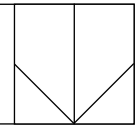


# MONITOR

MONITOR MAGAZINE PRESENTS 7pf EXHIBITION



Born in February 2000 in Moscow, MONITOR Unlimited is a magazine focused on new ideas in contemporary progressive design. MONITOR is aimed to create an ambience, within which fashion, product design, architecture, art, photography and design-related cultural aspects are presented as one, multi-faceted but whole, world. «Smart» is our key word, first-hand information — our style of delivering news on creators' ideas and concepts. Featured in MONITOR are creative personalities that feel the rhythm of contemporary life, the ones who make a step forward. Reading MONITOR, one could hear the opinions of Yohji Yamamoto and Helmut Lang, John Maeda and Bouroullec brothers, Massimo Osti and Armand Hadida, Alain Mikli and Harald Belker, not to mention a whole range of emerging names and labels in fashion, design and architecture we spot throughout the world.

Recently MONITOR announced the launch of its International edition. Already distributed in Europe and Asia Pacific, with USA, Canada and other countries being added soon, MONITOR is the first and only Russian-born title to be exported to the global market.

To celebrate the launch of the International edition, MONITOR team in collaboration with 10 Corso Como presents 7pf (7 Perfect Future) exhibition, taking place in Milano and coinciding with Salone del Mobile 2003.

7pf will demonstrate seven unbuilt projects by seven international architects/architectural studios, each of them renowned for their innovative, far from standard approach. MONITOR believes that their work defines what the world will look like tomorrow. Visitors are invited to get a glimpse of our possible future — the concept of the exhibition being fully in tune with MONITOR's core purpose of showcasing new and progressive design ideas

7pf is inaugurated on April 11, 2003, at 20.00. Location: viale Umbria, 40

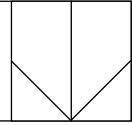
For further information please contact

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7pF: SEVEN ARCH>IDEAS FOR A PERFECT FUTURE



01\_EDGE / .hk // Gary Chang >> In his search of new solutions, Chang treats the work of an architect or designer as something aimed to discover «another perspective beneath the surface». Flexible architecture comes from recognising relations and contexts, re-interpreting images, looking from other angles and generating new definitions

Project presented: THE TOWER OF MUTANTS

02\_JAKOB+MACFARLANE / .fr // Dominique Jakob and Brendan MacFarlane >> Their works are created from a series of ongoing investigations, motivated more directly by an interest in specificity. Recent work explores digital technology as both a conceptual and fabrication means, using new materials, as a possibility to create a more flexible, responsive, immediate environment

Project presented: PAVILION FOR THE FABRICATION OF IMAGES

03\_LEESER ARCHITECTURE / .us // Thomas Leeser >> For Thomas Leeser, architectural design is a complex form of cultural expression directly implicated in, and a reflection of emerging social, cultural and economical patterns. Leeser's works are characterised by his profound interest in intellectual technologies and their use in creating flexible, interactive architectural solutions

Project presented: EYEBEAM ATELIER

04\_LOT/EK / .us // Giuseppe Lignano and Ada Tolla >> LOT/EK team explores the «artificial nature», extracting prefabricated objects, systems and technologies to be used as raw materials to generate unexpected spatial/functional solutions. They re-think the ways in which the human body interacts with products and by-products of the industrial/technological culture, re-inventing domestic/work/play spaces and functions and questioning conventional configurations

Project presented: MDU — MOBILE DWELLING UNIT

05\_MAKOTO SEI WATANABE / .jp // Makoto Sei Watanabe >> Revising the ways of using digital technologies in his realm, Makoto Sei Watanabe is aimed to create truly digital architecture, cross-breeding scientific precision, functionality and logic with ironic associations and unleashed work of a creative mind

Project presented: NATIONAL DIET (PARLIAMENT) BUILDING

06\_MOUSSAFIR ARCHITECTES ASSOCIES / .fr // Jacques Moussafir >> Feeling close to the legacy of Louis Kahn and his Swiss followers, treating economy as a virtue and allying architecture with time and time, in its turn, with memories, Moussafir calls architecture «an ascetic, mental discipline». He describes his approach to architecture as religious, calling it «a soul-searching experience in quest of his past»

Project presented: CANAL LOCKS FOR RHINE-RHONE CHANNEL (in collaboration with Bernhardt Buchberger)

07\_SU11 / us // Ferda Kolatan and Erich Schoenenberger >> Educated as architects, Kolatan and Schoenenberger seek to combine many different fields and aspects of design in order to achieve more adaptive and integrated solutions. One of their foremost goals is to rethink and re-conceptualise architectural space according to the increasingly changing lifestyle and programmatic needs in urban and suburban culture. They opt for a more flexible architecture, able to become an active part of an everyday exchange with its users

Project presented: COMPOSITE HOUSING

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