

Dear Richard,

We, the curating team, returned from Venice last week. The curators and representatives of 43 countries among 65 showed up at the meeting with Aravena. I had a chance to present our theme, The FAR Game, about 2-3 mins. I felt we drew attentions. At least we are in the right direction.

In Athens, I had a long discussion with Prof. Peponis and then 3-way skyped with Prof. Ricky Burdett at LSE, who, we realized, will have strong voice at 2016 VB. He thinks our theme is interesting, but the title is vague, because it does not deliver the message/context explicitly. He asks "what values are gained from the FAR Game?" He expects a title something like, "Money Makes Form." I was a little disappointed. Next day, we talked to some a former VB curator of Greek pavilion, and he liked The FAR Game though.

Prof. Peponis and I pondered alternative titles for hours. Many came up:

The FAR game  
The city in architecture  
Enabling density  
From interest to interesting  
Turning constraints into advantage: the FAR game  
Turning constraints into advantage: creativity in contemporary Korean architecture  
Turning constraints into advantage: architectural responses to urban density in Korea  
Turning constraints into advantage: architecture in the dense city  
Making space in the dense city: the FAR game  
Creative constraints: the FAR game  
Creative constraints: the FAR game in the dense city  
The FAR game city

But the best is so far:

[Creative Constraints: The FAR Game](#)

Prof. Burdett has not responded about this title yet.

What do you think? Any idea?

We now officially established "The Promotion Committee for the Korean Pavilion, the 15th International Architecture Exhibition, 2016 Venice Biennale," if I literally translate into

English. It means we can spend the budget officially soon. You and the Committee will need a short contract for payment. I will let you know the details.

I wish you and your family a happy New Year. We will have a busy winter here.

Best, Sung.