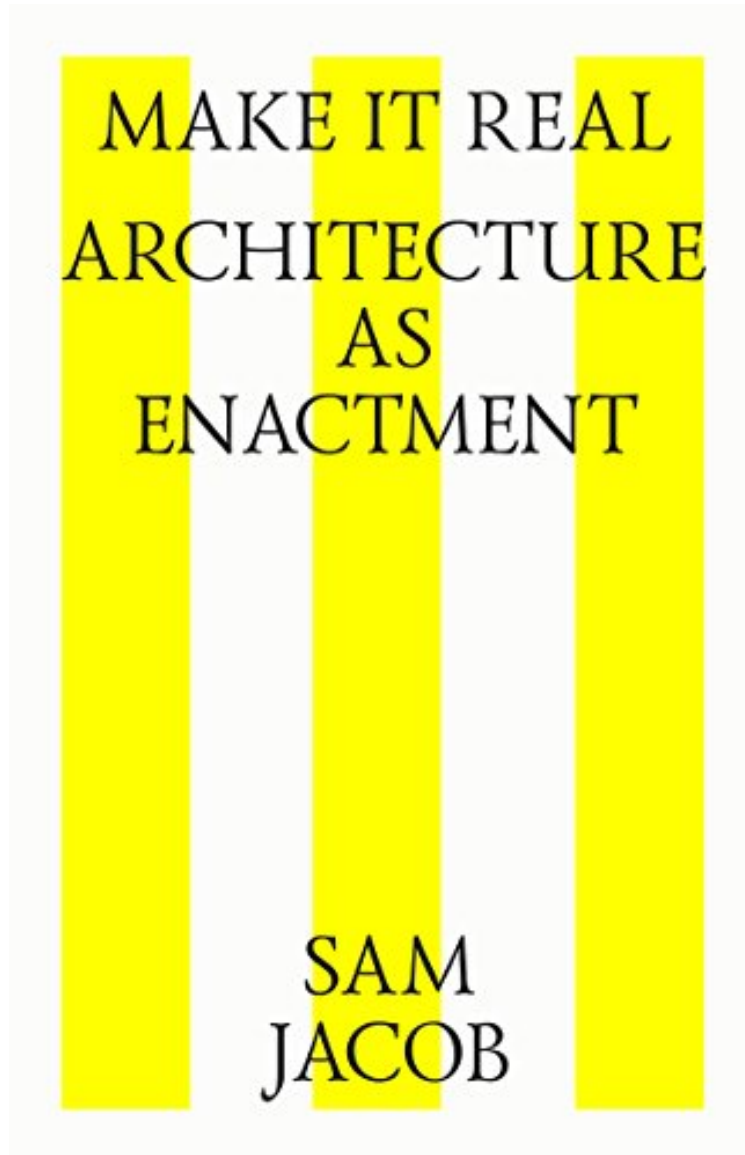


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Make it real. Architecture as enactment

Sam Jacob

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Sam Jacob : Make it real. Architecture as enactment before purchasing it in order to gage whether or not it would be worth my time, and all praised Make it real. Architecture as enactment:

With each successive style or movement, redundant forms and technologies are replaced and then re-enacted in the name of progress. Ideologies and fictions become forms. And then there is the stranger world still of actual replicas, such as Henry Ford's Greenfield Village, where history is brought to life for didactic purposes. It can't help it,

architecture's deepest instinct is to repeat, whether its columns, ceiling tiles or twin towers. Ours is a landscape of cover versions, copy and paste, rinse and repeat. In this polemical but also quizzical essay, Sam Jacob probes the architectural condition and wonders whether it's all just an attempt to make what's not real look real.