

THE MATERIAL TENSIONS

OF LUXURY AND PRECARIETY



1. Value: Cheap - Expensive /p 4-5

Each material or the articulation could we categorize in the cheap or expensive group. De border is not clear, and that's where we find tension. Cheap materials can become expensive and so on luxury.

2. Production: Craft - Industrial /p 6-7

There's a tension between the identity of luxury between craft and industrial. What if an industrial, serie product is handcrafted in a new context? Does it becomes luxury?

3. Reputation: Branding - Generic /p 8-9

We couldn't forget the brand behind about an object, material or architecture. It helps increasing the luxury about it and creating a community. While we have on the opposite the private label wich makes generic products, arch., material... We'll see some examples lying in between.

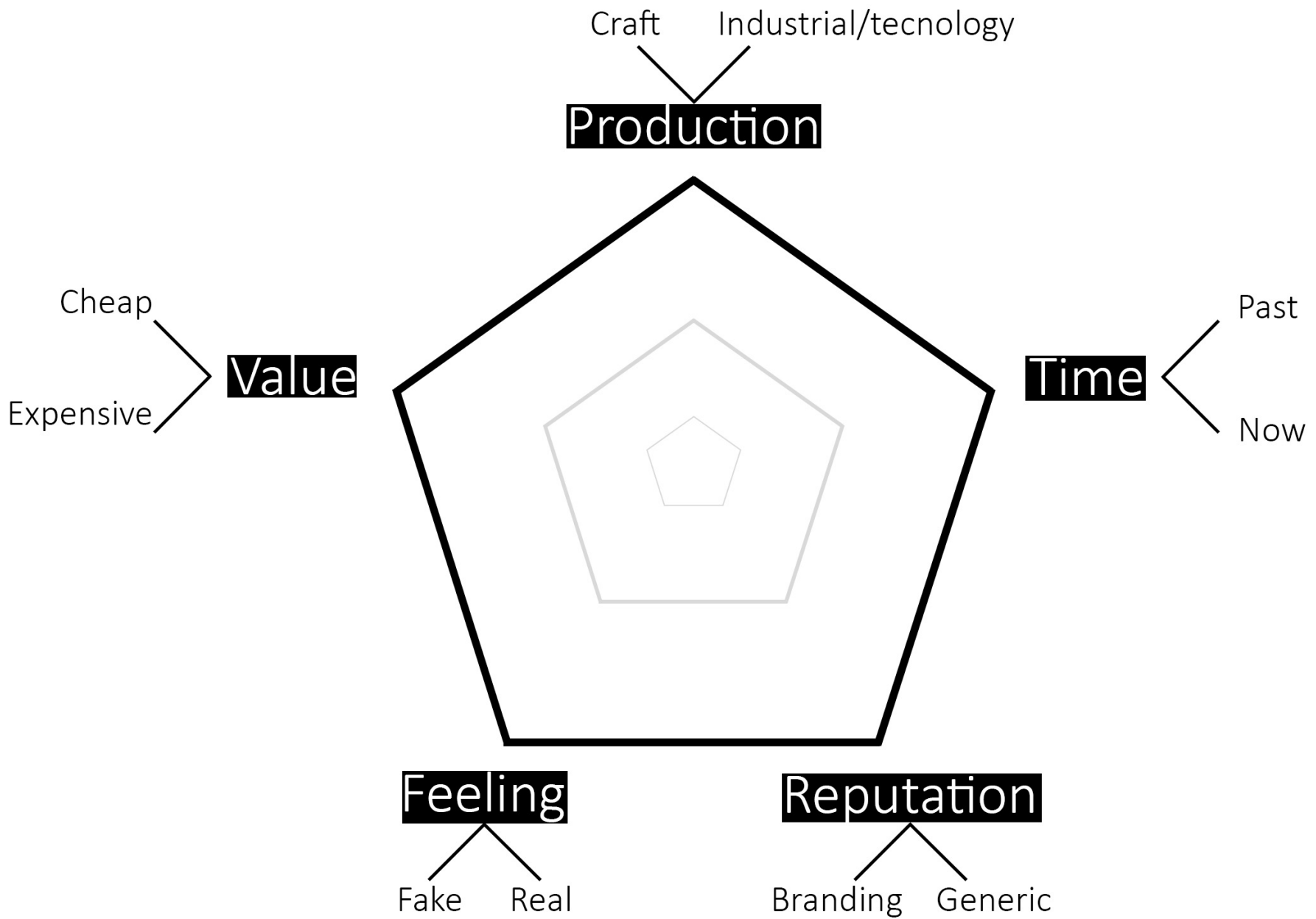
4. Time: Past - Now /p 10-11

Luxury in the past has made the difference by using luxury materials like marble as we see in mvdv projects. While nowadays the luxury arises by basic materials and the beauty of how they meet eachother. It's all about the zeitgeist.

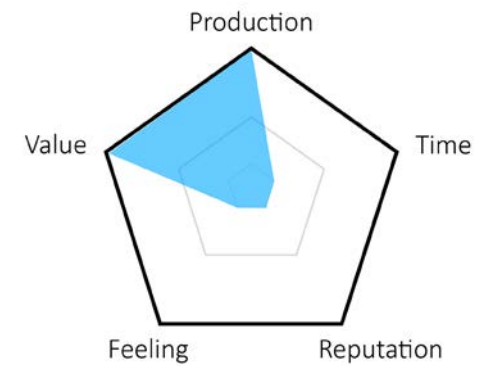
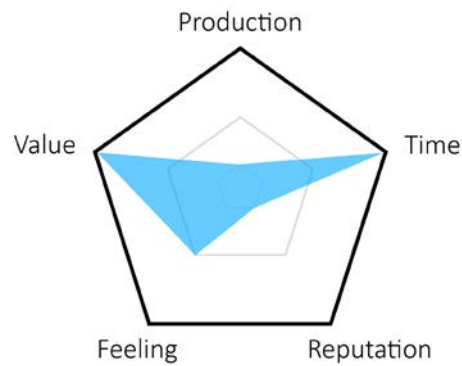
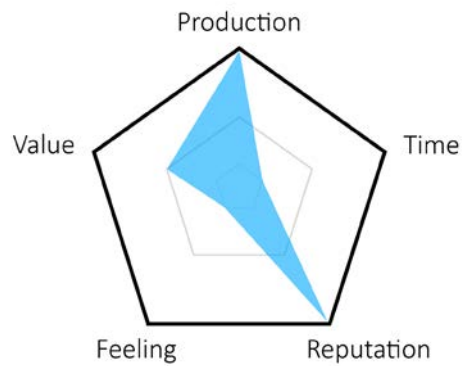
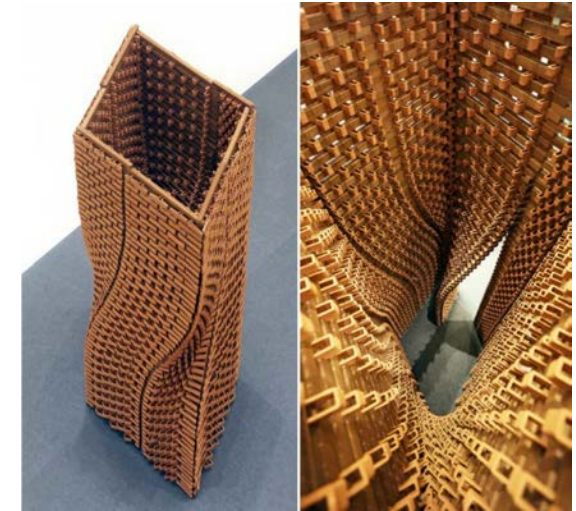
5. Feeling: Fake - Real /p 12-13

The first sight of the material and articulation could mislead you. Luxury could be seen as something hidden but also basic things could become luxury because of the feeling like an imitation

6. Overview /p 14-15



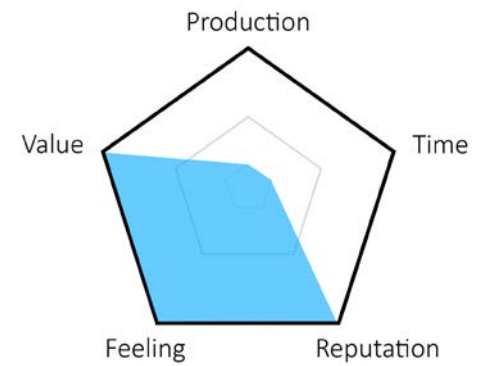
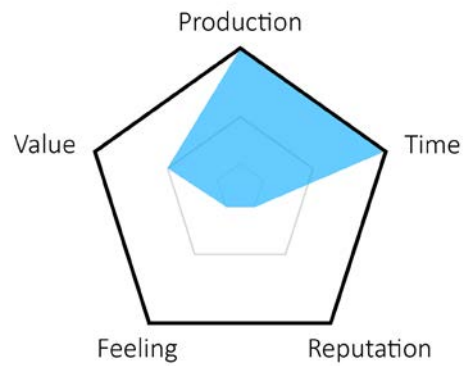
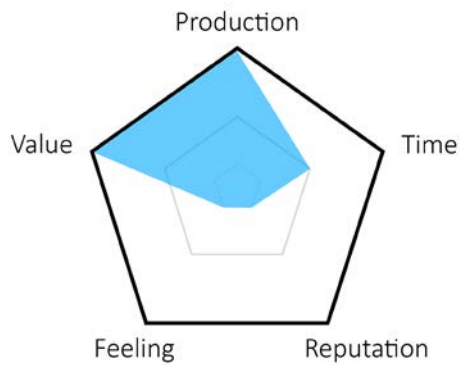
Cheap - Expensive



1. Car tire, Wim Delvoye
#name #craft #fake? #branding

2. Plastic waste block, Rushabh Chheda
#brick #marble #plastic #feeling

3. 3D printed terracotta Bricks, Plasma Studio
#terracotta #3dprint

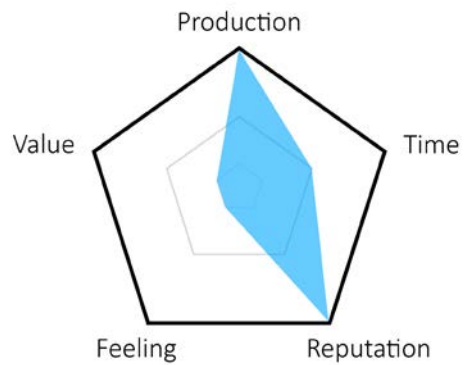


4. Leth and Gori, Brick House
 #house #ecofriendly #value

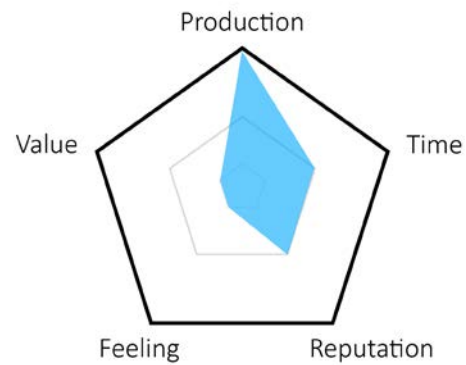
5. Growing Bricks, Biomason
 #brick #bio #production #time

6. 348 west 22nd street, Do Ho Suh
 #apartment #transparency #dematerialisation

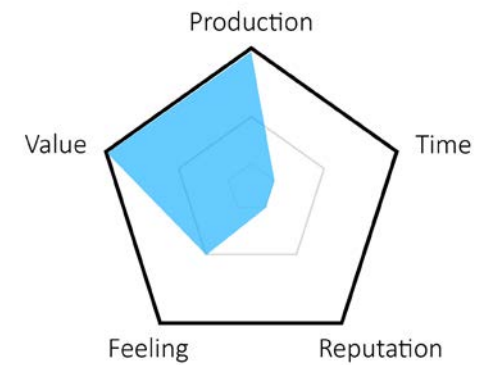
Craft - Industrial/Technology



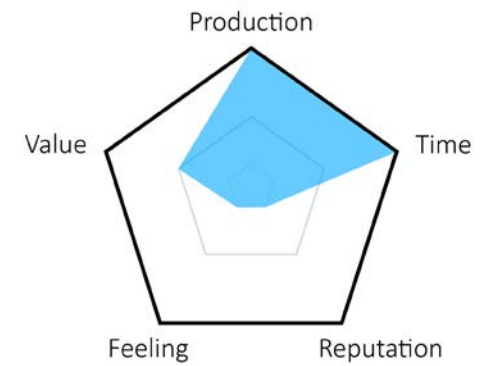
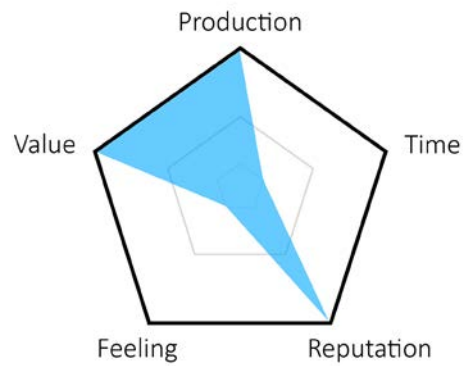
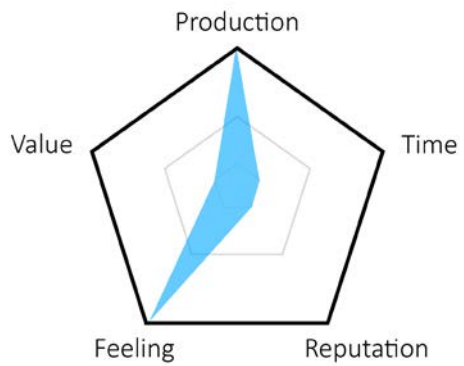
7. Juliaan Lampens, Huis van Wassenhove
#concrete #sophisticated #print #texture



8. Prefab Concrete
#concrete #fast #controlled #industrial



9. Penthouse in Soho, Mark Foster Gage Architects
#craft #3dprint #technology

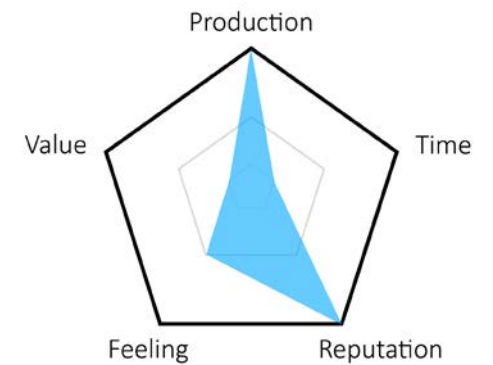
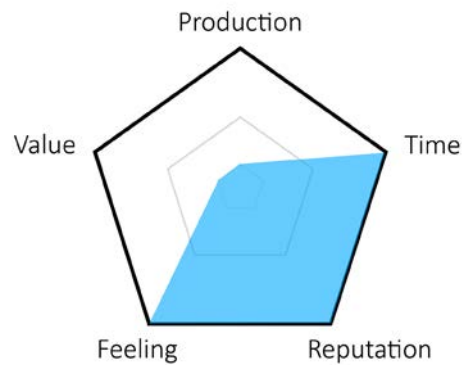
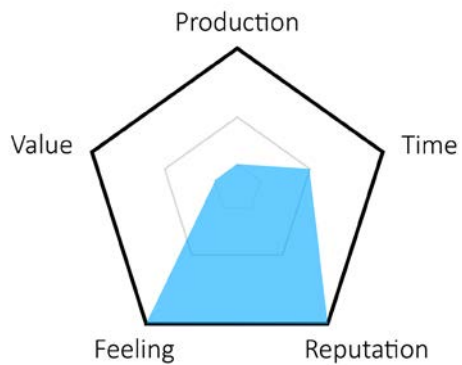


10. Camo House Singapore, WOW Architects
 #nature #computer #feeling

11. Twaalfkameren, Dierendonck Blancke
 #basic #sophisticated #details

12. Summer house; General Architecture.
 #time #reuse #craft #tradition

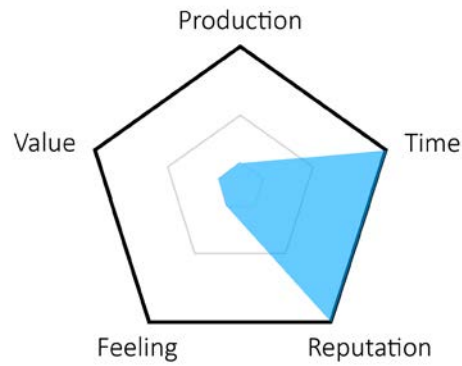
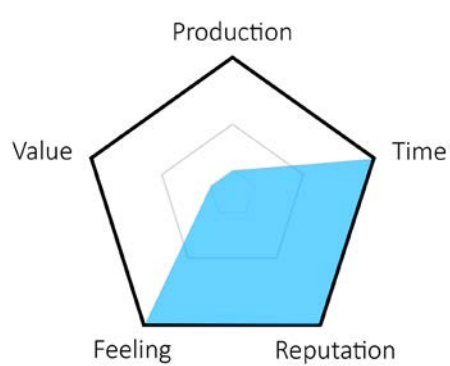
Branding - Generic



14. Gofclub, Robbrecht en Daem
#copy #abstract #mvdv #cheap

15. Barcelona Pavilion, Mies van de Rohe
#symbol #Fake? #Simplicity

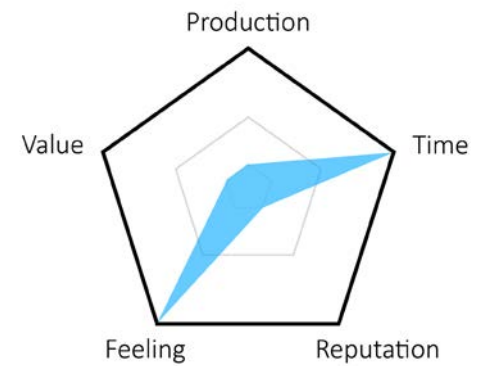
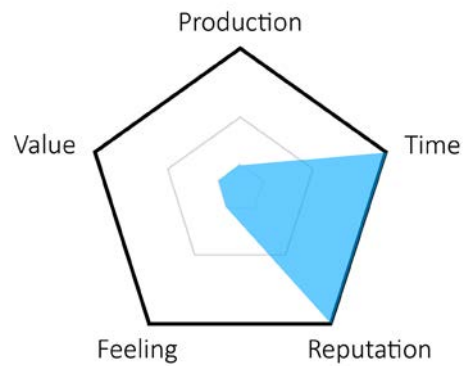
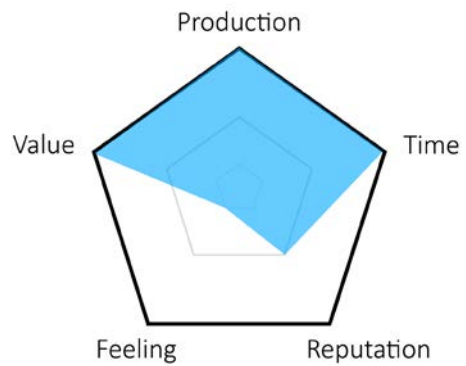
16. Crystal House, MVRDV
#glass #brick #branding #fashion #new
#study



17. Paradisco Ibiza Art hotel, Spain
 #hype #newmode #style #Instagram
 #branding

18. Villa Arca, Jean van den Bogaerd, Latem
 #Japan architecturer #protected #timeless

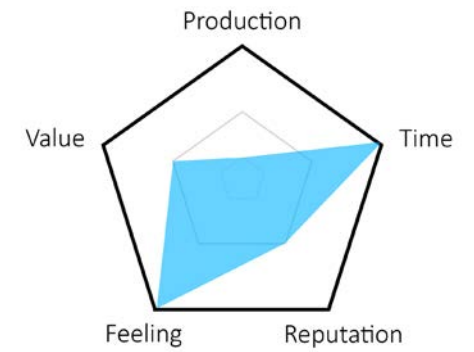
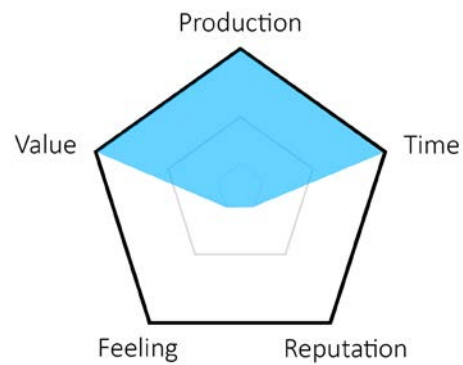
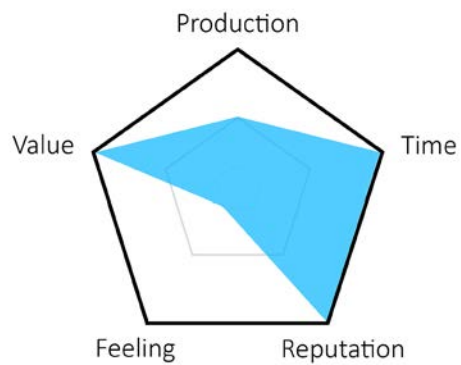
Past - Now



19. Les ballets C de la B, De vylder vinck Tailieu
#basic #materials #sophisticated

20. Chandigarh India, Le corbusier
#symbol #concrete #name

21. Leaky L.A, Yara Feghali
#time #reality #virtual

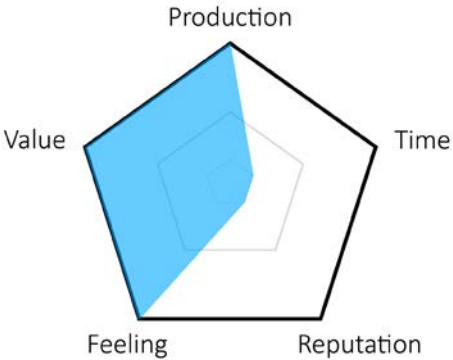


22. Left: Louis Vuitton Pochette Clés, Virgil Abloh.
Right: Tribune Campus Center, OMA.
 #trademark #fashion #inspiration #architecture

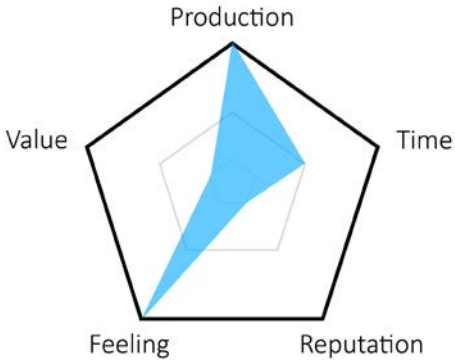
23. Aardig gedacht, Private House, Belgium
 #interior #tradition #materials #craft #hand-made

24. H arquitectes: house 712, Barcelona
 #details #cheap #testing

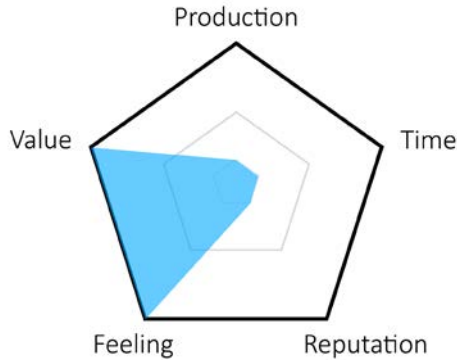
Fake - Real



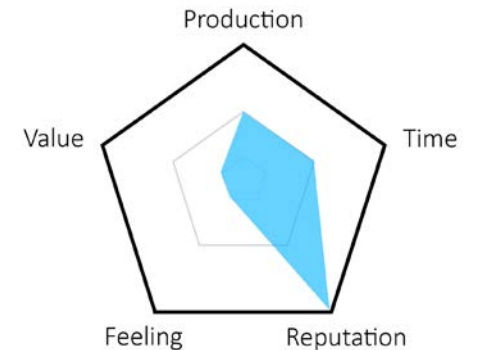
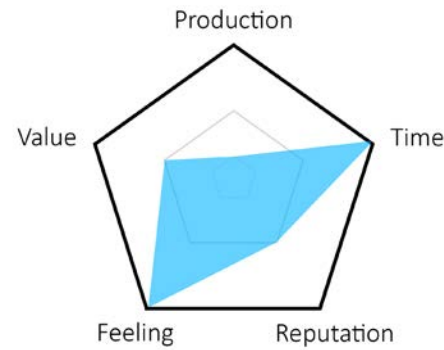
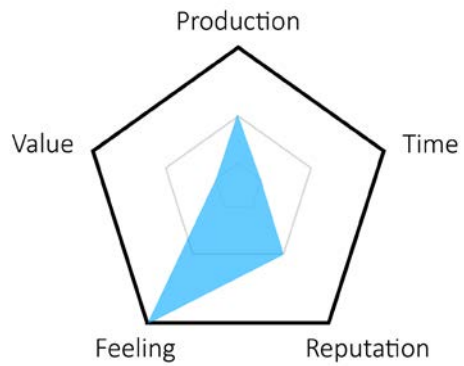
25. Newspaperwood, Mieke Meijer
 #wood #paper #newprocess #imitation



26. Concrete Choreography Pillars, ETH Zurich
 #concrete #fragile #technology



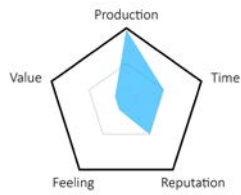
27. Cement house, Antón García Abri
 #resolution #budget



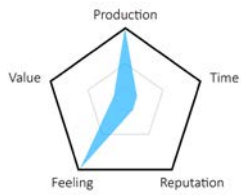
28. Something they have to live with, Lucy McKenzie
 #marble #wood #house #museum

29. Cesar Palace, Las Vegas
 #fake #real #illusion #scale #city in city

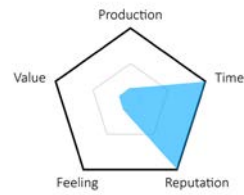
30. Facade Testing, Huawei Campus, China
 #experimenting #historie #comparing #eu-
 rope style



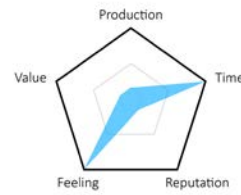
Prefab Concrete



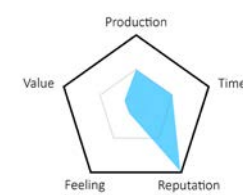
Camo House, Wow Architects



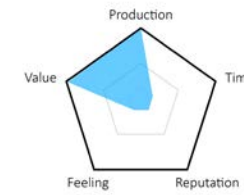
Chandigarh, Le Corbusier



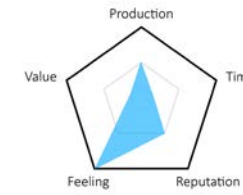
Leaky L.A, Yara Fighali



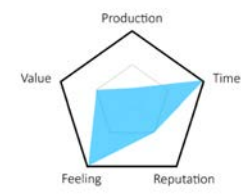
**Facade Testing,
Huawei Campus, China**



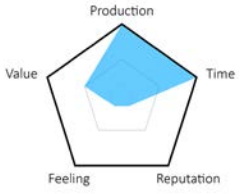
Terracotta, Plasma Studio



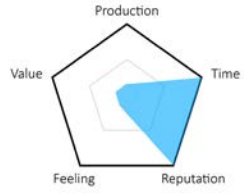
Lucy Mckenzie



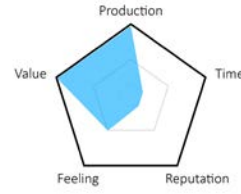
Cesar Palace, Las Vegas



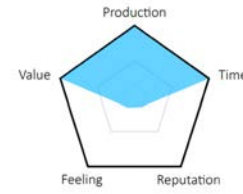
**Summer House, General
Architects**



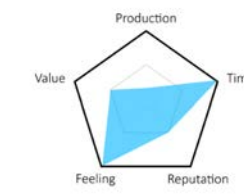
Villa Arca, Latem



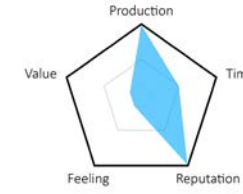
**Penthouse, Mark foster Gage
Architects**



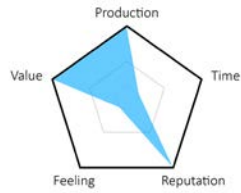
Aardig gedacht, Belgium



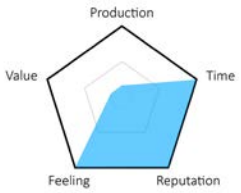
**H arquitectes: house 712,
Barcelona**



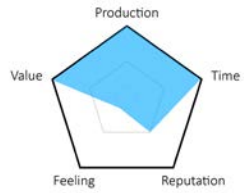
**Juliaan Lampens, Huis van Was-
senhove**



**Twaalfkameren, Dierendonck
Blanke**

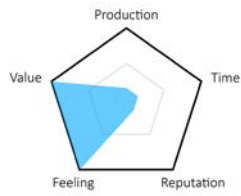


Barcelona Paviljoen, MVRD

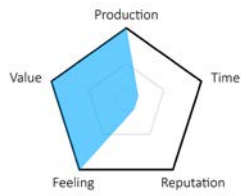


**Les Ballets C de la B, De Vylder
Vinck Tailleu**

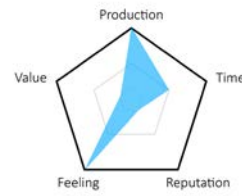
Density of luxury/precarity tension



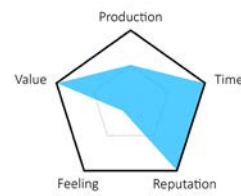
Cement House



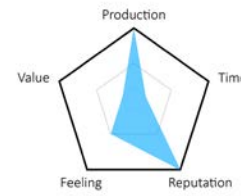
Newspaperwood, Mieke Meijer



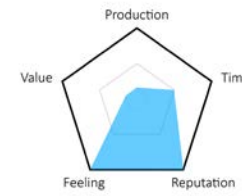
3D print Concrete, ETH Zurich



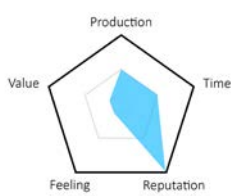
OMA, Virgil Abloh



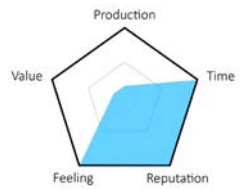
Crystal House, MVRDV



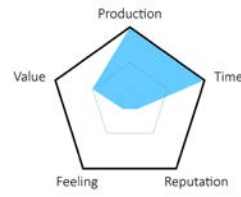
Golfclub, Robbrecht en Daem



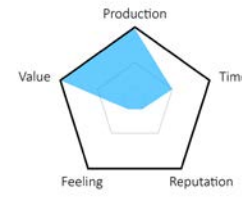
Huawei campus, China



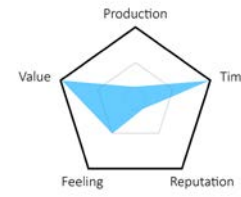
Paradisco Hotel, Ibiza



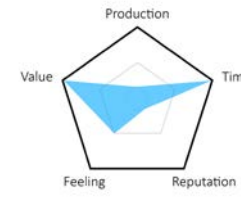
Growing Brick, BioMason



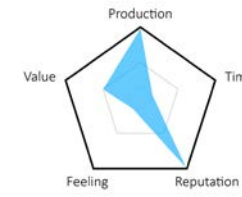
Brick House, Leth & Gori



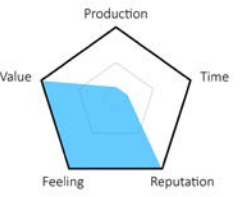
Leaky L.A, Yara Fighali



Plastic waste block, Rushabh Chheda



Car tire, Wim Delvoye



348 West 22nd Street, Do Ho Suh

1. Car Tire, Wim Delvoye: This piece of artwork was designed by Wim Delvoye and his team. They bought a used tractor tyre and sent it to Asia where they cut some patterns out.

2. Plastic Waste Block, Rushabb Chheda: These blocks are made of wasted plastic invented by Rushabb Chheda. The plastic block is a material that gives a solution to affordability and reusing the waste plastic in one go. The blocks are designed in a special form to be easy stackable. They use an eco-friendly filler to make the bricks fire-resistant and to improve its strength.

3. 3D printed terracotta Bricks, Plasma Studio: A tower built out of printed terracotta stones. It was a test for the possibilities of a robot to print a terracotta structure. By printing the stones, we can configure stones in different forms and densities. They are a result of algorithms which made the most efficient form based on strength and price.

4. Leth and Gori, Brick House: Brick house is located in Nyborg, Denmark. It's a project to combine old and new materials which have proven to be robust and have a long life span. "The project has 2 main objectives; to create a house that's maintenance free for 50 years; and to create a house with a life span of minimum 150 years". The goal is also to create a low CO2 footprint with this project.

5. Growing Bricks, Biomason: Biomason is a company located in Virginia, USA. It is a Biotechnology start up company that's using natural processes for the cement production. In this way it increases the carbon footprint. They use Microorganisms to grow precast materials. Biomason's process enables the cement to be formed in ambient temperatures by replacing the curing process with the formation of the biological structure.

6. 348 west 22nd street, Do Ho Suh: Do Ho Suh's work is a result of a necessity to show space and the concept of identity. The material has been detached and the space has taken out of his context to show the essence of spaciousness. Subsequently, to reflect about: do we still recognize this space and where's the border? Is a space close to the heart that easy to replace?

7. Juliaan Lampens, Huis van Wasenhove: Is a project of Juliaan Lampens and was built in 1974, Sint-Martens-Latem. He raised a building made of concrete, wood and glass wherein all living-functions flow into each other: no small rooms, but one open-space. The idea of living gets a new definition.

8. Prefab Concrete 9. Penthouse in Soho, Mark Foster Gage Architects: This project is located in a historical district in soho. The ambition was here to have a softly aqueous residential environment against the costume-designed furniture that all are completed with some technical and computer programmed workmanship.

10. Camo House Singapore, WOW Architects: The meaning of the resident project was to create a design that creates visual privacy that came out of a green design strategie. The building blends in the surrounding and does not stand out. The facade consists of a perforated aluminium screen where the details for different times of the day, and weather conditions were developed and determined with the use of software programs Igeo and Grasshopper.

11. Twaalfkameren, Dierendonck Blancke: This house is made of 'unattractive' materials which we can't see in most buildings like concrete bricks, concrete floors, loadstructures... The sophisticated part was measuring out every brick and becoming a maximal rendement by a minimal intervention.

12. Summer house; General Architecture: Located in Nannberga in Sweden. The facade is recycled from an old granary. The meaning of the project is to pursue and develop these basic architectural qualities. This is a small-scale project where architecture and articulation are the main goal.

13. The jenga House, Sou Fujimoto Architects: This house is a weekend residence of 13x13x13m in Japan. A construction of stacked cedarwood blocks, forms space for eating, sleeping and relaxing.

14. Goffclub, Robbrecht en Daem: Robbrecht en Daem architects designed a golf club based on non-published historical drawings of MVDR. It's a 1/1 model showing the essence of Mies' architecture and the abstraction by using cheap materials.

15. Barcelona Pavilion, Mies van de Rohe: Or the German pavilion of Mies Van Der Rohe made in '29 for the world expo, Barcelona. Subsequently, it was destroyed, but because of her international architectural importance, a Spanish collective rebuilt it during the 80's. It's a well known symbol for modernism.

16. Crystal House, MVRDV: The shop is situated in a well known shopping street of Amsterdam. The concept was to combine a traditional method with a new way of using glass. Together with TU Delft, MVRD did a study around strength and stability of glass in brick form. Which would replace the original clay brick for the facade.

17. Paradisco Ibiza Art hotel, Spain: It is a project born with the desire to offer guests a unique hotel experience while offering a contemporary, quality art. On first sight the online render pictures give the hotel a fictive existence where material is reduced to just a color where you could make any form of it. It's inspired on the Miami Vice vibe, which gives a dematerialising feeling.

18. Villa Arca, Jean van den Bogaerd, Latem: In 1965 Jean van den Bogaerde started designing the later well-known Vila Arca in Sint-Martens-Latem. The architect has taken inspiration from the national avant-garde such as: le corbusier, Mies van der Rohe ect ...It also have A strong relationship with Japanese architecture noticing the importance of integration in the environment The villa has been recognized as a protected monument since 2008.

19. Les ballets C de la B, De vylder vinck Tailleu: De vylder vinck Tailleu built production studios for a dance crew and theatre crew in Ghent. The nudity, honesty and transparency of materials and structure is key for a maximal experience. That's the foundation of a sustainable design.

20. Chandigarh India, Le corbusier: Le Corbusier designed Chandigarh after the independence with Pakistan. To milestone the new start of the city. By attracting modernists like LC, the city also shows her new vision and lets us forget the past. Using concrete was a symbol of modernism.

21. Leaky L.A, Yara Feghali: This project is located in the Arts District Downtown in Los Angeles. Leaky L.A is a project who explores the leakiness in the architecture. Leakeniss becomes alive when a realm of representation slips into another realm. The project space is designed by machine and human vision. It's a combination of usually objects and rocco shapes. The result is a bizarre transformed building. The project shows the line between human and machine perception of space.

22. Louis Vuitton Pochette Clés, Virgil Abloh VS Tribune Campus Center, OMA: Virgil abloh, uses orange as his trademark. He designed the interior of the ITT, Chicago, by adding orange plexi plates in the room. That increases in tension of luxury by branding.

23. Aardig gedacht, Private House, Belgium: Is an interior design agency based in Belgium. Which always pushes the boundaries to the purity of the material. Is known for the use of raw materials that are accomplished with traditional craftsmanship.

24. H arquitectes: house 712, Barcelona: This is a private house in Spain is a very cost efficient project by using classic material on a different way. The facade brick has been turned 90° so the shaft is ventilated. Also the triangular form of the house caused a new way of building and detailing. He couldn't use the common used building manners. But at the end it was a very cheap house.

25. Newspaperwood, Mieke Meijer: Newspaper wood is a result of a 2003 project at the design academy Eindhoven by Mieke Meijer. It's the reverse of the traditional way of production; not from wood to paper, but from (news)paper to wood. When the Newspaperwood log is cut, the layers of paper look like wood grain and growth rings of the tree.

26. Concrete Choreography Pillars, ETH Zurich: ETH-Zurich students worked together to reduce the ecological footprint of concrete. By making a concrete 3d printer, they printed a mold which they filled with concrete at the end. The essence was to test the material efficiency and the aesthetical potential of this technology.

27. Cement house, Antón García Abri: A house designed by Antón García Abril made out of reused construction elements for bridges and canals. The result was a budget-friendly house of 250k.

28. Something they have to live with, Lucy McKenzie: 'Something they have to live with', an installation of Lucy McKenzie where she copied the marble interior of house Müller (Adolf Loos) and put it in a museum. The difference is that Lucy changed the marble by wood, which she painted in a marble structure.

29. Cesar Palace, Las vegas: In Las Vegas, some iconic architecture of Europe is almost copied in the desert. We look at the Cesars Palace where the city center of Rome is copied with all the romantic bars, fountains, facades... It's truly an exterior feeling inside a hotel. Even the sky is painted on the ceiling.

30. Facade Testing, Huawei Campus, China: Smartphone company Huawei is building a new research campus in historic European style. They have done several facade tests to compare the different styles of Europe. A visitor who does not know any better will imagine himself in Europe. On the left the castle in the style of Versailles, further up Heidelberg Castle. Castle walls, gates, water features. An Italian colonnade in the style of Verona.