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THE CANADIAN CENTRE FOR ARCHITECTURE CONSOLIDATES ITS EXHIBITION, ACQUISITION, AND PUBLISHING STRATEGIES FOR DIGITAL ARCHIVES OF ARCHITECTURE

Montreal, 9 May 2016 —The Canadian Centre for Architecture (CCA) is a leader among international museums in the exhibition, acquisition, and preservation of digital archives in architecture, initiatives that are reinforced by a range of online publishing activities. The CCA's ongoing research on architecture's engagement with digital technology has been the subject of the three-part exhibition, *Archaeology of the Digital* (2013, 2014, 2016), and is accompanied by an electronic publishing program as well as two print publications. This multi-year project focuses on the integration of digital tools in architectural practice, and has fostered the development of a new knowledge base and expertise in the field of digital archives.

Simultaneously, the CCA is advancing its own digital presence through an original online initiative that engages contemporary issues in architecture. This initiative materializes in a new iteration of the CCA website—launching on 20 May 2016—that is conceived as an active editorial project to not only disseminate information and resources from and about the CCA, but to take positions and over time involve an expanding network of contributors through original texts, images, or videos. Content on the site is organized by themes that reflect the CCA's ongoing research and thought on specific topics. This continually expanding online publishing platform serves as a viable "Second Building" for the CCA by initiating, supporting, and influencing contemporary debates on architecture. The Second Building allows the CCA to better reveal the international scope of its modern and contemporary architecture collection, while advancing its objective of making its research and resources more accessible to a geographically diverse audience of students, professional architects and designers, and a broad community of researchers.

ARCHAEOLOGY OF THE DIGITAL: COMPLEXITY AND CONVENTION
Exhibition in main galleries, 10 May – 16 October 2016

Curated by Greg Lynn, *Complexity and Convention* is the third and final exhibition of the CCA's *Archaeology of the Digital* program, in which twenty-five seminal projects are collected, catalogued, preserved, and made available for research. The project constitutes a precise inquiry into the relationship between architecture and digital technologies in order to increase understanding of the design process while addressing the challenges of preserving digital archives and ensuring their future accessibility.

Archaeology of the Digital is a long-term, multifaceted project initiated by the CCA in 2012 and led by Greg Lynn that reflects on how digital technologies have progressively redefined architectural practice and reshaped architectural theory. The project is comprised of in-depth research into digital architecture and a historical reading of its trajectory from early experiments in the 1980s to the early 2000s. The research has resulted in a new acquisition strategy for born-digital material and the formation of a digital archive composed of 25 key projects designed by some of the protagonists central to debates during the period in question. Each of the projects represents particular theoretical directions and technological experimentation that have influenced recent architectural history.

The first two exhibitions—*Archaeology of the Digital* in 2013 and *Media and Machines* in 2014— featured projects for which entirely new technological tools were conceived and developed, such as Frank Gehry's Lewis Residence, Peter Eisenman's Biozentrum, Chuck Hoberman's Expanding Sphere, Asymptote's NYSE Virtual Trading Floor, or dECOi Architects' Hyposurface, among others. The third and final exhibition in the series focuses on how a group of international firms active during the 1990s through 2000s adapted such new technologies and integrated them in architectural practice: this was the period during which digital technology moved from exception to norm.

Whereas the curatorial method of the first two exhibitions emphasized individual projects based on their distinct and clearly defined digital approaches, the organization is more synthetic in the third exhibition. Instead of isolating singular practices, *Complexity and Convention* shows commonalities, hybridizations, and cross-pollinations of the digital medium and methods. These shared approaches and tools are viewed through the lens of five themes: High-Fidelity 3D, Topology and Topography, Photorealism, Data, and Structure and Cladding. Included are a range of built and unbuilt projects:

- **Erasmus Bridge** (Rotterdam, The Netherlands; 1990–1996) by Van Berkel & Bos Architects
- **Chemnitz Stadium** (Chemnitz, Germany;1995) by Peter Kulka with Ulrich Königs
- **O/K Apartment** (New York, USA;1995–1997) by Kolatan/Mac Donald Studio
- **Yokohama International Port Terminal** (Yokohama, Japan; 1995–2002) by Foreign Office Architects
- **Interrupted Projections** (Tokyo, Japan; 1996) by Neil M. Denari Architects
- **Kansai National Diet Library** (Kyoto, Japan; 1996) by Reiser + Umemoto
- **Hypo Alpe-Adria Center** (Klagenfurt, Austria; 1996–2002) by Morphosis
- **Jyväskylä Music and Arts Center** (Jyväskylä, Finland;1997) by OCEAN North
- **Witte Arts Center** (Green Bay, USA; 2000) by Office dA
- **Phaeno Science Centre** (Wolfsburg, Germany; 2000–2005) by Zaha Hadid Architects
- **Villa Nurbs** (Empuriabrava, Spain; 2000-2015) by Cloud 9
- **Eyebeam Atelier Museum** (New York, USA; 2001) by Preston Scott Cohen
- **Carbon Tower** (prototype, 2001) by Testa & Weiser
- **BMW Welt** (Munich, Germany; 2001–2007) by COOP HIMMELB(L)AU
- **Water Flux** (Évolène, Switzerland; 2002-2010) by R&Sie(n)

These projects, alongside those of the two preceding exhibitions, are part of an ambitious acquisition strategy that establishes a cohesive history of this transformative period in architecture. These born-digital project archives are acquired as the result of the close collaboration and generous contributions of the architects involved.

THE CCA "SECOND BUILDING" FOR AN AUDIENCE NOT GEOGRAPHICALLY DETERMINED
Digital publishing strategy leads to an expanded electronic publishing program and a new editorial website

The CCA's publication strategy for *Archaeology of the Digital* balances print and electronic publishing tools to disseminate different types of content from new digital archives as they are being formed. The main component of this effort is a digital-first, electronic publication series that stresses the specificity of the born-digital material in the way it is created, disseminated, and

experienced. Launched in 2014, these publications are conceived as reflowable e-pubs optimized for mobile access and richly illustrated. All 25 projects represented in the exhibition cycle will be published as separate electronic monographs by the exhibition's conclusion. For more information, please visit **cca.qc.ca/epub/**

Beyond the *Archaeology of the Digital* initiative, the CCA's full range of programming (lectures, workshops and seminars, exhibitions, publications, research programs) produces valuable content relevant to contemporary culture, and specifically to readers interested in the built environment. Whereas most museums tend to have an informational and promotional online presence serving visitors by reinforcing the physical activities and venue, the new CCA website is an experimental reading platform and research tool targeting the digital visitor—a geographically-distributed audience that can fully engage with the CCA without ever visiting the physical building in Montréal. As CCA Director Mirko Zardini writes, "Digital technology and the internet have changed the fundamental assumption that our institution is tied to a specific location with a geographically-determined public. More and more, our public is constituted by a network of dispersed groups that requires a new building which is accessible online from any place at any time."

The initial phase of the website launches on 20 May 2016, and will continually grow with new articles, editorial themes, as well as functional improvements. The content of the new editorial website is guided by a conceptual shift in navigation and interactive design, away from an emphasis on the components of the physical CCA and towards an explicit thematic organization that reflects the CCA's way of thinking about and investigating contemporary issues in architecture. The new website thus gives a more focused curatorial framework for new and archival content while reflecting the unique collection, exhibitions, research activity and institutional voice of the CCA.

Under thematic groupings such as "The Planet is the Client", "Origins of the Digital" or "Ideas of Living", the website brings together content generated, hosted or commissioned by the CCA at different periods into wider narratives and lines of investigation.

This editorial website is supported by an institutional section for thorough information about the CCA, and a dynamic search tool that enables unprecedented access to all of CCA's resources in a single interface: website content alongside collection items, archives, library holdings, and bookstore inventory. Combining results from all databases allows for in-depth research and image-comparisons by subject or topic independent of catalogue structure. The search tool and entire website will be continually developed, evolving on a functional as well as editorial basis.
[For preview access to the new CCA website, please contact Albert Ferré, CCA]

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Additional information and credits:

Archaeology of the Digital: Complexity and Convention
Dates: 10 May – 16 October 2016
Curator: Greg Lynn
Design: Jonathan Hares
Curatorial team: Martina Amato, Irene Chin, Viviane Ehrensberger, Stefan Sauter
Hashtag: #complexityandconvention

Special Event: ***The Greg Lynn Show***
Date: 11 May 2016
Participants: Greg Lynn with Johan Bettum and Kivi Sotamaa, Neil Denari, Enric Ruiz Geli, Sulan Kolatan and Bill MacDonald, Ulrich Königs, Wolf Prix, François Roche, Patrik Schumacher, Nader Tehrani, Peter Testa and Devyn Weiser, and Alejandro Zaera-Polo
Hashtag: #thegreglynnshow #complexityandconvention

Archaeology of the Digital: e-pub series
Authors: Greg Lynn and the project architects
Editorial team: Lev Bratishenko, Andrew Goodhouse, Jayne Kelley
Design: Linked by Air (New York)
Distribution: iTunes
Cost: $3,99

CCA Website: www.cca.qc.ca
Concept and Development: Mirko Zardini, Giovanna Borasi, Steffen Boddeker, Albert Ferré, François Morin, Alex Lin
Design: Studio Lin (New York)
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