

**MAKE
NEW
HISTORY**

2017 Chicago Architecture Biennial

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Inside Out Kuehn Malvezzi – Berlin, Germany

If Raymond Hood's Chicago Tribune Tower epitomizes the tall office building beyond prairie heroism, then Loos's 1922 competition entry projects the corporate tower beyond European modernism. Today, the transatlantic realists Hood and Loos will finally meet. Their encounter takes place at the historical site of the original competition, witnessed by the real Chicago context and influenced by two ideal European counterparts who haven't seen the light of day.

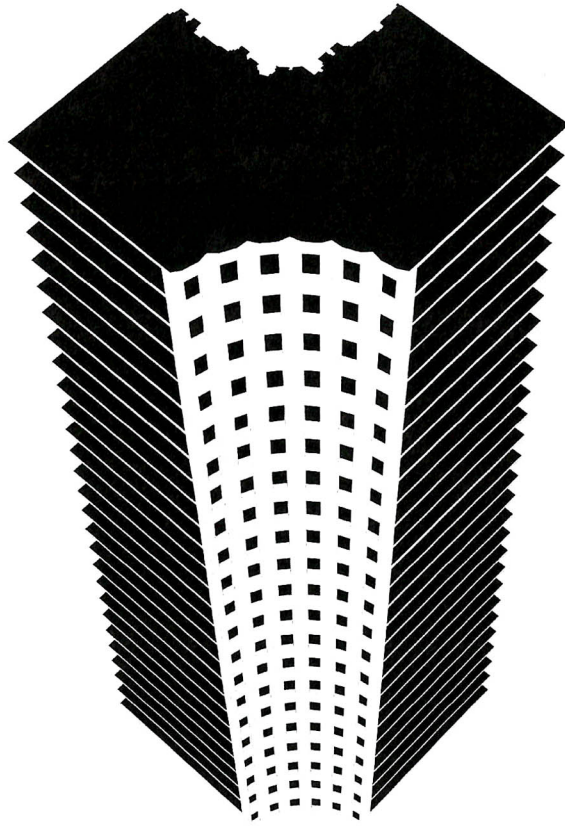
Around 1922, the European modernists, except for Loos, conceived of the high-rise as a typology that was key to redesigning the city as a different space, acting as decisive urban elements to replace the nineteenth century urban block. In contrast, Hood's tower and Loos's column do not pretend to make urban space in the first place. Rather, they provide iconic objects to grow from the extant reality of a generic urban block.

Meeting in 2017, the heterogeneous Europeans set the stage for a new confrontation with the Chicago site. It results in an unlikely turn. A bastard

is going to be generated from the urban block and its reversal, cross-breeding the longing for iconic buildings with the claim for urban space.

Turning the volume inside out, what used to be the space in-between the high-rises becomes building mass and will house the offices of the *Chicago Tribune*. The building shells instead turn into highly defined voids that act as urban squares, their facades being reversed. Figure becomes ground, solitary objects turn into spaces, and vice versa. The result is a novel urban fabric that introduces the commons into the commercial block. Where there used to be facades along the block perimeter, now there are sectional cuts, whereas inside the block we encounter the historical facades oriented towards the articulated urban spaces enclosed by them. The existing Tribune Tower by Raymond Hood will not be substituted but revisited and transformed.

Kuehn Malvezzi, *Inside Out*, perspective study, 2017



Kuehn Malvezzi, *Inside Out*, plan study, 2017

