

Dear Sung,

OK, sounds good. Here is my take on it.

1. I will give my current assumption about the FAR game, which I would like you to correct if I am missing or misunderstanding something. I take the FAR game to be a 'game' or 'challenge' to architects to maximize the amount of usable floor space in their building designs, thus enhancing the value/profitability of the building. Perhaps there are aesthetic considerations that enter into the picture: in other words, maximize FAR without resorting to dull, unimaginative, ugly or unappealing living/working spaces.

2a. With regards to the double meaning, let me say this: if you choose the title "The Far Game", you will need to frame your entire presentation around those very components that Prof. Peponis pointed out, "the long term implications of current moves, the construction of the core of Modern Korean Urban Culture." In other words, the main premise of your paper needs to involve the long-term effects of FAR considerations brought on by population/density. Note that as an idiomatic expression, 'the far game' is not as common as 'the long game' which encapsulates the 'long-term implication' idea a little better. Also, doing it this way, there is a bit of a disconnect between 'Far' and 'Floor Area Ratio' since acronyms are always written in all capitals.

2b. And so unless the paper was predominantly centered around long-term effects and core principles, **I would recommend using 'The FAR Game'** as a way to put the focus on the game of Floor Area Ratio itself, and you would be left with the ability to use the second meaning in a more anecdotal way (i.e. thus this game has implications FAR into the future, and forms part of the core of Modern Korean Urban Culture by ... etc. etc.)

2c. One other but very remote option is to use no capitals: 'the far game', (a method has been popularized by email/text messaging) would disguise whether 'far' was an acronym or not and so provide the best 'double meaning'. However this is very risky as publications tend to have self-consistent standards they follow and many (including those for the exhibit itself) are unlikely to be willing or able to write your title without capitals.

When I originally recommended 'The FAR Game' it was with one eye on the second meaning (the enduring effects of FAR considerations) but not as a major component of your presentation.

Hope this helps,
Richard