Overview

This Linked output includes two interviews to Italian Architect and Designer Andrea Branzi, former leader of Archizoom Associati and a central figure in Design movements such as Alchimia, Memphis and Milan’s “Nuovo Design.”

The first interview, “La Ville comme Condition” was commissioned to the Author by the “Pavilion de l’Arsenal” and was published in the 608 pages catalogue of the exhibition “Paris Habitat: Cent ans de ville, cent ans de vie,” that showcased a selection of public housing promoted by the city during the last 100 years. The piece purpose was to provide a theoretical background to one of the exhibition and catalogue sections, “la ville fluide” (the fluid city) and included a foreword by the author, introducing this concept. The interview provided an insight on Andrea Branzi’s ideas on architecture, dwelling and urban space, as well as on the future of European metropolis.

The second interview, “Estamos dentro,” was published in the Argentinian magazine PLOT. This interview was focused on Archizoom and Branzi’s previous work and on how their work has systematically undermined architectural and urban convention in the last 50 years.

Together, both interviews provided a comprehensive overview and critical appraisal of the work and ideas of a leading figure of European Architecture that they disseminated internationally, in both French and Spanish.

Methodology

The interviews were prepared in advance, applying the knowledge on Archizoom and Branzi gained by the author with his 2014 Doctoral Dissertation. The questions were carefully written in order to lead the conversation to the subject areas. Both interviews took place in Andrea Branzi’s Milanese Studio, in March 2014 and September 2014, were the author had the chance to examine some of his ongoing projects.

The conversations were held in Italian and recorded. Later on, they were transcribed and purged of conversational “tics”. In both cases, the Italian transcriptions were sent to Branzi to get his approval. While the first one was finally translated into French by a professional appointed by the Pavilion de l’Arsenal, the second was translated into Spanish by the author. Both pieces were illustrated with images provided by Branzi’s studio.

Relevance

The Pavillon de l’Arsenal is the main public institution for the dissemination of architecture and urbanism in the city of Paris, while the interview was commissioned by the Curator of the Exhibition, Javier Arpa, current research and academic coordinator of “The Why Factory” an architectural think tank of TU Delft (Netherlands).

PLOT is one of today’s most influential architectural magazines in Spanish speaking countries and provides a considerable dissemination throughout Latin America.