Green Modernity: From Lifestyle to Lifecycle
By Hirmoni Hosoya and Markus Schäfer

Economic value increasingly is intangible. It is not based on real estate, production facilities, physical inventory, but on increasingly ephemeral assets like patents, know-how, management structure, brand value, or even ‘goodwill’. An essential component of these values is their ‘newness’. Is a patent cutting edge, is management best practice, is the brand perceived as innovative?

Architecture, on the other hand, is specialized in creating physical value - localized, custom-made, one-off. When working in the service of intangible brand value, the discipline is forced to either create icons or experiences, both necessarily totalitarian. And once built both are under the constant threat of obsolescence.

We show a series of retail typologies that are increasingly ‘light’ adapted to an environment of constant churn and change. We propose that the discipline of architecture in order to retain its critical capacity (an essential part of its modernity) should be able to use strategies of the intangible anticipating the lifecycles of its ideas and constructions.

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