

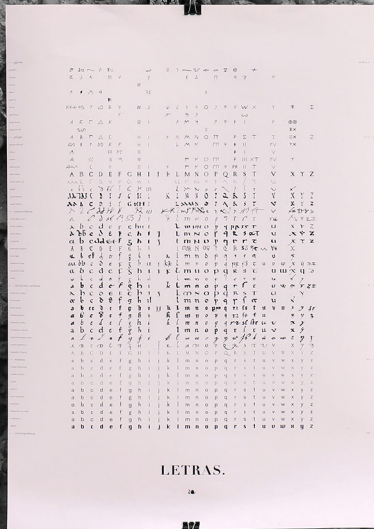


ORDER

PRODUCT PORTFOLIO



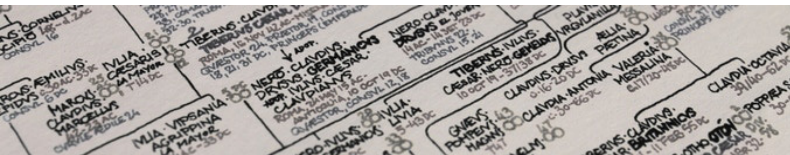
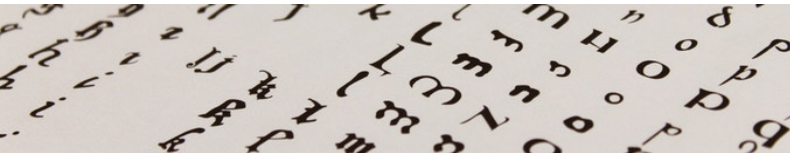
We architects are nuts. Don't blame us: we are told to solve a dozen different problems at once, keeping track of each one's characteristics and trying to interbreed them successfully. This forces us to analyze every aspect as a separate entity, immersed in a complex net of relations. That's why we are always striving for clarity, and that's where these posters come from. Each of them means to transform a quotidian reality into a simple figure-ground composition: city blocks, house plans, architects, letters, people, grand prix, portraying them exactly as what they are. The criteria for this new order are none other than pure concepts: time and shape.



LETRAS.

ORDER, or, The Architect's Mind means to provide an objective, uncompromising digest of all the elements that compound a given field of knowledge, whether it be the names that make a family, the letters that write our books, the blocks that form a city, or the cities themselves. Ordered by strict parameters and highlighting the most significant features within each of them. Every piece is treated the same as the others in a single figure-ground composition where the set, deconstructed, allows broader readings.





THE COLLECTION

The series is currently made up of seven A2-format (11,7" x 16,5" in / 42 x 59,4 cm), vertically-aligned posters. They are printed using a CMYK color scheme, in a 50 lb / 140 g cover paper with matte finish. Shipped rolled up and protected with a rigid cardstock. Although some of the photographs show titles and data written in Spanish, English translations have been developed as well.

There is also a special print of a 25-unit numbered edition for **I • Blocks** and **VII • Cities**, in extra quality 100 lb / 300 g cover paper, with small debossing details.

Every poster contains two graphic scales in the left and right margins. The right one is used to measure the underlying concept (time or size), while the left one either describes the content (alphabet names, family dynasties, architectural styles) or is meant as a guideline to enhance size comparisons, since all figures are drawn at the same scale.

I • Blocks is a digest of all the blocks that compound the historical center of a city, ordered merely by size.

II • Letters shows the evolution of the latin alphabet throughout its different stages in history, from Phoenician to the present day.

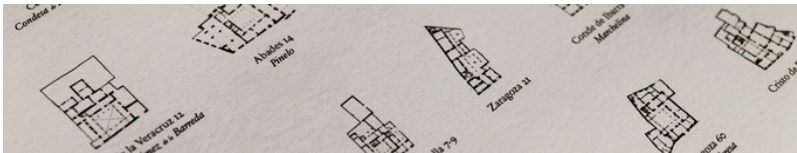
III • Architects gathers the name of 2,900 of these professionals, from Ancient Egypt to the last Pritzker Prize winners.

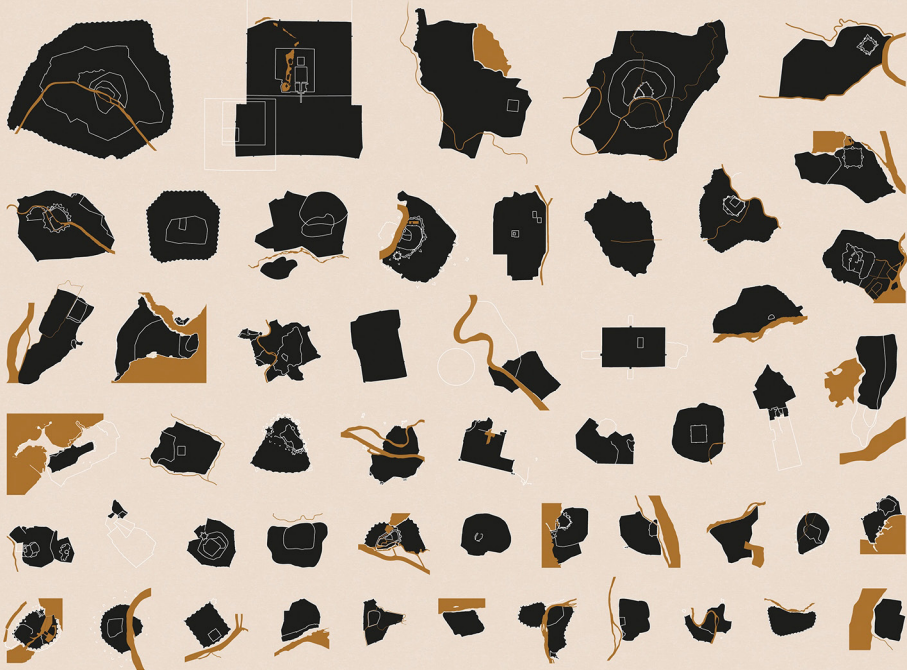
IV • People is a family tree of the various lineages that took over the transition between Republican and Imperial Rome.

V • Circuits is a collection of every Grand Prix ever disputed in the Formula One World Championship since its inception in 1950.

VI • Houses is a compendium of typological housing development in a city like Seville over the centuries.

VII - Cities is a digest of some 250 walled areas from urban settlements around the five continents. Places like New York, Moscow, London or Beijing, all the way down to Dublin, Munich, Mumbai or Jerusalem, according to their historical sizes.





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