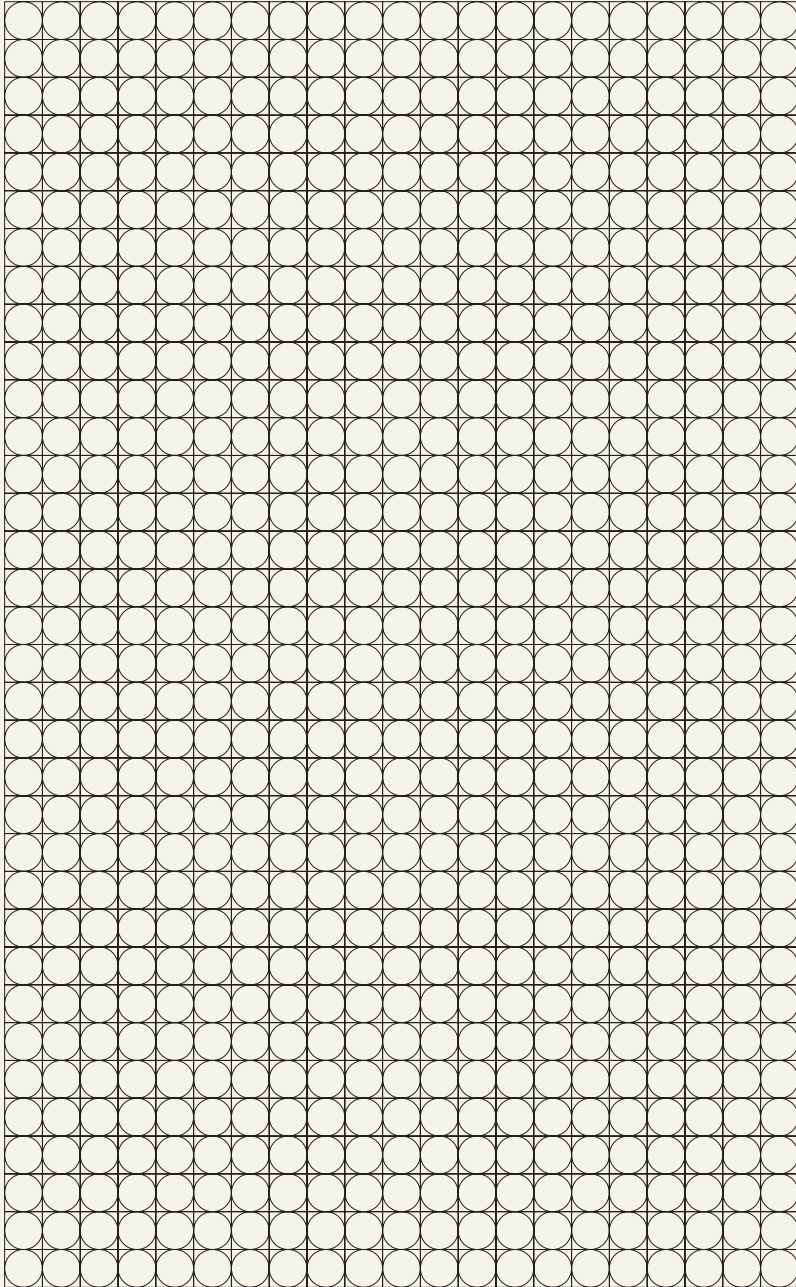# GROUP FORM

"What human beings need is not utopia ('no place') but entopia ('in place') a real city which they can build, a place which satisfies the dreamer and is acceptable to the scientist, a place where the projections of the artist and the builder merge."

– Konstantinos A. Doxiadis,
Architect & Urban Planner

CONTENTS

The concept of 'Group Form' encapsulates a design philosophy influenced by Fumihiko Maki's manifesto on Collective Form, who was a major member of the Metabolist Movement. This principle suggests that the form of the group transcends the composition of individual parts, fostering a dynamic, articulated system that is not a static, rigid object but an adaptive, living structure.

As in biology, where the cells have shorter life cycles than the organism itself, our approach is to design forms that are open-ended, relevant within today's globally dynamic cultural ecosystem of individual and collective expression.

Our vision of architecture transcends
aesthetics—what we aim for is a "meta-
aesthetic" order with structures that encourage
societal engagement and connect with a
collective context, from local to global scale.
We strive to achieve a dynamic equilibrium
within our cultural and institutional heritage,
aiming to expose and counteract to the subtle
cultural disruption often recognized in our
built environment, and to offer solutions where
many practitioners may hesitate to intervene.

MISSION

Group Form is an architectural practice focused
on making powerful statements through subtle
design gestures. In an era where architecture
leans toward spectacles of extreme expression,
we pursue authenticity that resonates within
the humbling understanding of space, time, and
context. Our mission is to reclaim and elevate
our shared cultural artifacts, reestablishing
their relevance within a contemporary cultural
framework.

Group Form does not seek recognition through differentiation of new innovative designs but seeks connection with, and a deeper understanding of, the history of cultures and societies and individuals. Group Form aims to set as a main aesthetic value of creation not simply eye-pleasing design or unique design schemas, but a cultural and terrestrial awareness of materials, methods and symbols. To achieve this goal, we focus on the awareness and recognition of distinct modes of habitations following humanity's cultural and technological evolution.

Group Form supports that the integration rather than the preservation of different modes of habitation in real life, can reshape the human ecosystem with more versatility and finally help us regain resilience but also a rich and multilayered human civilization. Group Form is all about purism of distinct theses of life. To succeed we must first establish a foundation that will allow us to reclaim and revitalize parts of a forgotten pluralistic world.

Group Form is an office that works with respect to tradition and the contemporary status quo. As societies we have transitioned -largerly through media culture- to an a-chronic view

of history or perhaps this is simply just a
comfortable stage in our cultural evolution.
In any case we constantly hit against our
cultural past, again and again in all types
of situations. To move on we, as societies and
architects, have to open the closet of our
cultural history and interact with it, or move
beyond it.

Group Form practices an architecture
of long-lasting structures, that can withstand
in a chaotic machine of cultural production
and consumption.

PURPOSE OVER DECORATION
Architecture that rejects ornamental approaches and its focus on aesthetics as a means to an end.

COLLECTIVE AUTONOMY
Architecture that supports unique and vanishing collective singularities

COMPLEXITY OF CONTEXT - SIMPLICITY OF DESIGN
Architecture that answers to the complexity of the times. Design that does not distract.

BALANCE BETWEEN CONTRASTS
Architecture that incorporates past and present, high and low, digital and analog.

TIMELESSNESS
*Eternal character in design, create a way to
dig deep in the archetypes of design*

PLURALISM
Create architecture beyond one aesthetic order

PURISM
*Creative expression as a clear representation
of a design philosophy*

SPECTRUM

Every architectural work is shaped within an aesthetic spectrum depending on the framework of its program. This spectral space consists of three areas:

- Geological or Prehistoric
- Local or Vernacular
- Modern or Functional

Each scale gives the opportunity to say something different or maybe answer to a certain level of public affair. A large-scale project with strong societal impact and big footprint, we would pick the geological approach as a protagonist, as a reaction to the cartesian reduction of space a something primarily geometrical and for developing a connection with the planetary space and the common topics we share. In the case of a small-scale project, the local approach in combination with a clear position about technical infrastructure would be adopted.

The incorporation of tradition is not a romantic position related to the nostalgia of the past. It is rather an attempt to connect our active and creative present with our history. In both cases, a modern approach is subtly incorporated, and we accept that within

this spectrum of spaces, mixing will occur.
In the case of a purely technological space, a
more modern approach will prevail without the
misconception that modern equals to achronic.
The objective of this scheme is producing an
architecture capable of positioning itself in
the emerging and complex questions of today's
world.

INTEGRATION OF DIGITAL & ANALOG
Our Identity develops trough of the coexistence of digital and analog realms, showcasing equality and harmony between the two. It should be adaptable to both crafted or handmade environments and machinic interfaces or abstract spaces.

ICONOCLASTIC APPROACH
Group Form rejects ornamental approaches and focuses on aesthetics as a means to an end. The visual identity should reflect this iconoclastic mindset, prioritizing purpose over decoration.

ANTI-HEDONIST PHILOSOPHY
Group Form follows an anti-hedonism philosophy, where aesthetics are liberated by their ability to convey a message or purpose. The visual identity should embody this philosophy, focusing on substance over superficial allure.

CAPTURING THE SPIRIT OF TIME
Group Form aims to capture the spirit of the present age by incorporating traditions and values from humanity's past into an accelerating cultural field. The visual identity should reflect this tension between tradition and modernity, striving to protect timeless values in a rapidly changing world.