

CourseNo: ARCHA4609_001_2013_3

Meeting Location: [AVERY HALL 408](#)

Meeting Time: R 11:00A-01:00P

WORLD ARCHITECTURE PROJECT: Representing the Chinese Built Environment in Context and Print

Instructor: Amy Lelyveld

The seminar examines the shape and habits of English language in-print coverage of the Chinese built environment over the last 100 years—a period of history matching China’s post-imperial history. This investigation will run in tandem with the second project of the course, the very real opportunity of designing a shift in the character of this discussion going forward.

The Chinese journal *World Architecture* has been in print for just over 30 years—a span of time coincident with China’s journey from the first post-Mao rural economic reforms to the country of today where, as of its last census, more than half of its population is for the first time urban. The journal was the first to introduce Chinese architects to international content, becoming their window on the state of design, and its world, elsewhere. In the China of now and the virtual maelstrom of global information—WA is radically reworking the perspective it provides. Their appointment of an English language editor is a purposeful mirroring of their original “opening up to the world” view. This new “opening onto China” creates the opportunity for a curated and demanding representation of its built environment and, as deliberately, offers a basis for wider professional exchange.

The journal’s 50,000 strong circulation and respected position is a tremendous platform. How should it be seized? This seminar will explore the factors relevant to the potential of this opportunity, including: **CONTENT:** the issues covered and the stories to be told; **PRECEDENT:** the ways these stories have been covered in the past, by whom and to what effect; **THEORY:** the structure of the in-print discourse here and there;

PROMOTION: what will be advertised and to what end; AUDIENCE: how to engage professionals, academics, historians and theorists both “here” and “there”; and the LACUNAE: what has yet to be discussed or thought. The seminar will be instrumental in shaping the journal’s editorial strategy. Its findings will be published in the magazine as the opening foray of what must be a much richer conversation.