

A 1 6 M 6 15 B 17



ORIGINAL - OFFICE





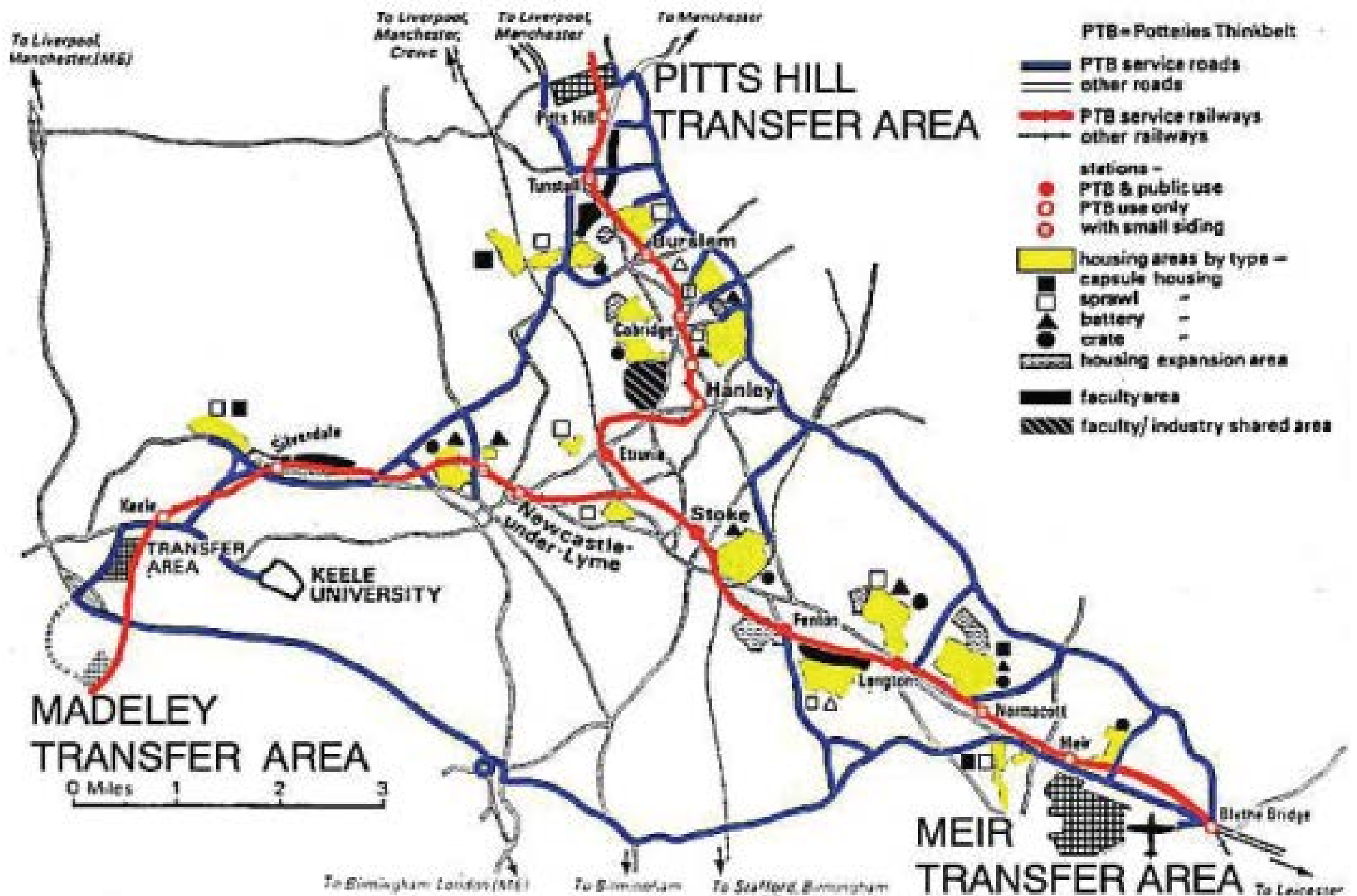
# KEY

- PTB road net
- ++++ PTB rail net
- == motorway
- 🚚 road transport link
- 🚂 rail transport link
- 🚂 main line rail link
- ↔ motorway link
- ✈ air link
- ▨ transfer area
- faculty area or siding
- housing : low density
- housing : high density
- ▨ existing built-up area
- T Tunstall
- B Burslem
- H Hanley
- S Stoke
- F Fenton
- L Longton
- N Newcastle

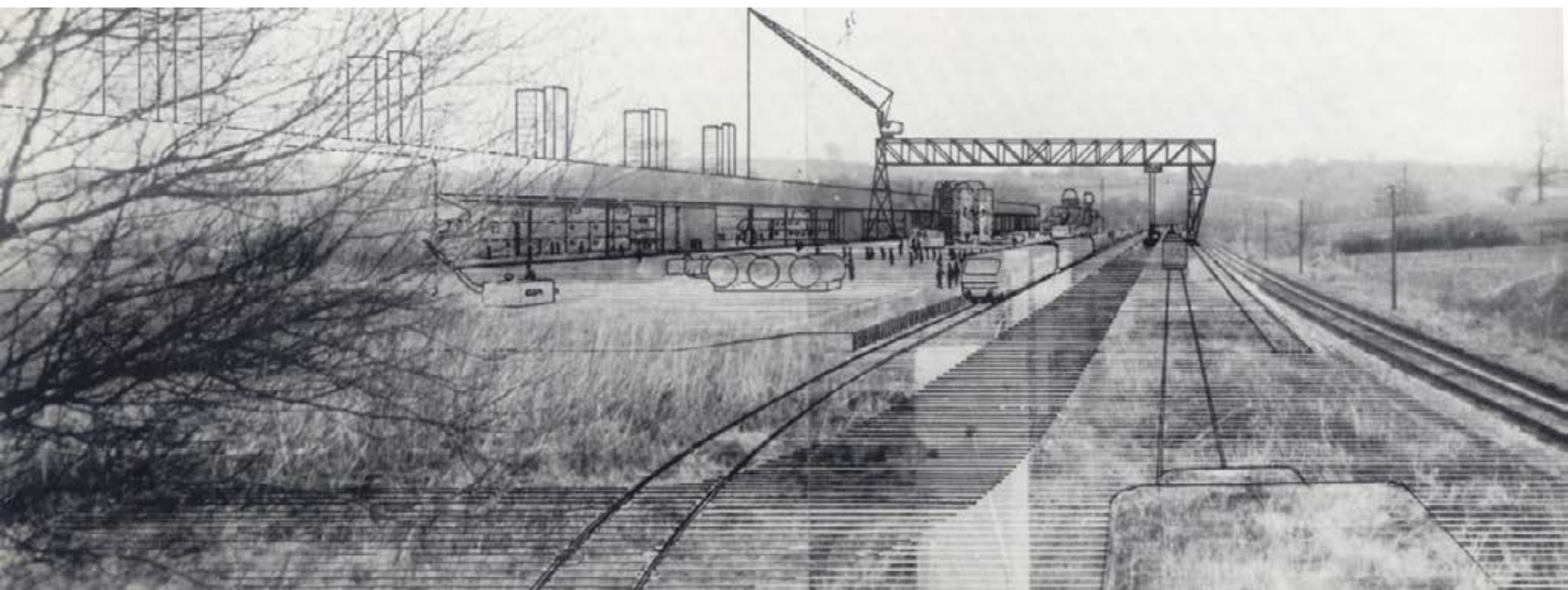
OEDRIC PRICE, M.A. Cantab ARIBA AA dipl  
38a Alfred Place, London, W.C.1. Museum 5220

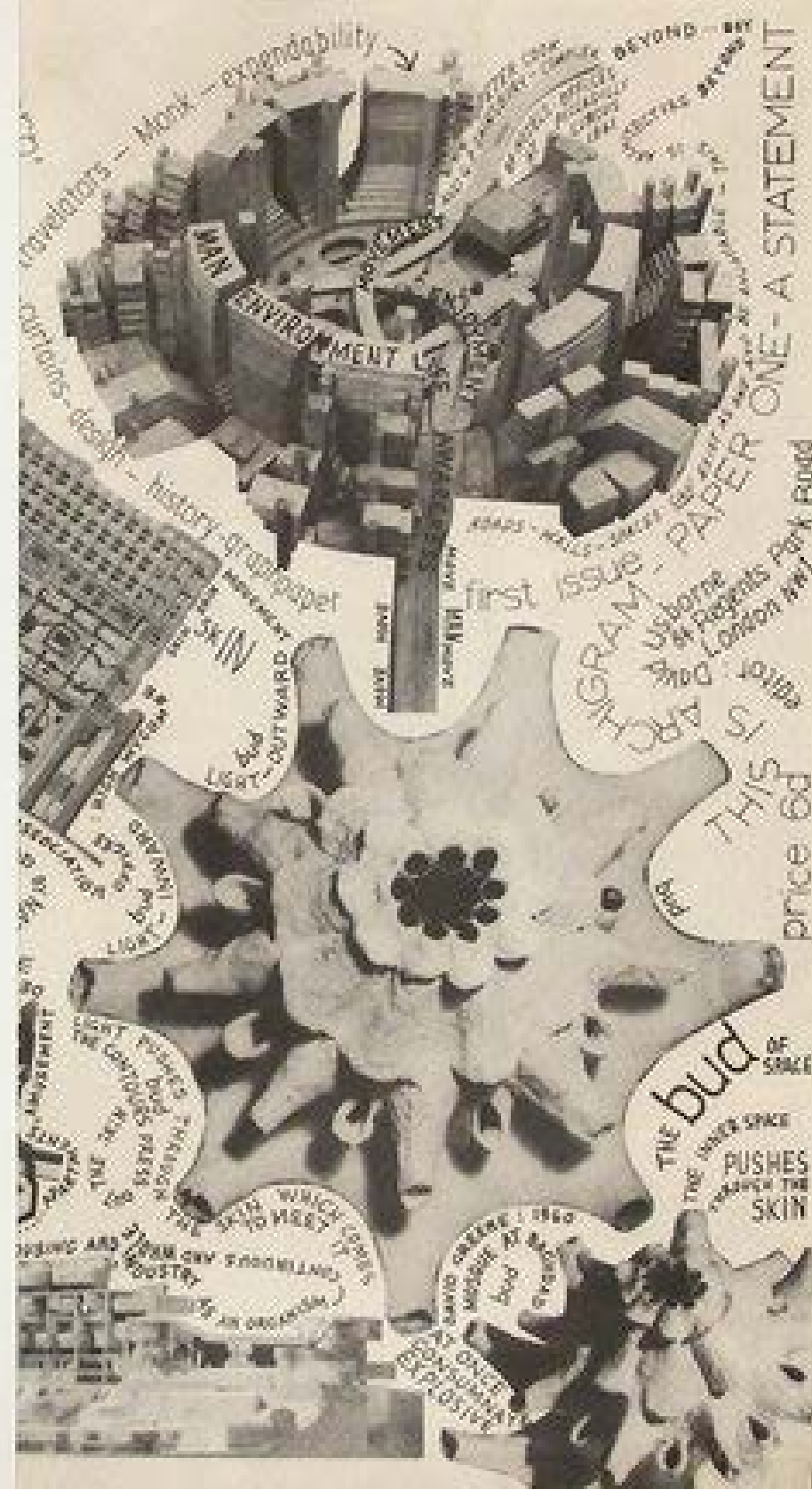
## POTTERIES THINKBELT

MASTER DIAGRAM  
all elements and key









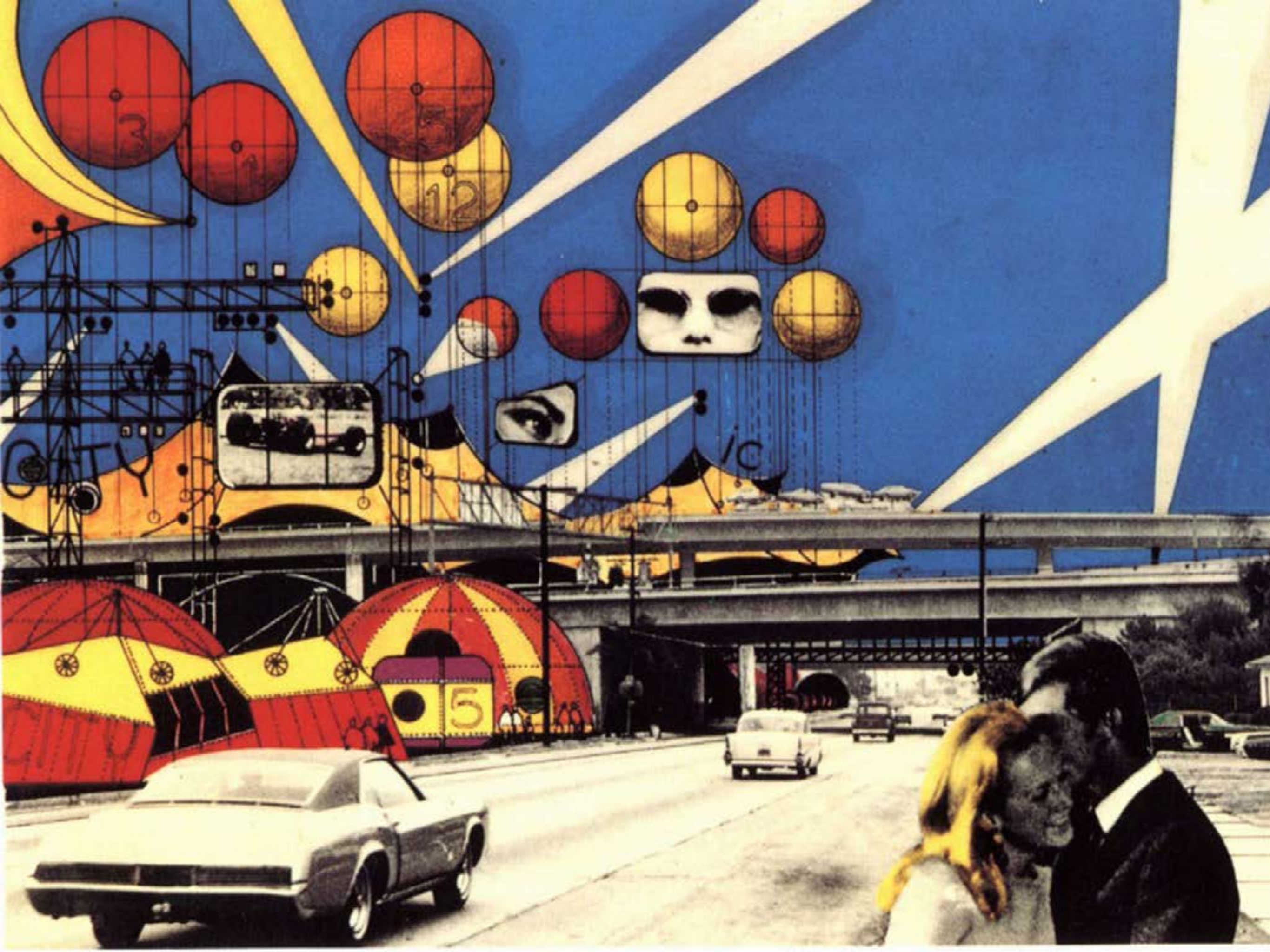




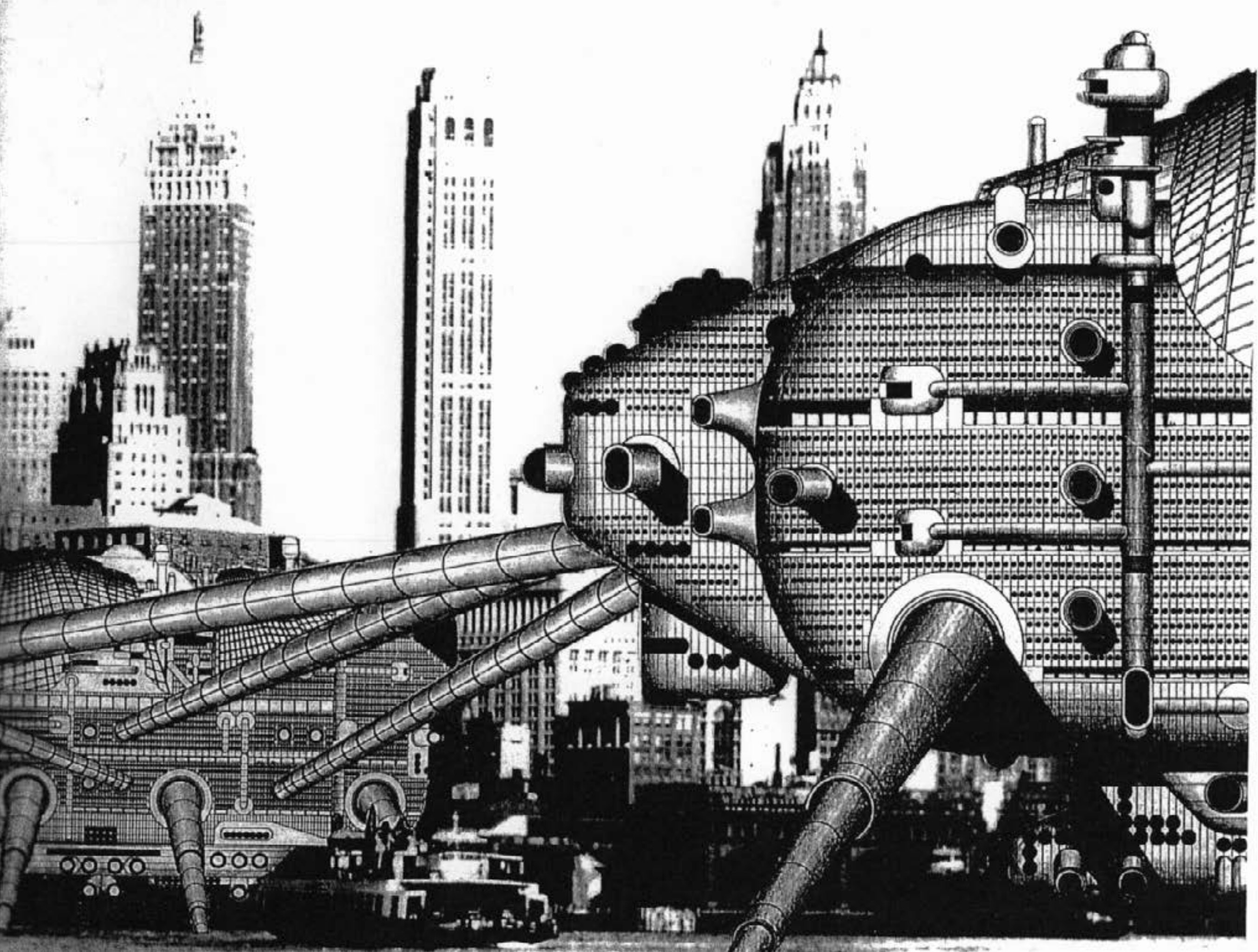
BOTS ARE NOT PIECES  
OF SPECIALISED  
HARDWARE IN THE  
WAY THAT A VACUUM  
CLEANER IS. ( YOU  
CAN'T HAVE A  
SHAVE WITH A  
VACUUM CLEANER.)  
A BOT IS A  
NON SPECIALISED  
ROBOT APPLIANCE  
MADE UP FROM  
INTERCHANGABLE  
MODULES. ( SEE  
DIAGRAM LATER.)



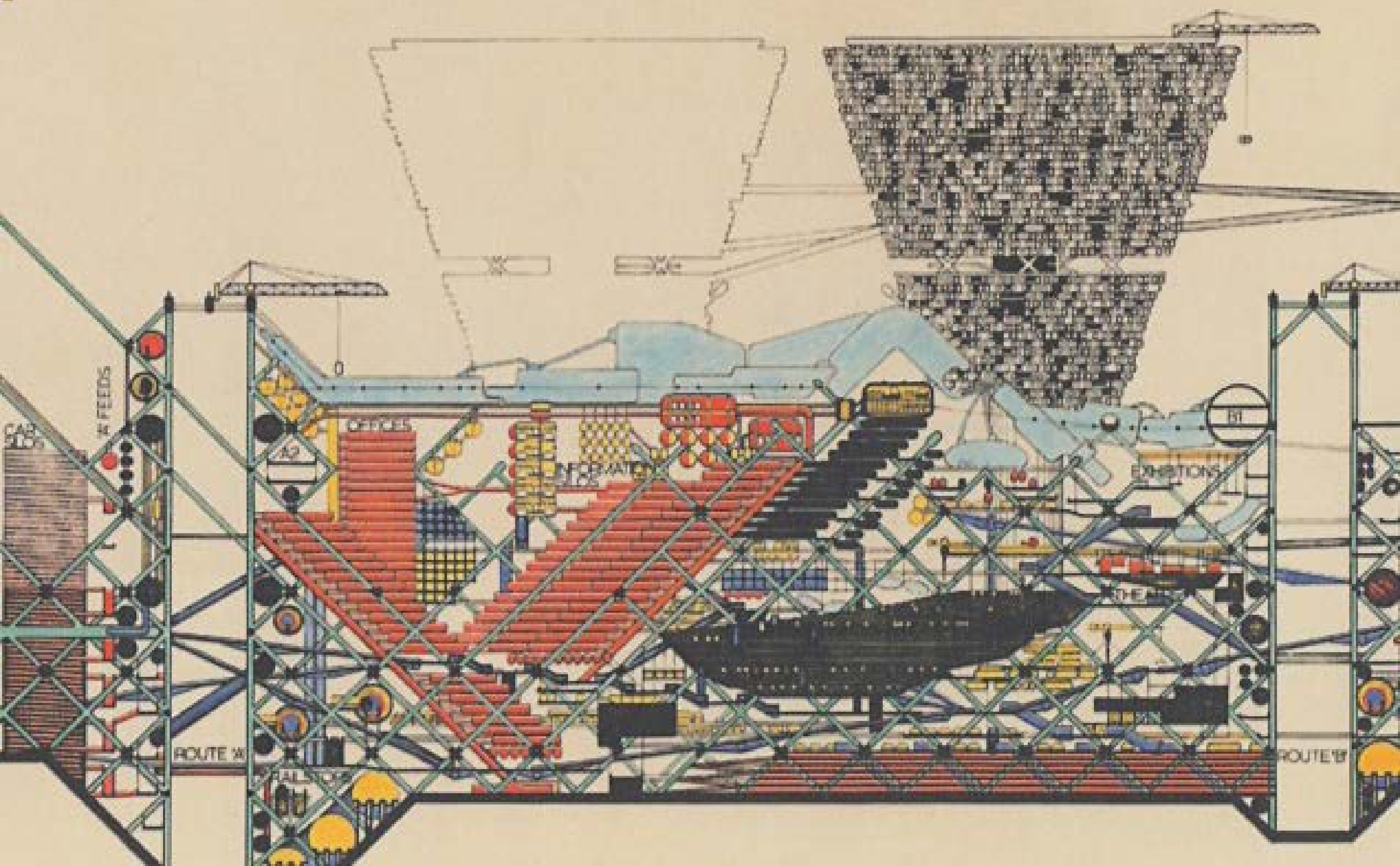








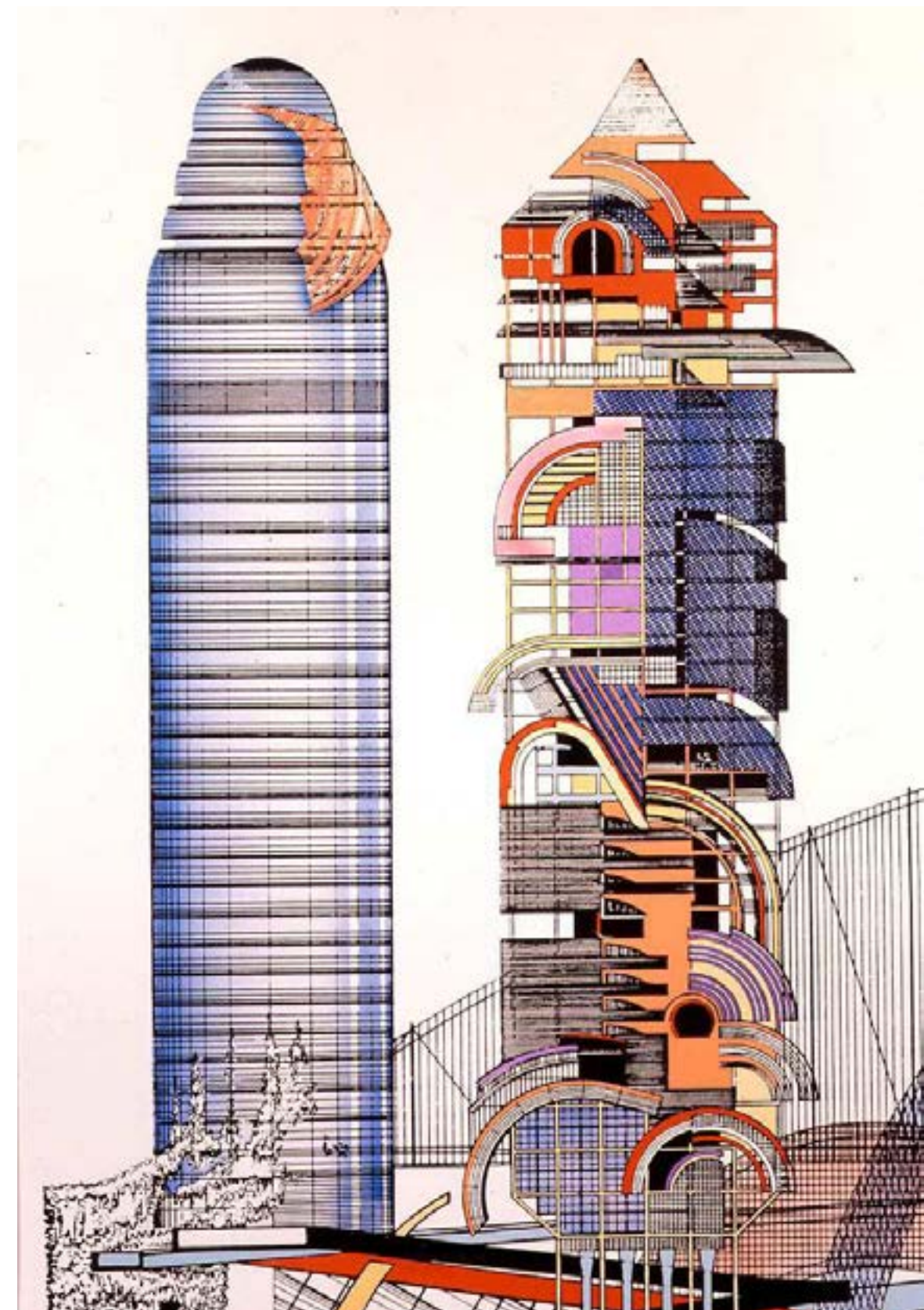
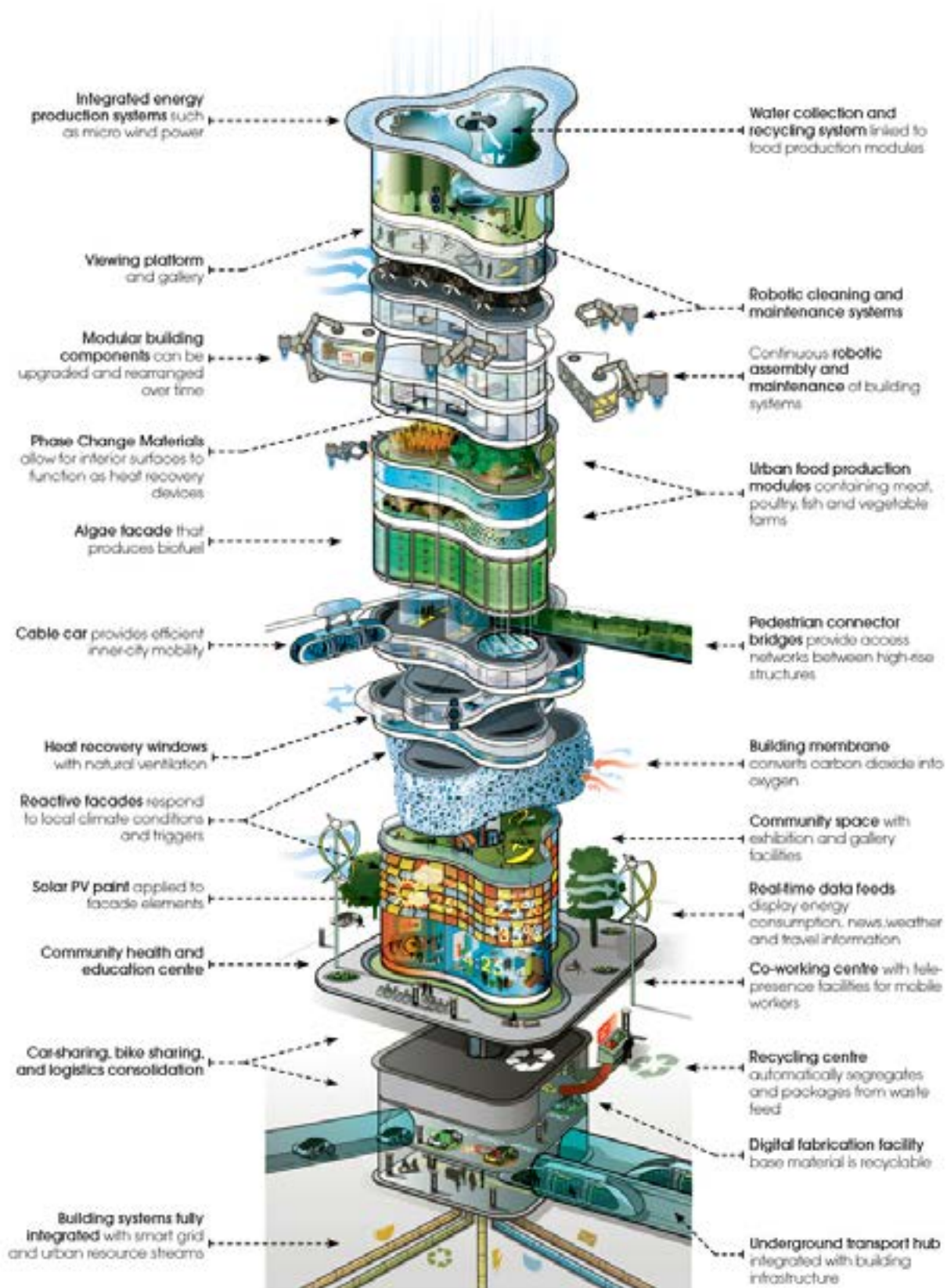




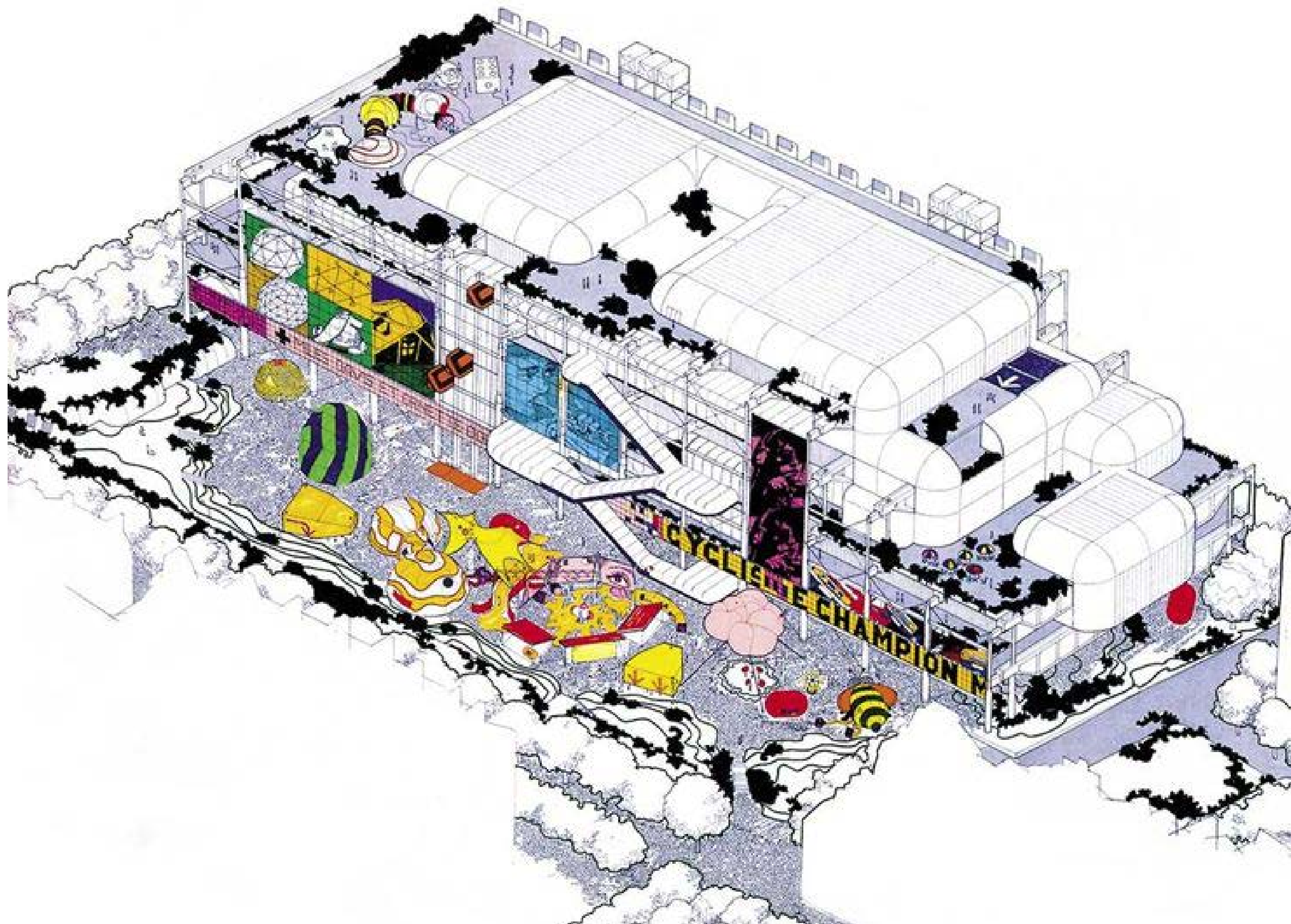




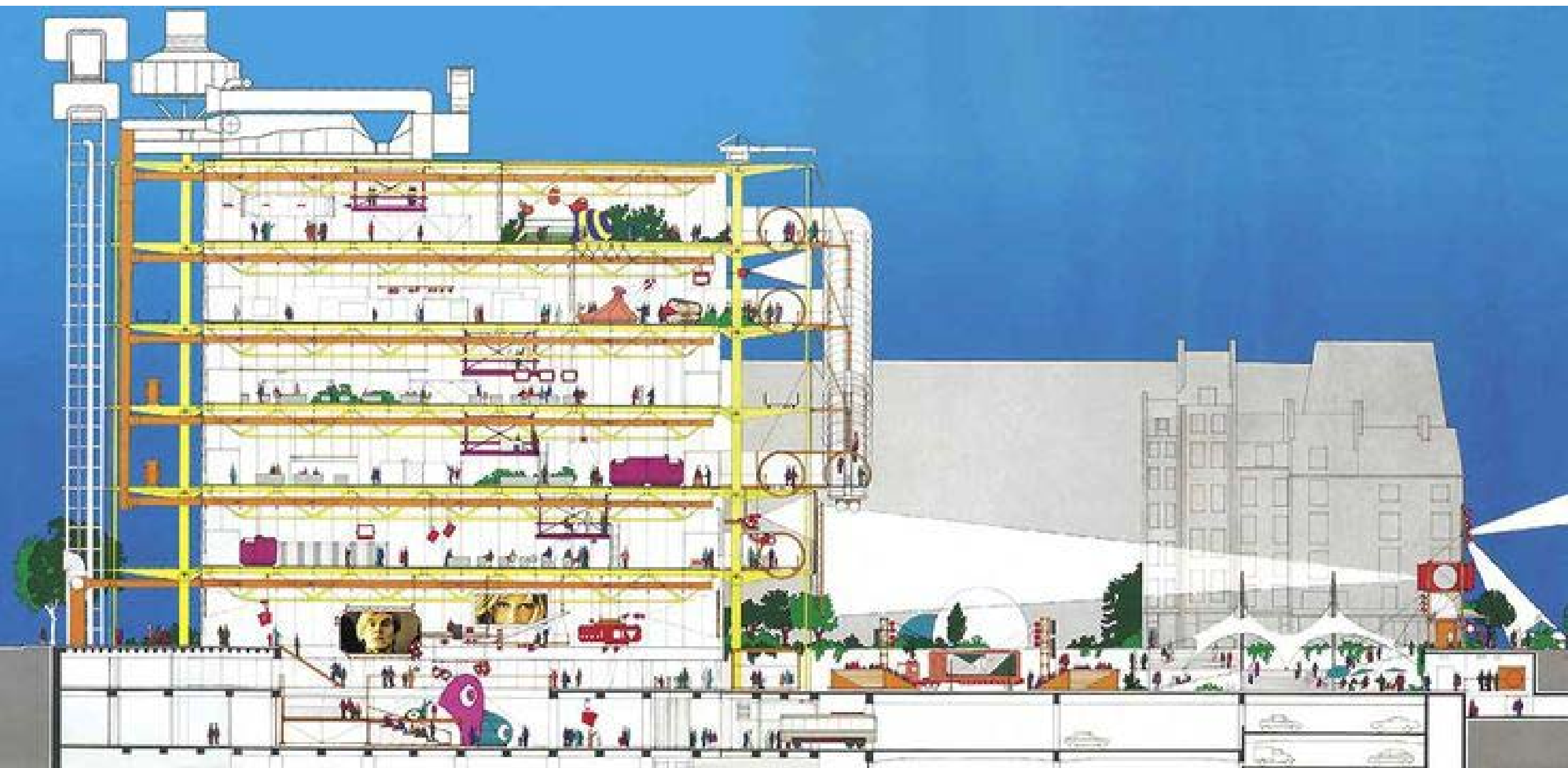
















AMOMA

REM KOOLHAAS

&&& SIMON BROWN  
JON LINK

# Content

Perverted  
Architecture

Homicidal  
Engineering

Sweatshop  
Demographics

Big Brother  
Skyscrapers

Slum  
Sociology

al Qaeda  
Fetish

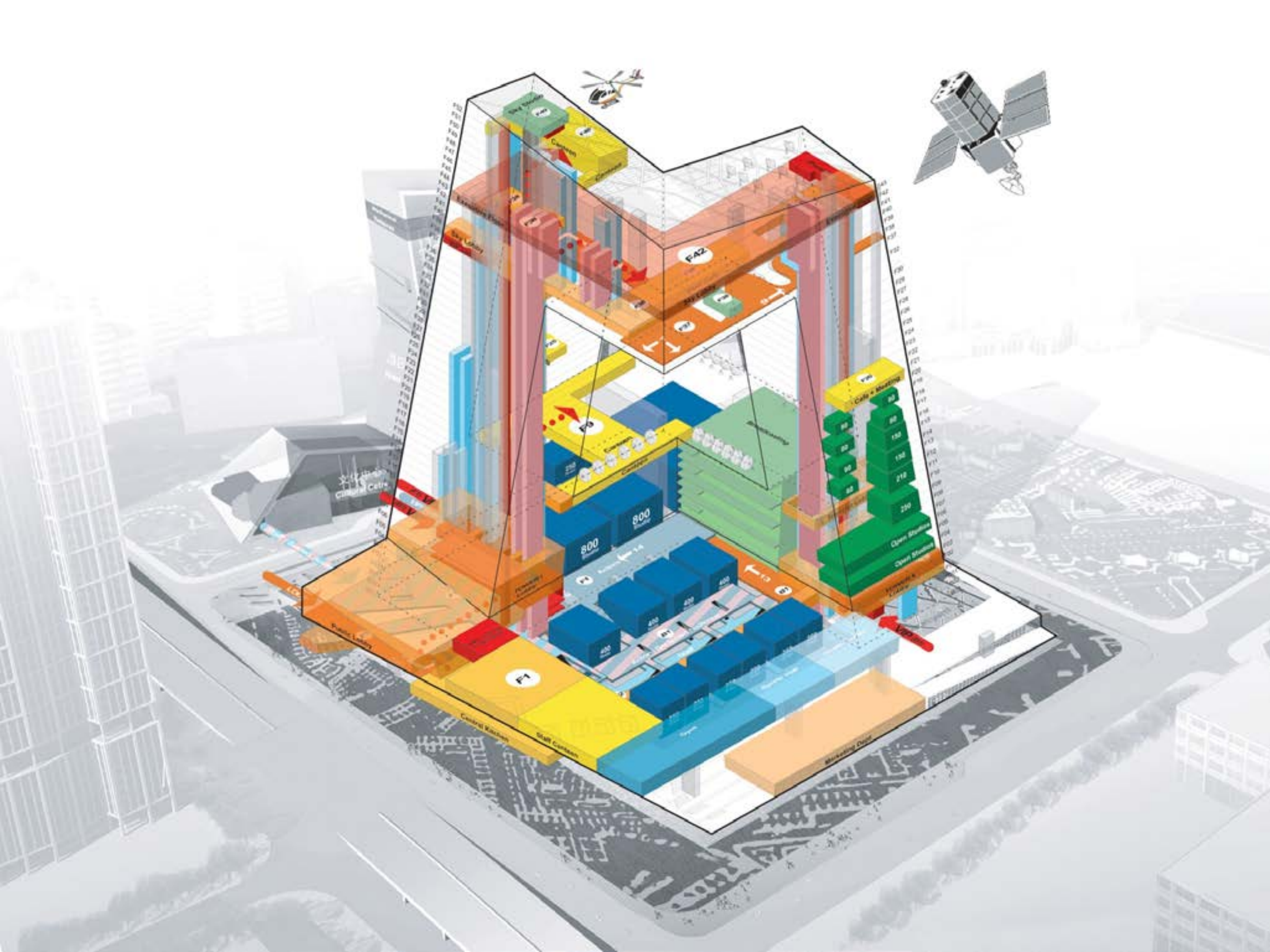
Martha Stewart  
Urbanism

Paranoid  
Technology

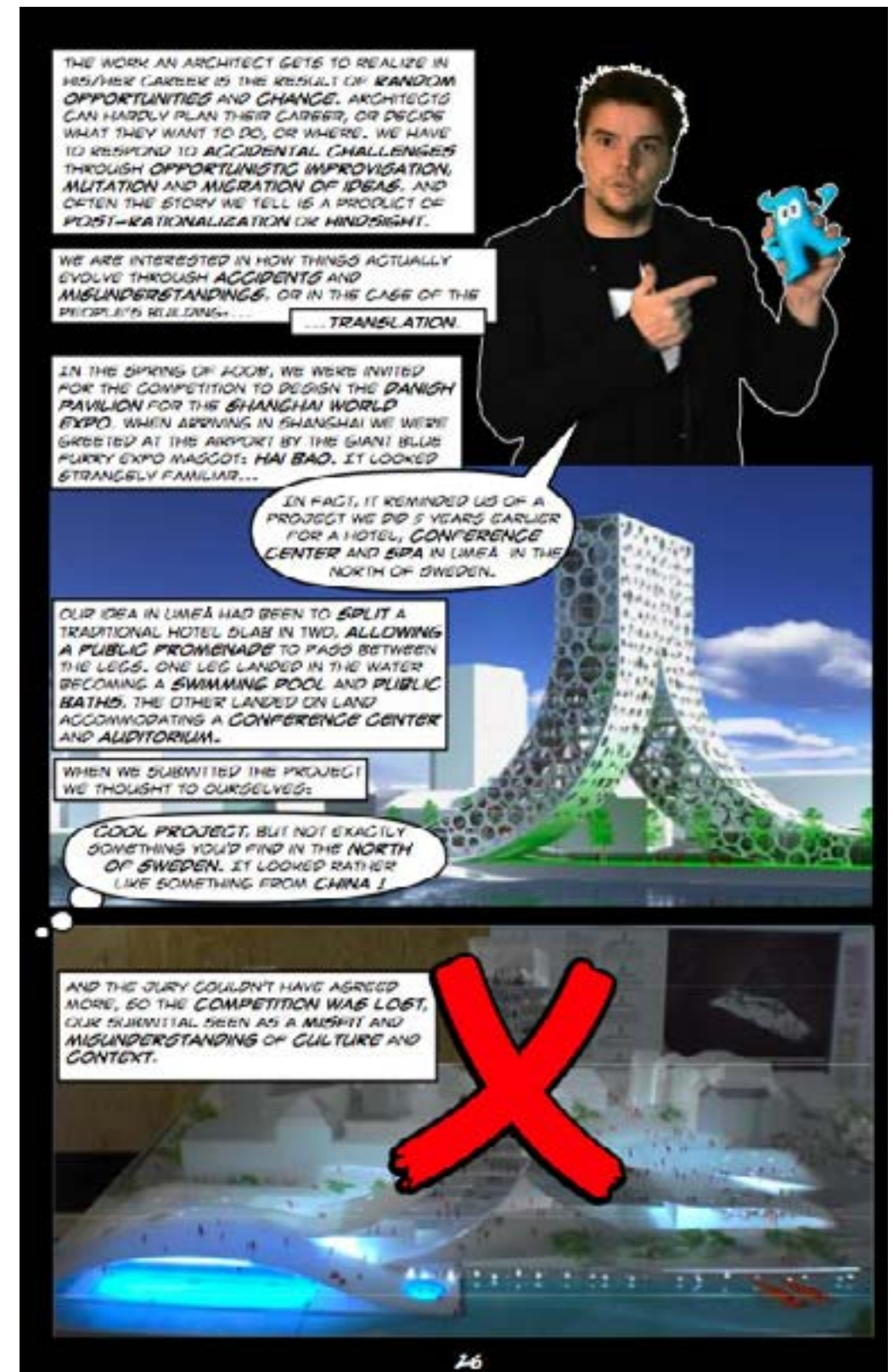
TAS HEN











THE WORK AN ARCHITECT GETS TO REALIZE IN HIS/HER CAREER IS THE RESULT OF RANDOM OPPORTUNITIES AND CHANGE. ARCHITECTS CAN HARDLY PLAN THEIR CAREER, OR DECIDE WHAT THEY WANT TO DO, OR WHERE. WE HAVE TO RESPOND TO ACCIDENTAL CHALLENGES THROUGH OPPORTUNISTIC IMPROVISATION, MUTATION AND MIGRATION OF IDEAS. AND OFTEN THE STORY WE TELL IS A PRODUCT OF POST-RATIONALIZATION OR HINDSIGHT.

WE ARE INTERESTED IN HOW THINGS ACTUALLY EVOLVE THROUGH ACCIDENTS AND MISUNDERSTANDINGS, OR IN THE CASE OF THE PEOPLE'S BUILDING...

...TRANSLATION.

IN THE SPRING OF 2008, WE WERE INVITED FOR THE COMPETITION TO DESIGN THE DANISH PAVILION FOR THE SHANGHAI WORLD EXPO. WHEN ARRIVING IN SHANGHAI WE WERE GREETED AT THE AIRPORT BY THE GIANT BLUE FURRY EXPO MAGGOT: HAI BAO. IT LOOKED STRANGELY FAMILIAR...

IN FACT, IT REMINDED US OF A PROJECT WE DID 5 YEARS EARLIER FOR A HOTEL, CONFERENCE CENTER AND SPA IN LIMEA, IN THE NORTH OF SWEDEN.

OUR IDEA IN LIMEA HAD BEEN TO SPLIT A TRADITIONAL HOTEL SLAB IN TWO, ALLOWING A PUBLIC PROMENADE TO PASS BETWEEN THE LEGS. ONE LEG LANDED IN THE WATER BECOMING A SWIMMING POOL AND PUBLIC BATHS. THE OTHER LANDED ON LAND ACCOMMODATING A CONFERENCE CENTER AND AUDITORIUM.

WHEN WE SUBMITTED THE PROJECT WE THOUGHT TO OURSELVES:

COOL PROJECT, BUT NOT EXACTLY SOMETHING YOU'D FIND IN THE NORTH OF SWEDEN. IT LOOKED RATHER LIKE SOMETHING FROM CHINA!

AND THE JURY COULDN'T HAVE AGREED MORE, SO THE COMPETITION WAS LOST, OUR SUBMITTAL SEEN AS A MISFIT AND MISUNDERSTANDING OF CULTURE AND CONTEXT.



