/poor. Every Korean subconsciously wants to gain economic profits from the maximum development and redevelopment. FAR Game is a tactic to maximize the scale of architecture within the laws (sometime beyond the laws).

I will portray cases and samples that used FAR Game as a goal, as a limitation, and as a creative force.

So the title would be

-FAR Game

-The Game of FAR

-Beyond the FAR Game / Beyond the Game of FAR

-Within the FAR Game / Within the Game of FAR

-In the FAR Game

-On the FAR Game

-Facing the FAR Game.....

.....

Can you help me to coin the title?

Do you remember the title of Korea Pavilion, **City of the bang** (2004), you helped me to coin?

For your references, the themes of VB were "Architecture Beyond Building," "People Meet in Architecture," (2010) "Common Ground," "Fundamentals (2014)" and etc.

Sung

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Dear Sung,

After some thought 2 similar titles come to mind:

## 1, The Rules of the FAR Game

Which obviously constitutes the rules (i. e. the parameters / restrictions / strategies that are involved in FAR considerations in architectural design)

## 2. The Rule of the FAR Game

Which does the same as above (though all the parameters are considered as a single rule). However, it also plays on the word 'Rule' to designate 'rulership', which implies that Korean architects' designs are under the 'rulership' of FAR considerations.

I actually prefer #2 but would only be of value if at some point your paper explains FAR as a kind of limiter or restriction to architectural freedom.

Hope this helps!  
Richard

By the way, I imagine you understand that "reporting from the front" is a reference to the front lines in a war or battle. Just thought I'd mention it.

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Dear Richard,

Thanks for the quick advice. I take "The Rule of the FAR Game."

But I would like to add a meaning of action. The Rule of the FAR Game has negative connotations - limitation and restriction as you said. It is a limitation, but at the same time an underlying goal of every development and construction in Korea, and sometimes an active design tactic that architects and developers take advantage. I argue FAR Game is a socio-economic force as well as design tactic.

So would it be possible to add either verb or preposition in front?

-Over the Rule of the FAR Game

-Beyond the Rule of the FAR Game (beyond seems rather banal though)

-In the Rule of the FAR Game

-On the Rule of the FAR Game

Is there any proper preposition/verb that means "overcoming" "counterploting"?

Sung

- Please tell me your time for thoughts.

Dear Richard,

I am totally convinced by your points. Yes, I agree the title has to be simple (as I see many previous VB titles). "The Game" already has a rule and rules. I like "The FAR Game." It is better than "The Rule of FAR Game." It is simple, and it draws attention. The reader wants to know what it really means.

I will decide if I really want to apply for. It may be a tough competition. Once I has the position, I need your big help, from November to May next year. I will wire 40,00 won today.

So should I go with "The FAR Game"?

Best, Sung.