

SCALA

PRODUCT PORTFOLIO





SCALA is a polysemous voice that moves around fundamental concepts of architecture, as it simultaneously describes equidistant orbits around several languages: just swap an 'e' at the beginning or end of the word to turn it into 'scale' or 'escala'.

Its meaning in Latin hides the historical difficulty of fitting the right size in any project, as well as the timeless challenge to figure new mechanisms in order to build 'the same thing' with different measurements.

As a drawing, it is an indispensable trick allowing us to carry a portion of territory to our desks and, as a verb, is an essential project action in itself, associated with proportion and the human being.

On the other hand, as in poker, the architectural masterful play is the ladder that may turn a project inside out if certain risks are taken. It has been stated that to make a ladder means to check a pulse and lung capacity; every ladder tests a particular anthropometry, as the hendecasyllable verse does to the breathing of the poetry reader.

THE GAME

SCALA · architecture playing cards

collection is an ongoing project which, through a standard deck of poker cards, provides an overview of several buildings of interest in the last years. The four suits define the size of the projects from the small scale of pavilions and houses to the urban and infrastructural range.

In addition to bringing together the most representative architects and their works over recent years, it is our intention to carry out a wide review within emerging countries in the current architectural panorama, shaping a quality object carefully designed that also fits the parameters of the traditional poker card game.





HOW IT WORKS

It is a standard deck of French playing cards which follows the guidelines of the poker size (3.5 x 2.5 inches – 88.9 x 63.5 mm), at the same time presenting an account of contemporary architecture. In this light, SCALA is a digest of 52 of the most relevant buildings from the last 25 years, from five continents and more than twenty countries.

As its name suggests, the project portrays a broad overview within the current panorama of architecture, from small to big, from local to global. Scale is the criterion that links every building depending on the suit:

- ♠ Black spades · Scala Small
Houses & pavilions
- ♣ Black clubs · Scala Medium
Housing & local facilities
- ♥ White hearts · Scala Large
Urban facilities
- ♦ White diamonds · Scala Extra Large
Urban landmarks & infrastructures

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Each card suit has a specific hue to highlight the different scales of architecture. As the position of the building already creates a directivity, the pipes aren't reversible.

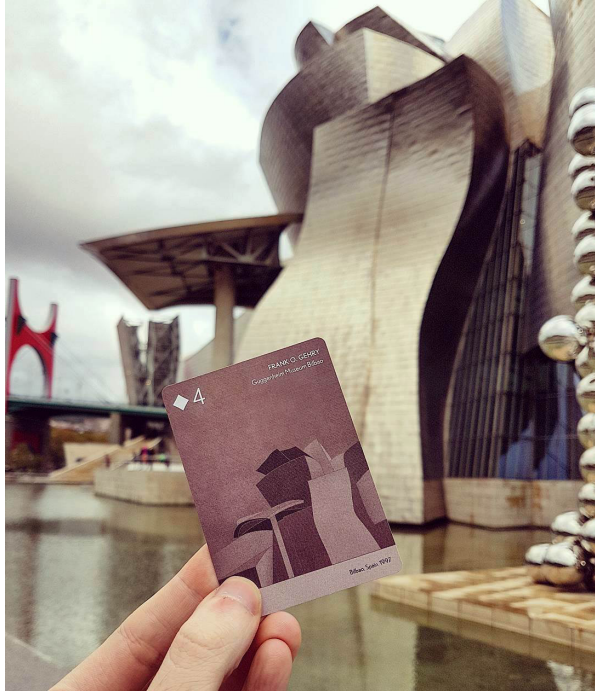
Another important feature is the correlation throughout the numbers of each suit, showing similar types of architectural representation (elevations, sections, plans...), in the following order:

A Floor plans

2-7 Elevations
(from lower to higher detail)

8-10 Inner views
(conic perspectives)

J-K Façades in detail
(from lower to higher abstraction)



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