



Content

By Rem Koolhaas

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Content By Rem Koolhaas

This book takes place at the cusp of the 20th and 21st centuries, in the pre and post-September 11th world. It is a singular product of its time, packed full of words and images portraying the architectural projects and metaphysical mechanics that have defined Rem Koolhaas's OMA-AMO firm over the past seven years. In the format of a small, thick magazine, this ""book"" is more of an anti-book, an informal tribute the ephemeral world we inhabit. Focusing on the theme ""Go East,"" this visual journey follows OMA-AMO from San Francisco to Tokyo, traversing our massive and turbulent planet in search of ""an opportunity to realize the visions that make remaining at home torturous.""

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Editorial Review

Amazon.com Review

It's shaped like a trade paperback book, but its hellzapoppin pages look like a glossy, madcap magazine. Really, *Content* is more like an explosion in an idea factory, or a wild party thrown by Pritzker Prize-winning architect Rem Koolhaas in a mood considerably more delirious than his classic 1978 manifesto *Delirious New York*. It has 70 or 80 sections that look like magazine articles, and they're loosely organized in geographical order, from west to east. Pieces on Koolhaas's projects for Prada and MCA/Universal in LA and the acclaimed Seattle Public Library lead to syncopated meditations on Guggenheim Las Vegas, Chicago's van der Rohe "Miestakes," a modest plan to save Cambridge from Harvard by rechanneling the Charles River, Lagos' future as Earth's third-biggest town, the Hermitage's strange Russian past, Shanghai's Expo 2010, and Asia's skyscrapers, which now outnumber those of the West. When Koolhaas interviews Martha Stewart and gets a Las Vegas update from Robert Venturi and Denise Scott Brown, it's straightforward, but many pages are as mystifying as hallucinations--apropos of nothing, a woman is depicted leaving her infrared heat signature on a tombstone, and Vermeer paintings are paired with scenes from TV's *Big Brother*. You don't read *Content* in linear fashion, you page through it amazed, gradually acquiring Koolhaas' ultracultivated taste for the bizarre. --Tim Appelo

Review

""Content is a follow-up to SMLXL, an inventory of seven years of OMA's tireless labor. In many ways it is structured according to what its predecessor is not--dense, cheap, disposable....""

About the Author

Brendan McGetrick is a writer and editor from the United States. Before starting *Content*, he collaborated with Rem Koolhaas and AMO on a special issue of *Wired* magazine. He is a regular contributor to a few magazines, and is currently working on a new book about record collecting. Rem Koolhaas

Users Review

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