



Creative Direction: Office for Metropolitan Architecture



engage@andandand.co.uk

andandandcreative.com

&&& Creative Ltd

Millmead Business Centre, Millmead Road, London, N17 9QU, UK

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Rem Koolhaas Building Characters Designed By &&& Creative

“Content” the book by Rem Koolhaas and OMA / AMO published by Taschen

The book and exhibition designed by Simon Brown &&& Ltd, and Jon Link in collaboration with the world-renowned architect Rem Koolhaas and his practice OMA / AMO.

“Content” is the follow-up book to *SMLXL* by OMA, Rem Koolhaas, designed by Bruce Mau. It translates seven years work of one of the most influential architectural practices of our time; OMA, the Office of Metropolitan Architecture, and its think tank AMO, and its principal Rem Koolhaas, into a 600-page book published by Taschen.

“Contents” form; a magazine slash book hybrid, Mook, challenges the conventions of the architectural monograph book. Produced under the banner ‘a triumph of realisation’ its focus is; the immediate, the cheap, the throw-away, the cultural, and the economic shifts. Ironically, since its publication, the resale value is forty times its original price. The book’s narrative follows a geographical eastward journey, plotting the

work and thinking within OMA, and its think-tank AMO.

The graphic language of the book, “Content”, developed into the graphical identity of an associated exhibition under the same name. Held at the Neue National Galerie, Berlin, whereby OMA’s architectural models appeared to float on walls emblazoned with rich graphic collages. The spray-painted “Content” logo covered the glass facade of the Neue National Gallerie, a Mies van der Rohe building.

Testimonials

“If form is content, then “Content” owes its form to designers at &&&, Simon Brown and Jon Link... &&& have had no prior experience in working with architects. And this is what makes Content so refreshingly impious and new...”

Shumon Basar MA(Cantab) AA Dipl

“You don’t read “Content” in a linear fashion, you page through it amazed, gradually acquiring Koolhaas’ ultra-cultivated taste for the bizarre.”

Tim Appelo, Cultural Critic for the *Los Angeles Times*, the *Washington Post* and the *New York Times*

Related News

Barbican Inside Track: An evening with Simon Brown guiding you through the OMA/Progress Exhibition

An evening at the Barbican, with Simon Brown guiding visitors through the much, anticipate OMA/Progress exhibition. Sharing his unique insight of OMA’s work and his personal experience of collaborating with Rem Koolhaas.

"I was really lucky to get Simon Brown and Jon Link and their willingness to work so closely in our offices and create the book in a deliberately selfless way."

Rem Koolhaas, Principal OMA/AMO

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