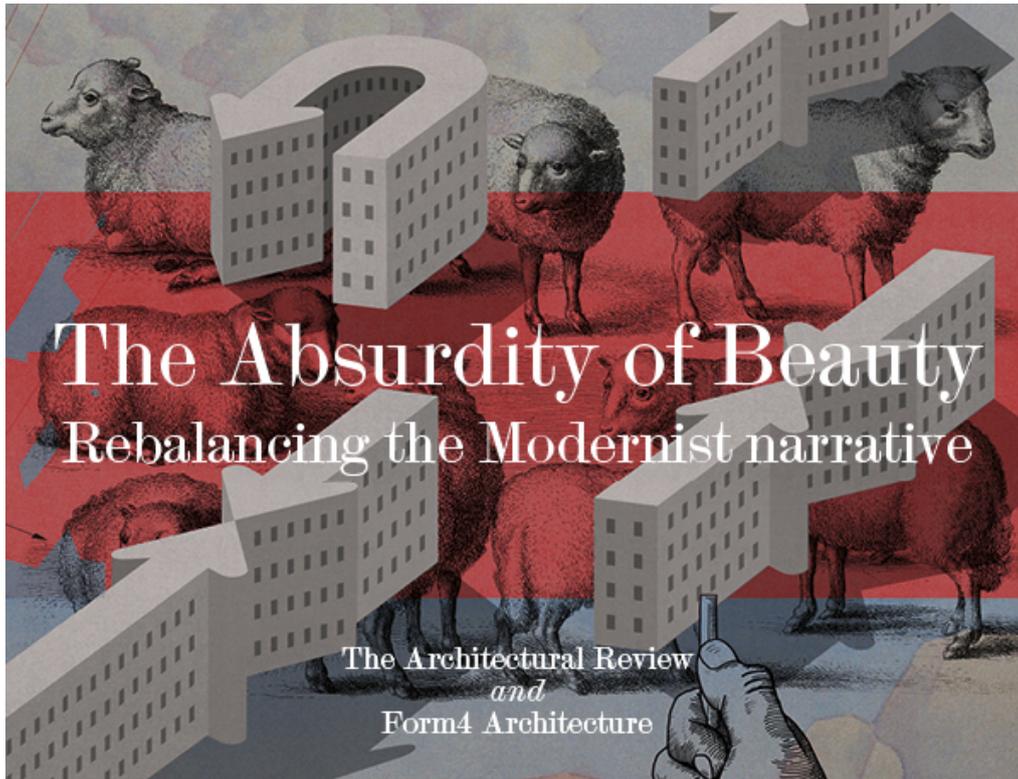


The Architectural Review

PRESS RELEASE

The Architectural Review & Form4 Architecture launch
Monograph at reception in Venice during Biennale

For immediate release



Today, architecture finds itself at a critical crossroads. In the modern era, architecture's ambivalent relationship with modern capitalism and its dependence on arcane treatises and self-justificatory theories has resulted in the neglect of a diversity of physical environments that have the potential to deliver inspiration for art and invention.

How might architecture recover its relevance and reconnect with the society it serves by moving forward thoughtfully and radically to truly fulfil its potential?

Produced in association with the Architectural Review, 'The Absurdity of Beauty - Rebalancing the Modernist Narrative' is an exploration of the work of San Francisco-based Form4 Architecture. In analysing the practice's diverse oeuvre, it simultaneously investigates how the narrative of Modernism, which shaped design and social culture for the last century, can be rebalanced to instigate a new and humanly responsive era of architecture and urbanism.

John Marx, AIA, Form4 Architecture's Chief Creative Officer, advocates for what he calls 'Lyrical Expressionism', a synthesis that combines placemaking, emotional resonance and a legitimate narrative about 'why that form for that design'. This nuanced and responsive approach consciously sets itself apart from codified principles based on scientific rationalism, generative of so many alienating and characterless environments.

The expressive possibility of architectural form imbued with a meaningful narrative solicits an emotional response that is significant to both the designer and end-user. In Form4's work, this narrative is generated from an individual sensibility, filtered, edited and tailored to address the specifics of a particular project, yet still linked to a broader contextual framework.

This frames the task John Marx defines not just for Form4, but for architecture more broadly. As he puts it 'Architecture has the power to inspire us to celebrate the human condition in imaginatively assertive ways. When clarity of form pairs with emotional meaning, placemaking follows, communities form, relationships deepen and people become engaged with their environments'.

AR Editorial Director Paul Finch says 'As the leading magazine of international architecture the AR has an important role in promoting debate and engaging with the profession. We are proud to partner with Form4 on such a thought provoking publication and we hope the ideas contained in it will stimulate a wider discussion about the changing role of architecture in society'.

About The Architectural Review

Founded in 1896, The Architectural Review provides critical perspectives and stimulating opinions on international architecture. With a considerable archive, critically acclaimed writers, an active digital presence, essays on theory, typology, urbanism, beautifully illustrated critiques of significant buildings from around the world, a constant engagement with the wider social, cultural and political context architecture sits in, the AR is a unique source of intelligence and inspiration. www.architectural-review.com

About Form4 Architecture

Form4 Architecture believes architecture is the art of giving form to ideas. The award-winning firm specializes in creating environments, whether for tech offices, mixed-use developments, or residences, that respond as equally to the topography of a site as they do to the people they serve. Winner of the 2017 American Prize for Architecture, Form4 creates formal expressions that are not only poetically moving and conceptually thoughtful, but also reflective of the client's values and goals. As collaborative partners in the design process, the principals of Form4 Architecture—Robert J. Giannini, John Marx, AIA, Paul Ferro, AIA, and James Tefend—are personally involved with every project from concept to completion, bringing the collective wealth of years of expertise and knowledge to each client's vision. Since 1998, the firm has built a rich portfolio of award-winning work for national and international clients within diverse market sectors.

AR & Form4 Monograph issue

Digital copy of the monograph can be found online:
<http://digitalissues.emap.com/AR/FORM4INC/index.html>

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