

big bro

editorial

Well, it's no secret that the reason time whizzes by in a frenzy, is us pushing it like crazy men until we can no longer control it. How exactly? By using smartphones, gadgets, and big brother's smart cameras, without knowing exactly who he is, where he hangs out, or how exactly he became our brother. Actually, I'm only now understanding the intelligent expression "bro" as well as the real significance of his six brothers who together composed the "positive" sms vocabulary: lol, hi, bye, omg, lmfao, and sababa – especially sababa.

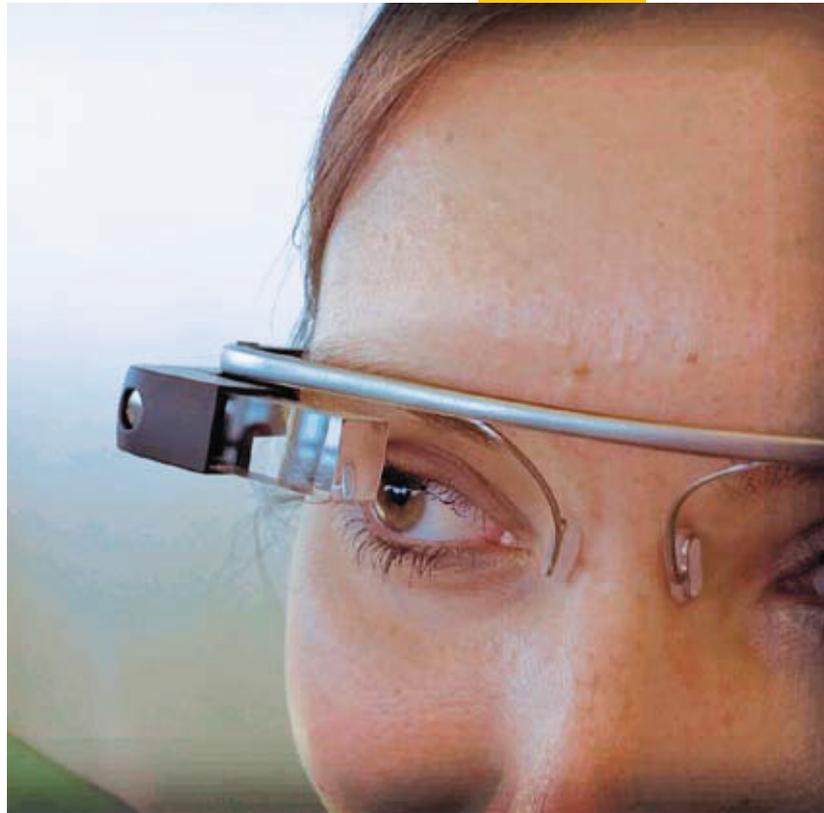
All this just to let you know, big bro, that a year has gone with the wind, and this issue is again dedicated to the Project of the Year competition finalists. But, with so many quality projects submitted, there was no room for all of them in this issue, and we had to leave some for the next one. After all, one of the goals of this international competition is to expose, be impressed, and discuss everything expressing creativity, feasibility, and climate and environmental awareness. In any case, the exact list is published on page 61, and I'm still mind blown - 294 submissions! Great.

Listen bro, this time, instead of writing introductions for each of the six categories, we preferred to publish a general article so that these projects, all worthy of being published, can be better understood. We simply wanted to meet the extremely short time between the jury's decisions and the closing deadline - which, actually, was yesterday.

Moreover - it's neither a secret (nor surprising, to me at least) that each and every time - I get reactions to the editorial, mainly due to my tendency (or perversion) to step outside the box and write about matters that seem unrelated. But believe me, bro, the relationship between language and architecture is at the very heart of it all. Someone who knows how to say 'I love you' in one word, is also capable of designing a building that speaks for itself, and I'm not talking about a muezzin tower. There was a time, bro, when all you needed to design a building was a napkin sketch in a cafe; today – without a presentation loaded with explanations no-one will look at you.

Which is why the brief summaries we left beside each project, replace (in our opinion), the long, and tiring explanations attached, and that don't always do them justice. And apropos justice – judging this year was undertaken by a balanced team of three international architects: Architect Prof. Scott Preston Cohen, Architect Prof. Benamy Turkienicz, and Architect Professor Tigran Haas – alongside three local architects - Architect Prof. Shraga Kirshner, Michal Kimmel Eshkolot, and Osvaldo Stav. The principle was that none of them was aware of each other's judging, so as to avoid mutual influence, favoritism, God Forbid, or scratch my back and I'll scratch yours – the guardian of Israel neither slumbers nor sleeps – who's got time to sleep now anyway, big bro?

architect dr. ami ran



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