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The importance of the FAR Game to Korea and to architecture in general, as told from various perspectives including those of curators, architects, planners, researchers, developers, land owners, and nameless local builders.

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# Why Does the FAR Game Matter?

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# **Why Does the FAR Game Matter?**

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**From the outside, the FAR Game might appear to be nothing more than an unavoidable consequence, especially within the borders of hyper-dense urban centers, of the insatiable desire for wealth on the part of land owners and developers.**

**This exhibit's examination of the FAR Game in Korea, however, especially of the ways that it changed after the global economic crisis of 2008, leads to important points of further exploration on several levels.**

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# **The Impact of Architecture on Society**

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**The FAR Game is a powerful lens into the current frontiers of Korean society as expressed by the scale of buildings in the cities and the urban fabric. It reveals a form of embedded physical DNA that reflects the psyche of contemporary Koreans.**

**It is encouraging that a new generation of architects in Korea has discovered a niche in the market that will allow them to play the game with greater emphasis on quality of life and emerging cultural values for the urban middle class.**

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# **Innovative Design Tactics Inside and Out**

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**This exhibit highlights attempts by architects to creatively absorb hyper-density by crossing over from quantity to quality, and to turn the motivation of short-term individual profit into the realization of long term public benefits.**

**Architects today are employing tactics that are convincing landowners of the value not only of creating a better living environment for inhabitants, but also of stimulating more activity between private and public space, and between the building and its urban environment.**

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# **An Alternative Model for Urban Regeneration**

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**The FAR Game fosters a slow but resilient form of urban regeneration on a smaller scale within sub-blocks. At this more personal level of development, a new economic and social dynamic is cultivated.**

**From the supplier side, small and medium-sized business is stimulated, leading to a nimbler and better trained army of laborers, workers, builders, and contractors.**