

Dear Sung,

I understand what Prof. Burdett is saying.

I will say one thing, and I cannot stress the importance of this one thing too much:

It would be best if your title reflects the MAIN PREMISE of your exhibit. If your exhibit does not fulfill the promise of your title, then no matter what title you use, there will be disappointment on the part of the audience.

By 'main premise' I mean the following: what does the evidence you give in your exhibition PROVE? If you cannot say that it really proves anything at least tell me what it STRONGLY SUGGESTS. The very structure of your presentation is reliant on presenting and supporting the main premise.

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 have 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.

Is all this clear to you? If it is not, please ask me for clarification. I want you to be able to respond with confidence to Prof. Burdett about whatever title you choose. When he proposes an idea like "Money Makes Form", he is looking for your exhibit to have a single premise similar to my first premise above, that financial considerations always take precedence over aesthetics in terms of the final design of architecture in the dense city.

Let me Know! And have a Happy New Year!

Richard