

OFFICE *US*



OFFICEUS

Exposición del Pabellón de Estados Unidos
en la Bienal Internacional de Arquitectura de Venecia

Comisario principal de la Bienal:
Rem Koolhaas

Título de la Bienal:
FUNDAMENTALS - Absorving Modernity 1914-2014
7 de junio - 23 de noviembre 2014

Pabellón de EEUU comisariado por:
Eva Franch i Gilabert (Storefront for Art & Architecture New York)
Ana Miljacki (MIT)
Ashley Schafer (Praxis Journal)

Memoria Descriptiva
de la participación de
Daniel Fernández Pascual
(Studio Cooking Sections)

www.cooking-sections.com
www.officeus.org

As participant of the US Pavilion at the 2014 International Architecture Biennale in Venice, Italy, our project is researching the history of American architecture and its international exports over the last hundred years.

The OfficeUS exhibition is an interactive and evolving installation that reframes the history of American architecture through the topic of building abroad in two interrelated constructs: The Office and The Repository. The Repository documents 1000 projects from the last 100 years, designed by US offices working abroad. Collectively these projects tell multiple, imbricated stories of America's firms, typologies, and technologies, as well as a broader narrative of American modernization and its global reach. The Office engages these same projects, remaking them over the course of the Venice Biennale. It functions as a laboratory staffed by a diverse cast of individuals including resident design fellows collaborating with outpost offices and an ever-changing cast of expert critic-consultants. Together, these two halves of OfficeUS create both a historical record of the American contribution to global architectural thought, and a petri dish in which the legacy of that contribution can be evaluated today.

The International Architecture Exhibition at the Venice Biennale calls itself "the oldest specialized exposition of its kind in the world, developed in the same spaces as the International Art Exhibition; in 13 editions it has become a point of reference for designers, architects, professionals and trend setters from the world of art, fashion and communication." Over the course of the six month exhibition over 200,000 people from around the world will visit the pavilion.

As participants of OfficeUS, our architecture and research practice Cooking Sections investigates American built environment through the space of production and consumption of food. For the US Pavilion in Venice, we are exploring domestic interiors, especially kitchen design as the construction of Modernity. Through our practice, we transform architecture and landscape into a series of recipes in order to create new forms of engagement with space and geography. During the six months of the exhibition in Venice, we are planning to set up a kitchen inside the pavilion, and cook, within it, a whole range of dishes that connect architecture, food and home appliances. The open kitchen will be the central mediatic place to start public discussions and meals with all the visitors to the pavilion, an extraordinary opportunity for KitchenAid to exhibit its appliances.

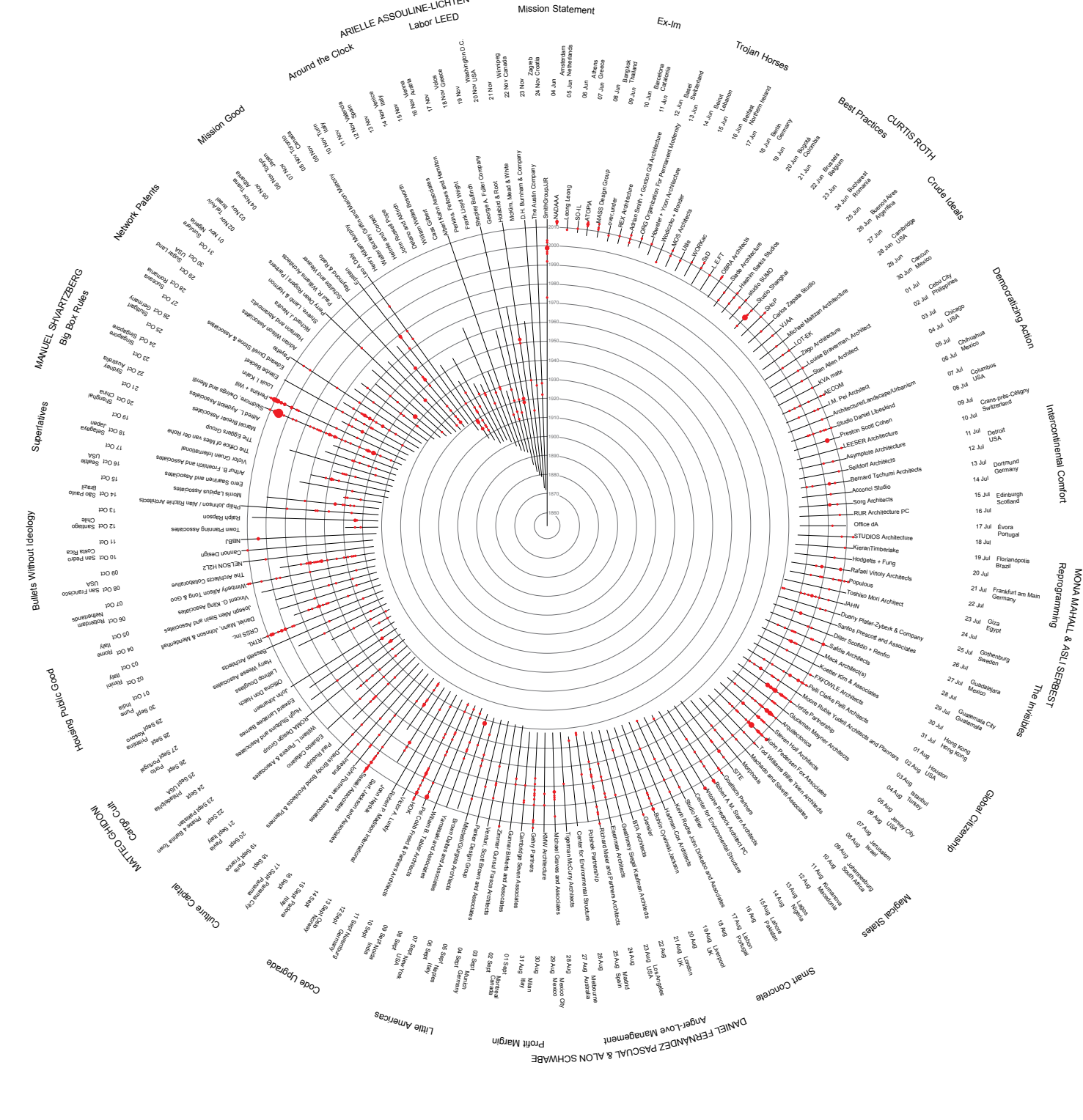
Cooking Sections

OFFICEUS, 2014 International Architecture Biennale, Venice, Italy.

OFFICEUS

US PAVILION

14TH INTERNATIONAL ARCHITECTURE EXHIBITION - LA BIENNALE DI VENEZIA



ARE YOU PART OF OFFICEUS?

The first headquarters of OfficeUS, located within the US Pavilion at the Biennale Architettura 2014, presents a global history of the architecture office and its working operations. These histories are: Ex-Im, Trojan Horses, Best Practices, Crude Ideals, Democratizing Action, International Comfort, Magical States, Profit Margin, Smart Concrete, Little Americas, Angel-Floor Management, Cargo Cull, Housing Public Good, Bullets Without Ideology, Code Upgrade, Culture Capital, Superlatives, Big Box Rules, Network Patents, Mission Good, Around the Clock, and Labor LEED. Each of these themes has multiple manifestations within the project history, while simultaneously anticipating and structuring the work of the office over the course of the Biennale.

Revisiting one hundred years of US architecture's global production in conditions that are decidedly different from those in which the projects were initially conceived opens them to engagement and "ownership" by a vast and heterogeneous audience. OfficeUS is a growing open structure that brings together collective aspirations and expertise to constitute new conversations, new concerns, and a newly politically engaged architectural culture — in a new form and format of an architectural us.

Will you be part of OfficeUS?

TEAM

- Storefront for Art and Architecture**
- Curators:** Daniel Fernández Pascual & Alon Schwabe
- Art Director:** Michael Kober
- Graphic Design:** Carlos Minguez Carrasco, Jacob Reidel
- PRAXIS**
- Curators:** LEONG LEONG, Chris Leong, Dominic Leong, Gabriel Burkett, Jackie Woon Ba, Claire Johnston, Yu-Hsiang Lin, Jane Kwang Kim, Oeun Kwon, Yewen Lui, Lucia Del Zotto
- Graphic Design:** Pentagram, Natsasha Jen, Jeffrey Waldman, Justin Chen, Janghyun Han, Jin Kwang Kim, Oeun Kwon, Yewen Lui, Lucia Del Zotto
- MA+US-E-R: Partner & Partners**
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- Media Partner:** Architizer
- Graphic Design:** Intra Chermayeff
- Graphic Design:** Juan Jofre
- Graphic Design:** Daniel Fernández Pascual & Alon Schwabe, Special Friends
- Karla L. Meyer**

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Canada and Communications Manager
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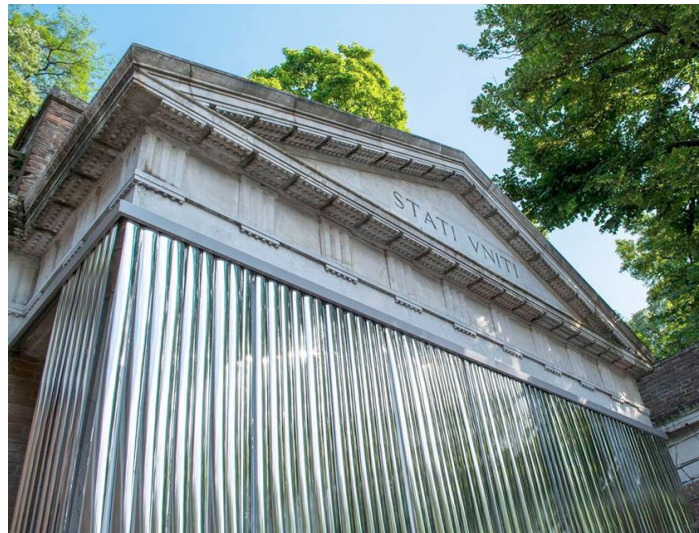
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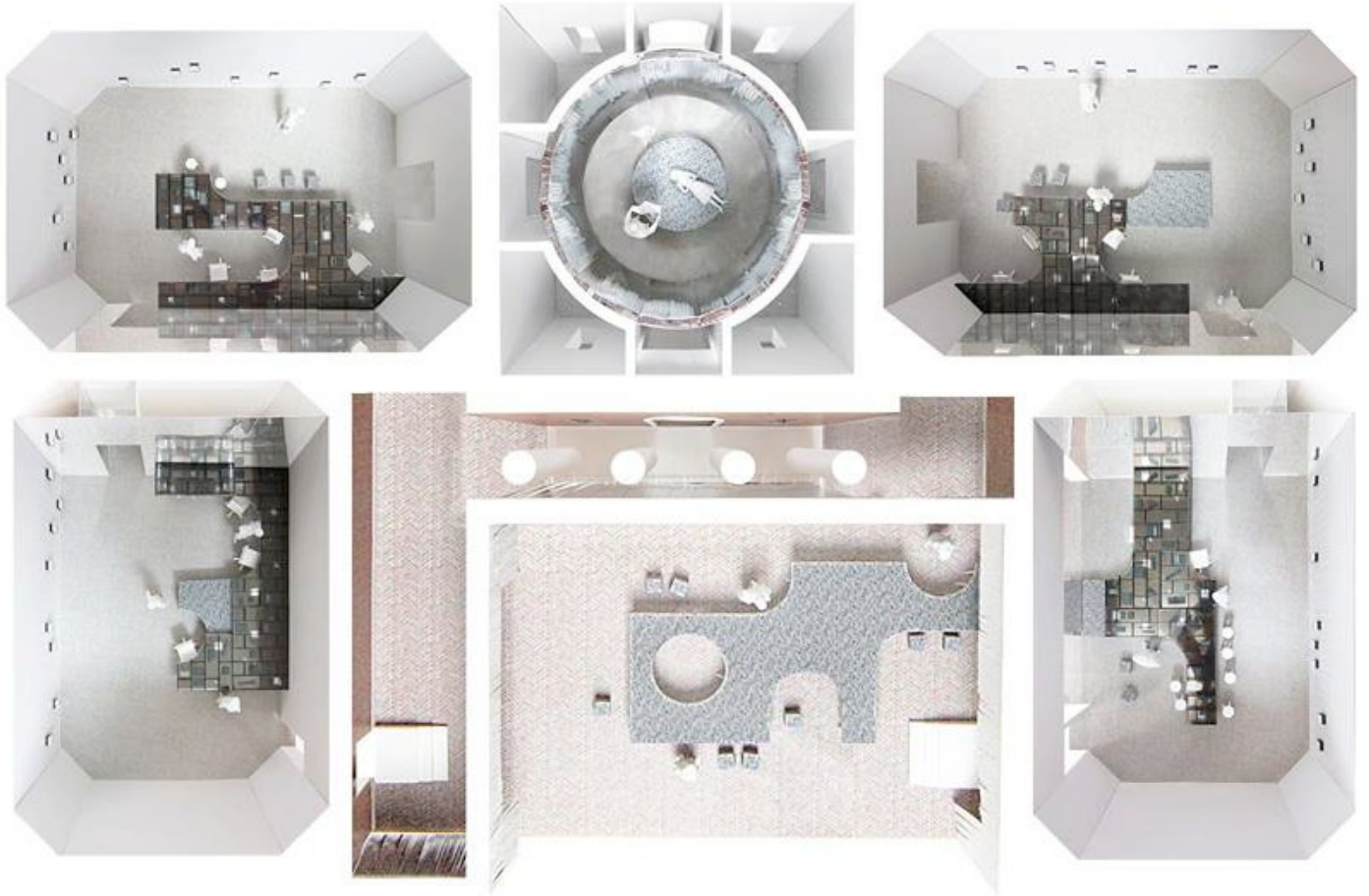
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Vista general de la Bienal en Giardini.



Vista exterior del
Pabellón de EEUU

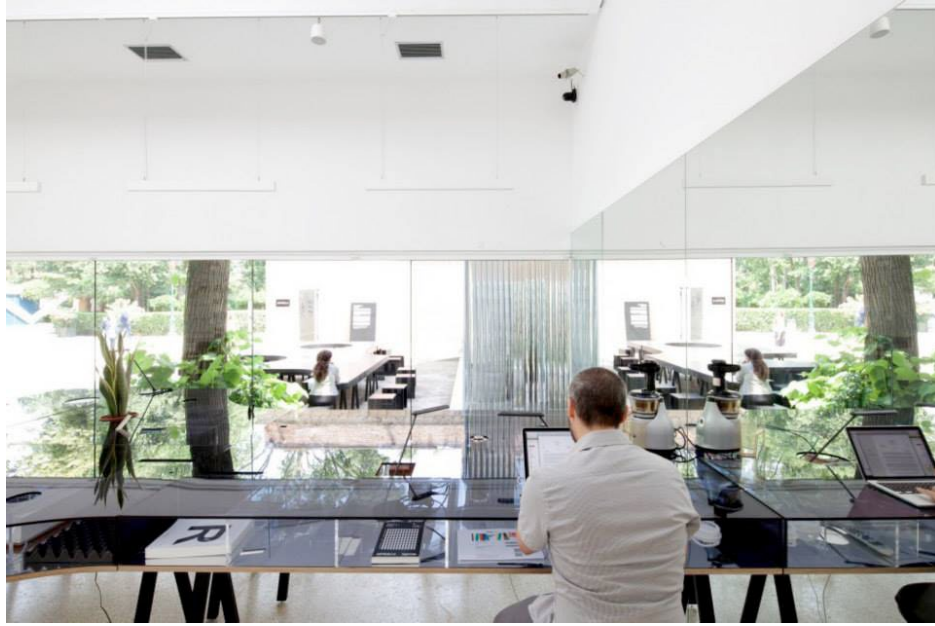




Vista interior de concepto de exposición del Pabellón de EEUU

Vista interior del
Pabellón de EEUU



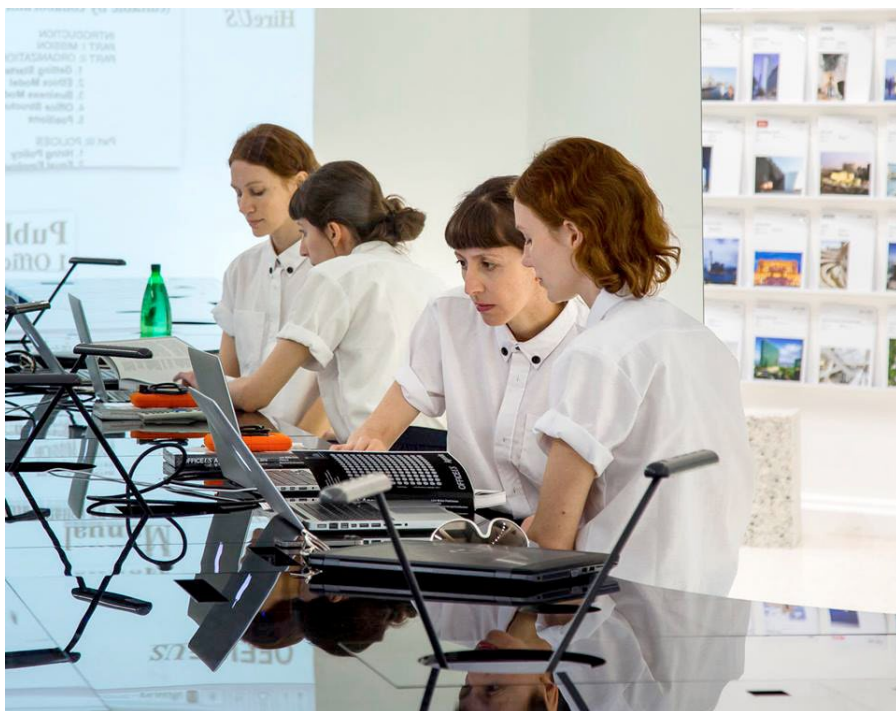


Vista interior del
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Vista interior del
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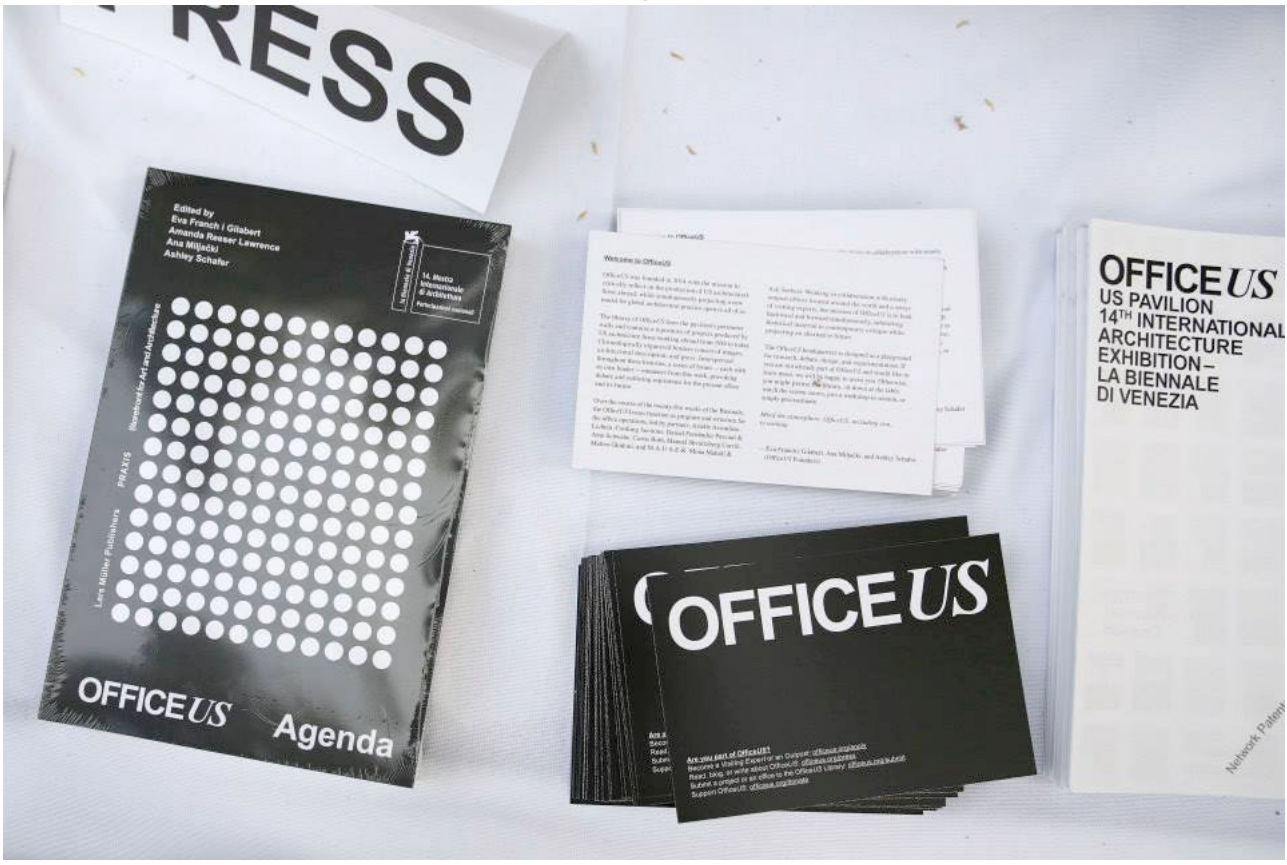
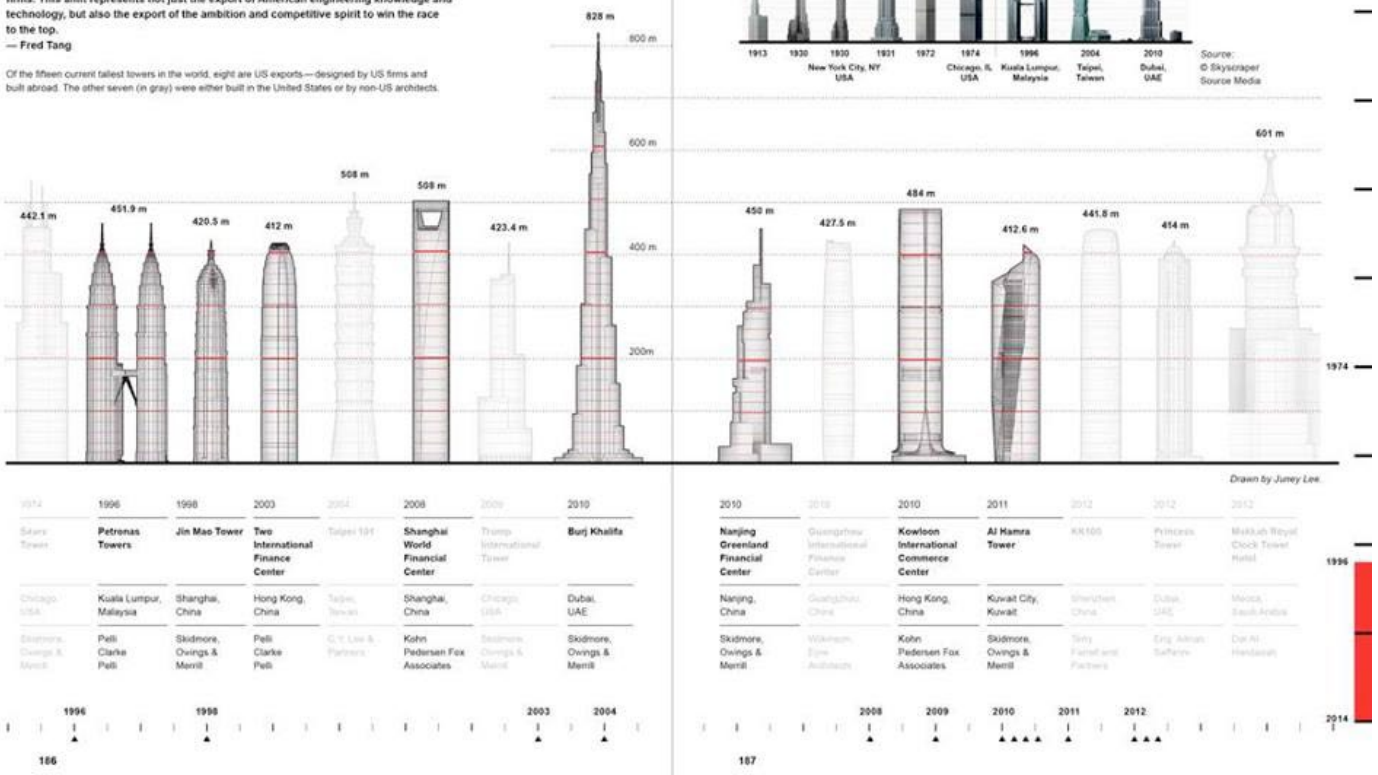
Vista interior del
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Exporting Vertical Ambition

The skyscraper is a quintessentially US typology. Since its emergence as a building type in nineteenth-century Chicago, the ambition to build higher has primarily been an American endeavor. For the first hundred years of its development, the United States designed and built the world's tallest skyscrapers. In 1996 the Petronas Towers in Kuala Lumpur were completed and became the tallest buildings in the world at the time. They ushered in a new era of skyscraper construction where Asia and most recently the Middle East are home to the record-breaking tower. Nevertheless, these structures are still being designed and engineered primarily by a handful of US-based architecture firms. This shift represents not just the export of American engineering knowledge and technology, but also the export of the ambition and competitive spirit to win the race to the top.

— Fred Tang

Of the fifteen current tallest towers in the world, eight are US exports—designed by US firms and built abroad. The other seven (in gray) were either built in the United States or by non-US architects.



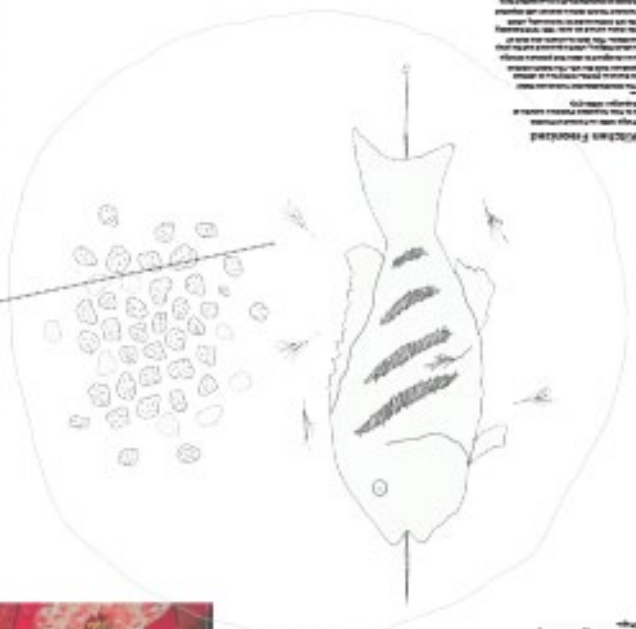
Primera publicación por Lars Müller Publishers (de un total de 4) y postales y posters.



inauguración del
Pabellón de EEUU



Pre-Cooked Roast Beef
 The roast beef is pre-cooked in a large pot of water with herbs and spices. It is then sliced and served on a platter. The meat is tender and juicy, and the herbs and spices add a delicious flavor. The roast beef is a popular choice for a quick and easy meal.



Kitchen Frenzied
 The kitchen is a busy and bustling place. The staff is always on their feet, preparing food and serving customers. The kitchen is a team effort, and everyone works together to ensure that every customer is served with a smile. The kitchen is a place of hard work and dedication.



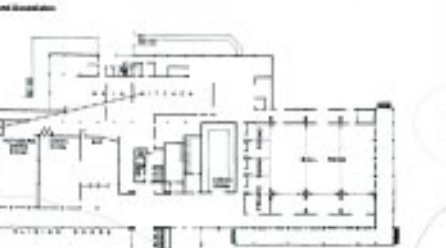
Fast-Giving Salad
 The fast-giving salad is a healthy and delicious meal. It is made with fresh vegetables, fruits, and a light dressing. The salad is easy to eat and is a great choice for a quick and healthy meal. The fast-giving salad is a popular choice for customers who are looking for a healthy and delicious meal.



Stay-Mart
 Stay-Mart is a convenience store that offers a wide variety of products. The store is located in a busy area and is always open. Stay-Mart is a great place to go for a quick and easy meal. The store is a popular choice for customers who are looking for a quick and easy meal.



OFFICE'S
 The office is a modern and professional workspace. The office is equipped with all the necessary equipment and is a great place to work. The office is a popular choice for customers who are looking for a professional workspace.



Sky Plates
 The sky plates are a unique and delicious meal. They are made with fresh ingredients and are served on a platter. The sky plates are a popular choice for customers who are looking for a unique and delicious meal.

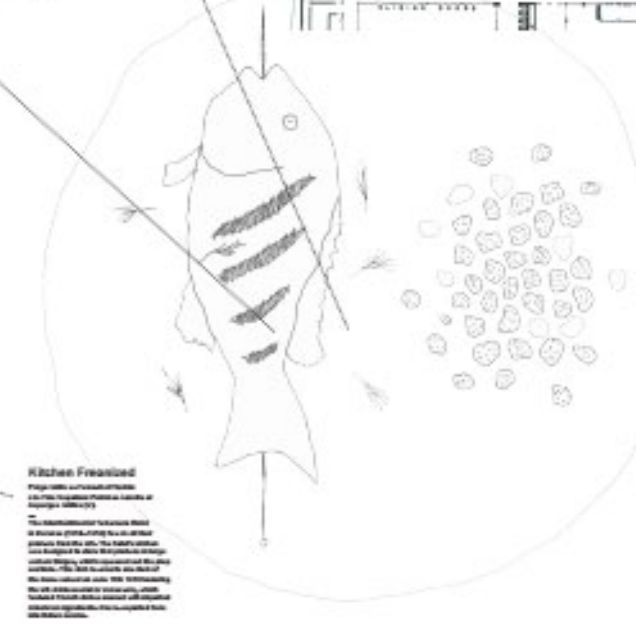


Stay-Mart
 Stay-Mart is a convenience store that offers a wide variety of products. The store is located in a busy area and is always open. Stay-Mart is a great place to go for a quick and easy meal. The store is a popular choice for customers who are looking for a quick and easy meal.

Our vision is to be the best in business and to provide the highest quality products and services to our customers. We are committed to excellence in everything we do.

Developed by the staff of the restaurant and the management team. The restaurant is a team effort and everyone works together to ensure that every customer is served with a smile.

- Customer service is our top priority.
- We offer a wide variety of products and services.
- We are committed to excellence in everything we do.
- We provide a clean and safe environment for our customers.
- We offer a friendly and professional staff.
- We are always open and ready to serve our customers.

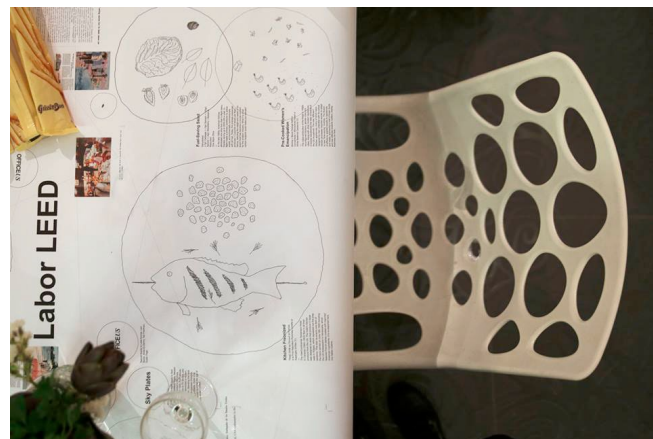
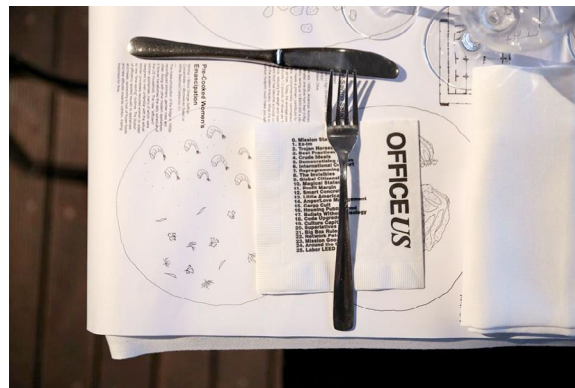


Kitchen Frenzied
 The kitchen is a busy and bustling place. The staff is always on their feet, preparing food and serving customers. The kitchen is a team effort, and everyone works together to ensure that every customer is served with a smile. The kitchen is a place of hard work and dedication.

Fast-Giving Salad
 The fast-giving salad is a healthy and delicious meal. It is made with fresh vegetables, fruits, and a light dressing. The salad is easy to eat and is a great choice for a quick and healthy meal. The fast-giving salad is a popular choice for customers who are looking for a healthy and delicious meal.

Pre-Cooked Roast Beef's Emancipation
 The pre-cooked roast beef is a delicious and convenient meal. It is made with tender and juicy meat that is pre-cooked in a large pot of water with herbs and spices. The meat is sliced and served on a platter. The pre-cooked roast beef is a popular choice for customers who are looking for a quick and easy meal.

opening performance by
Cooking Sections



Best Practices

