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Euro

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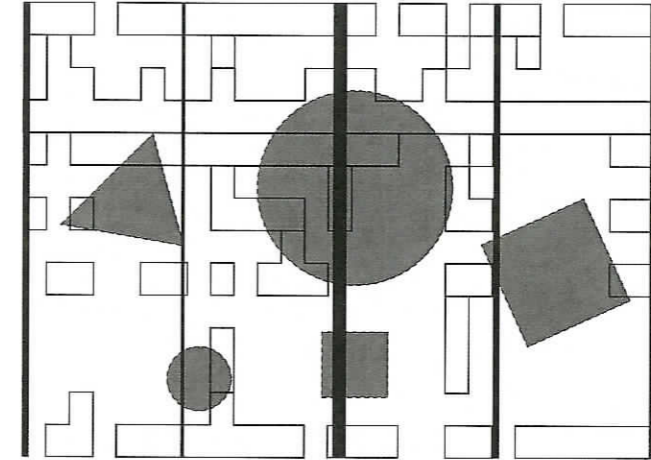


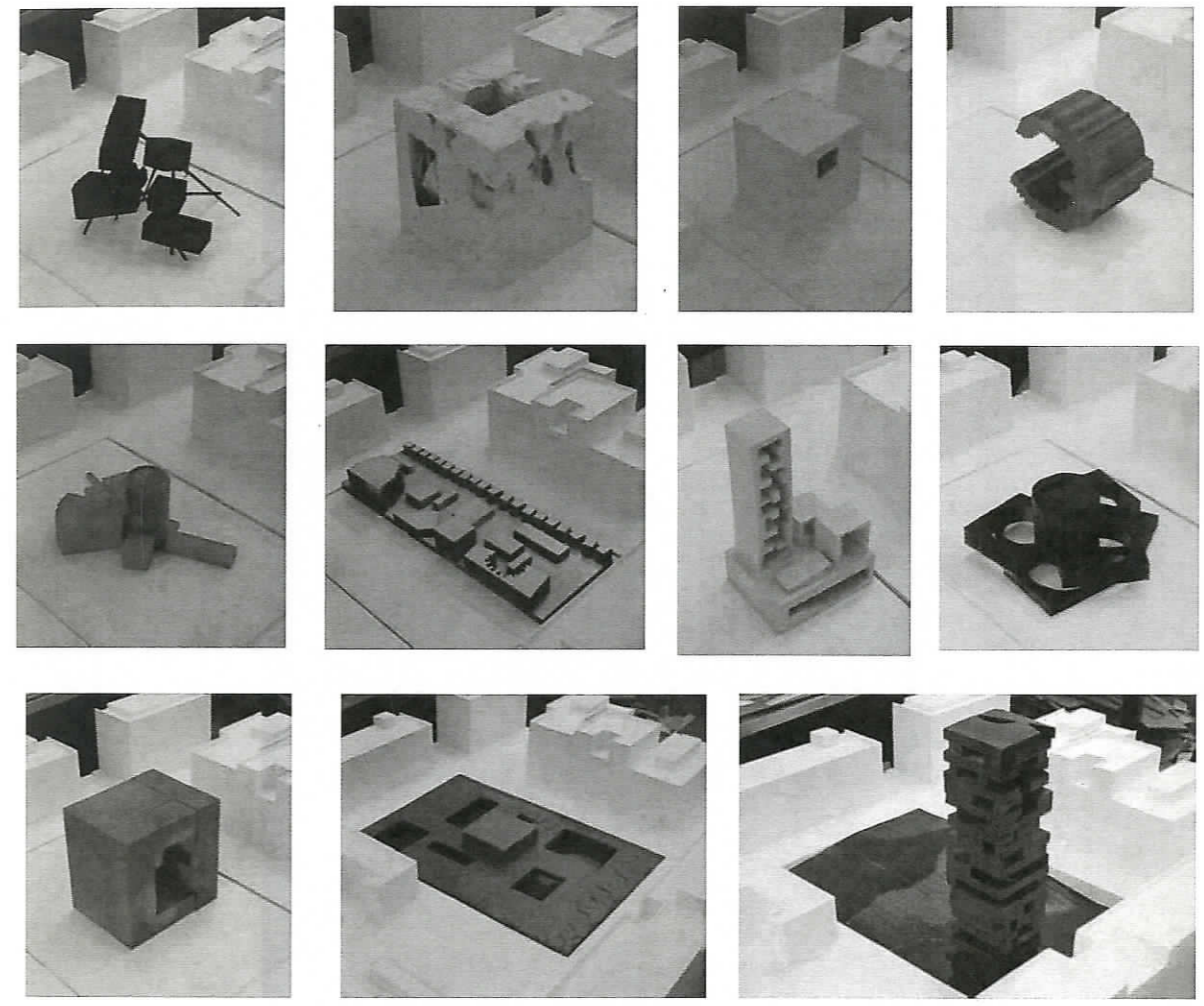
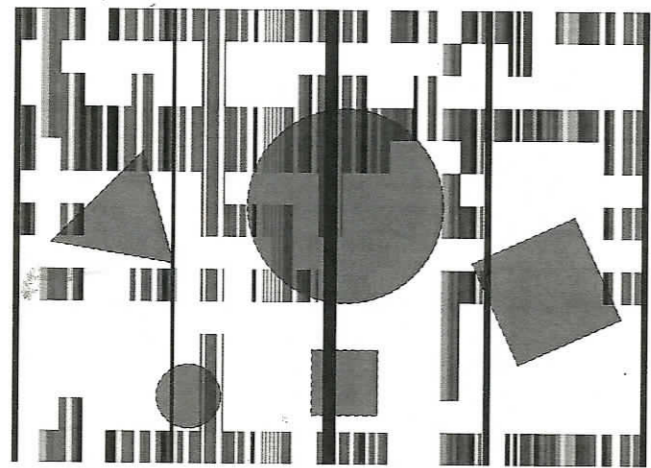
Ryan A. Doyle

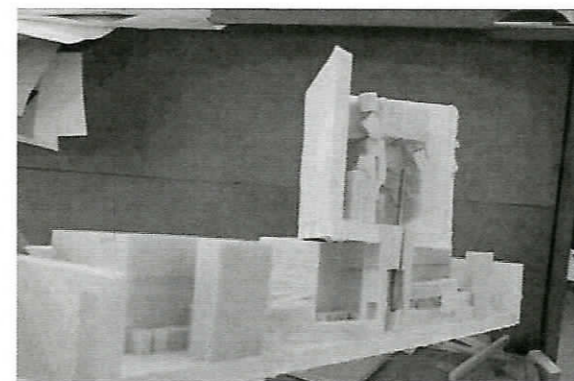
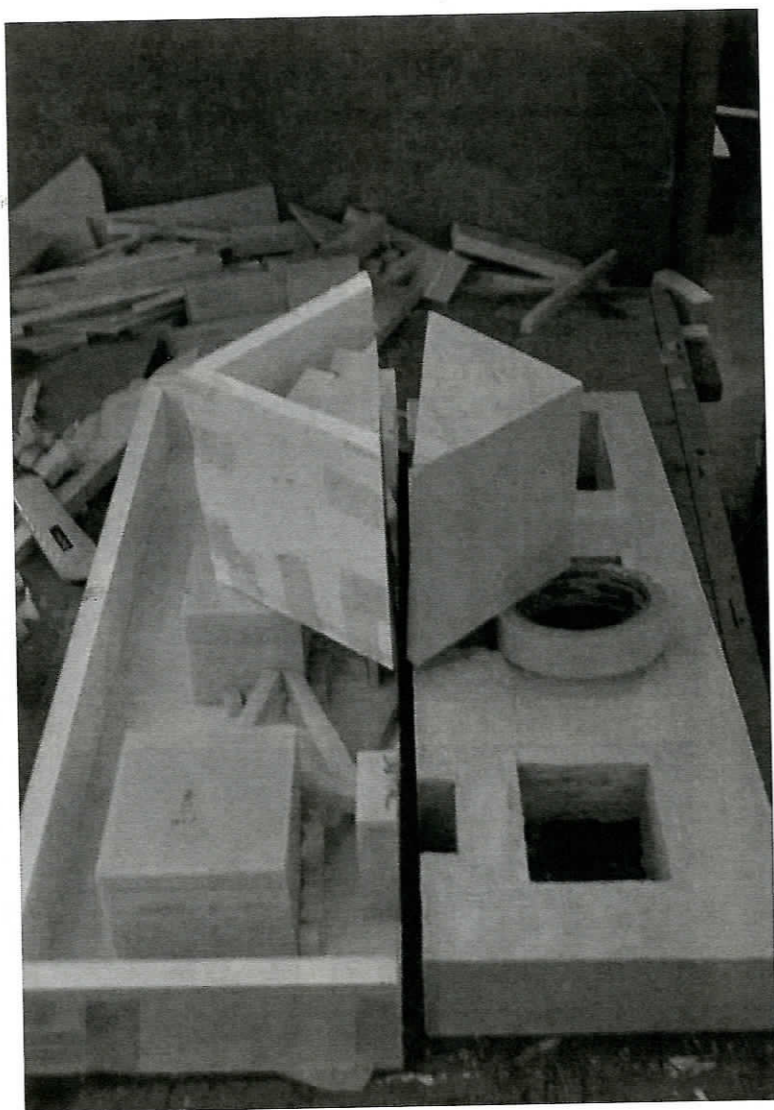
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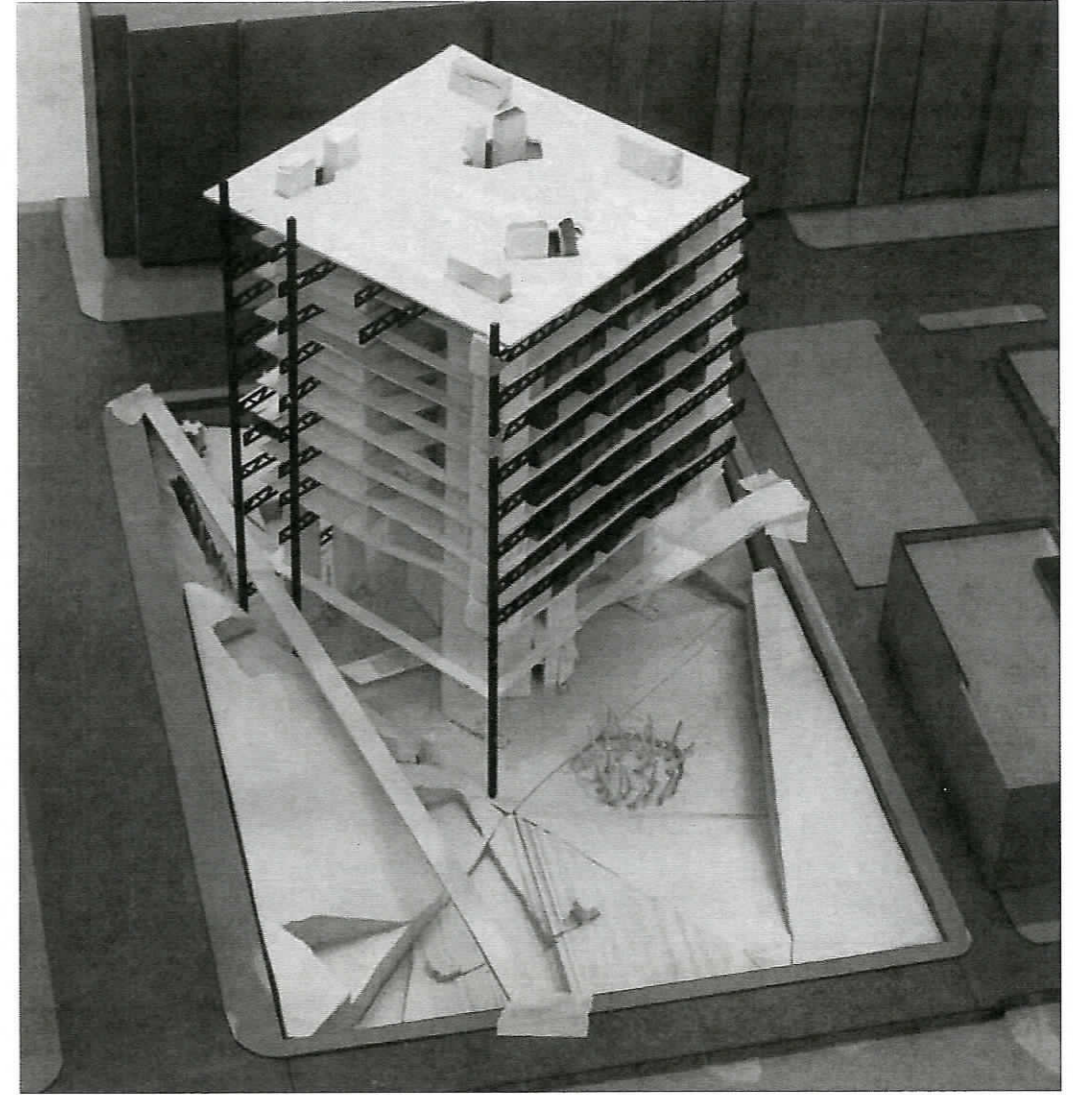
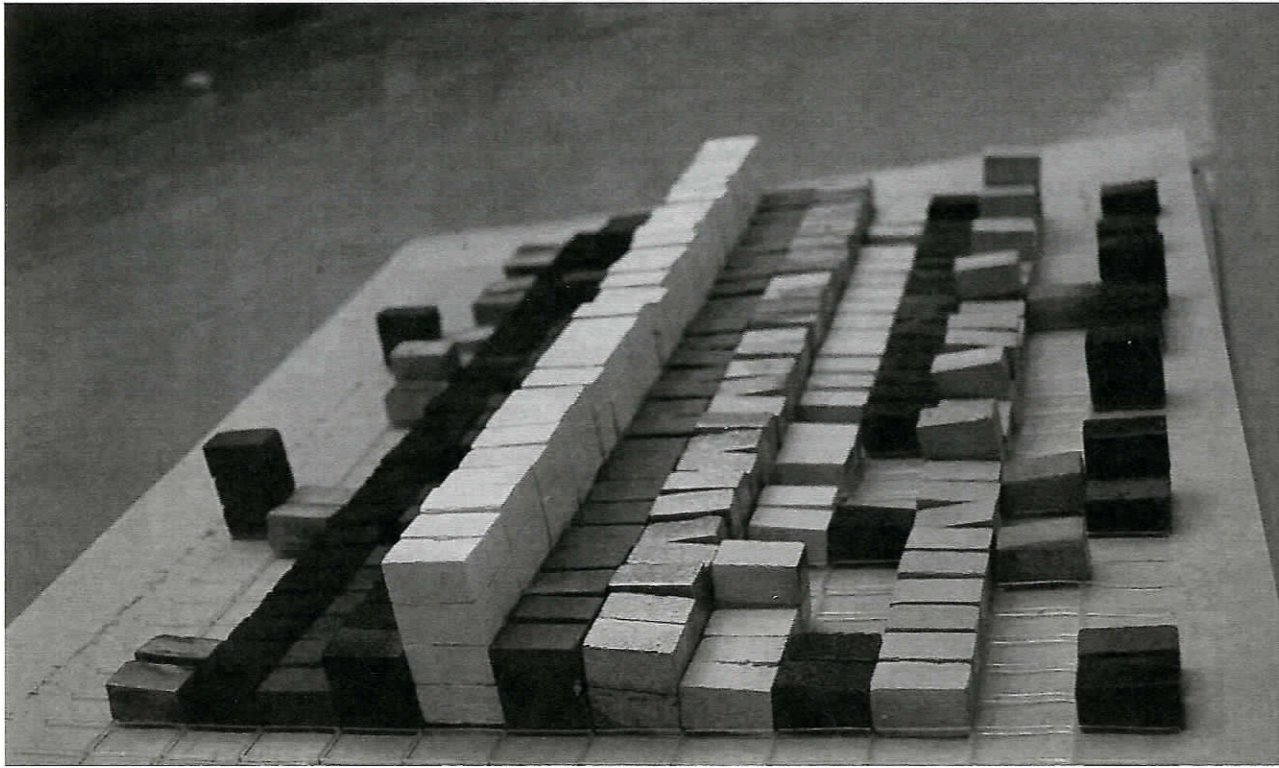
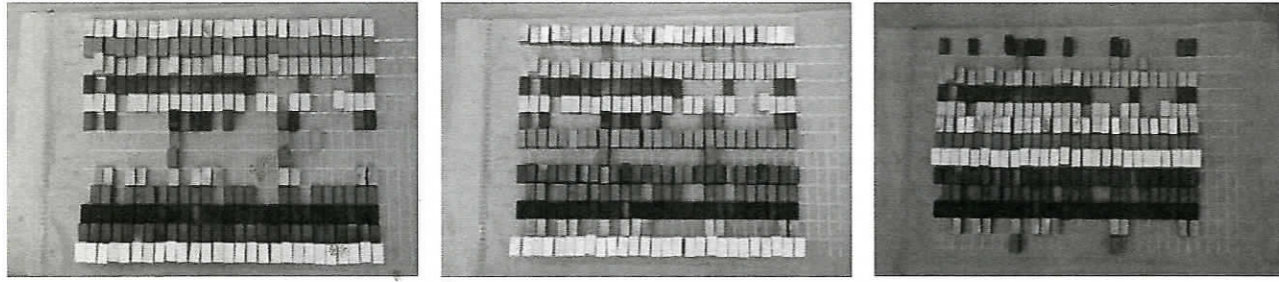


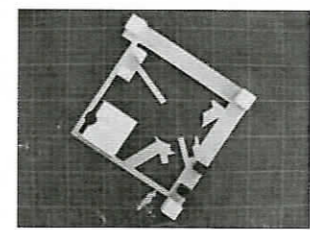
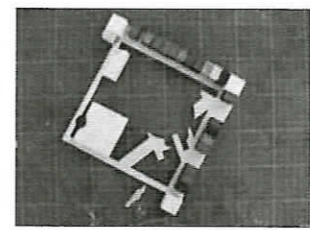
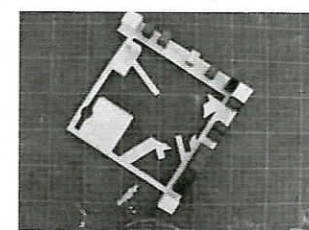
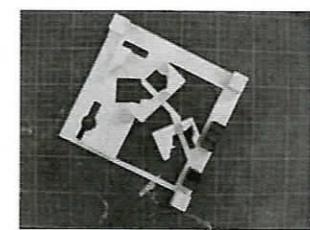
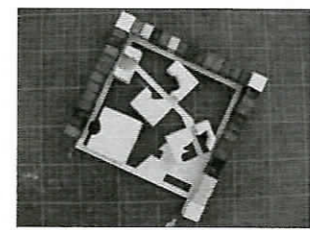
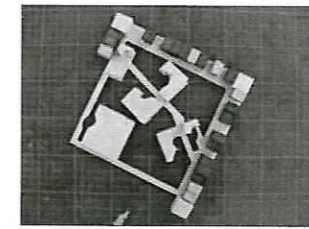
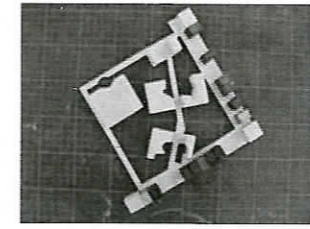
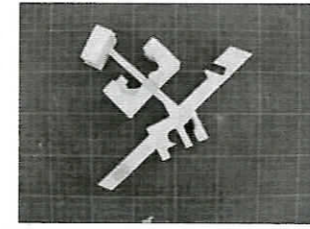
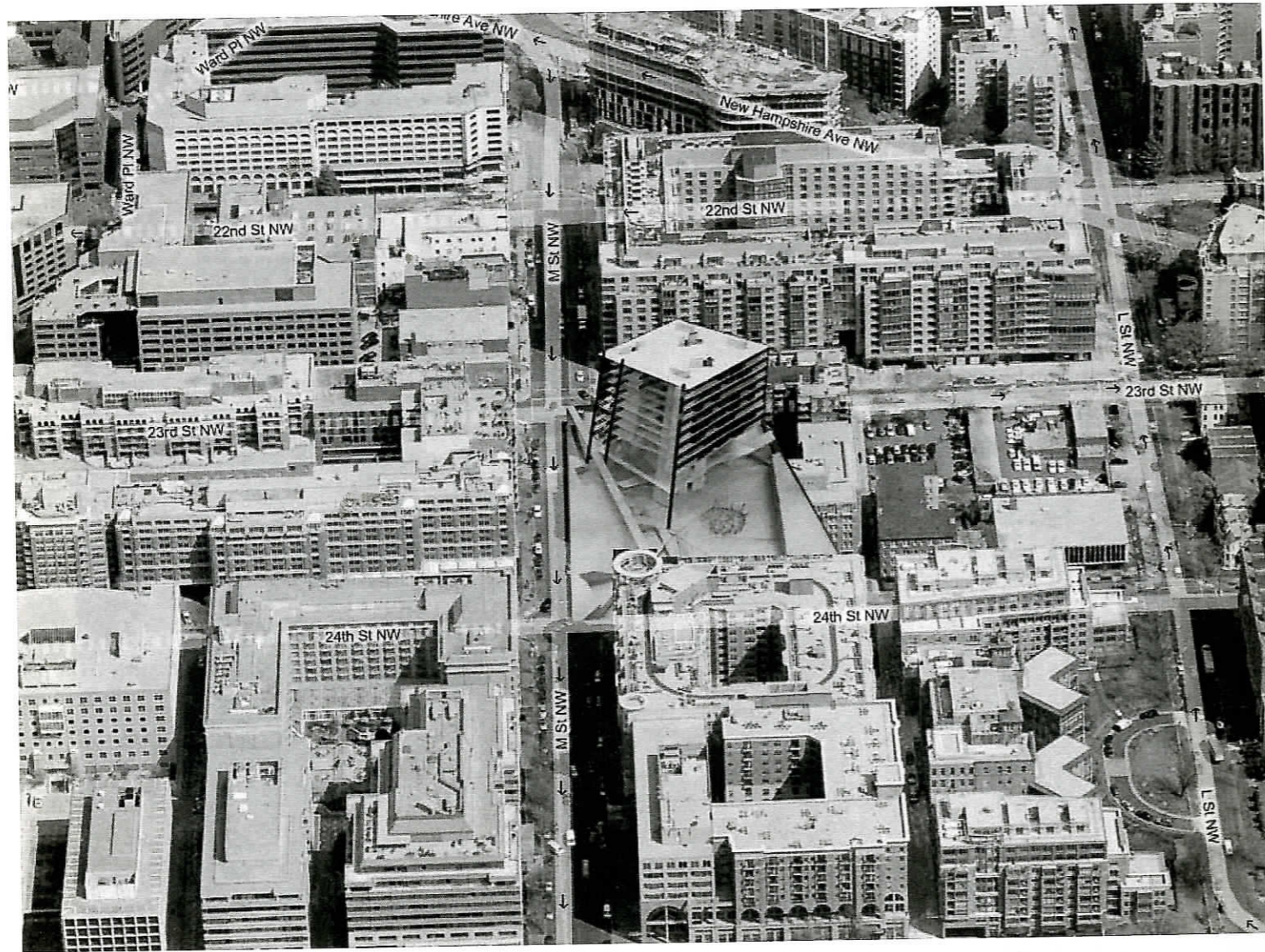
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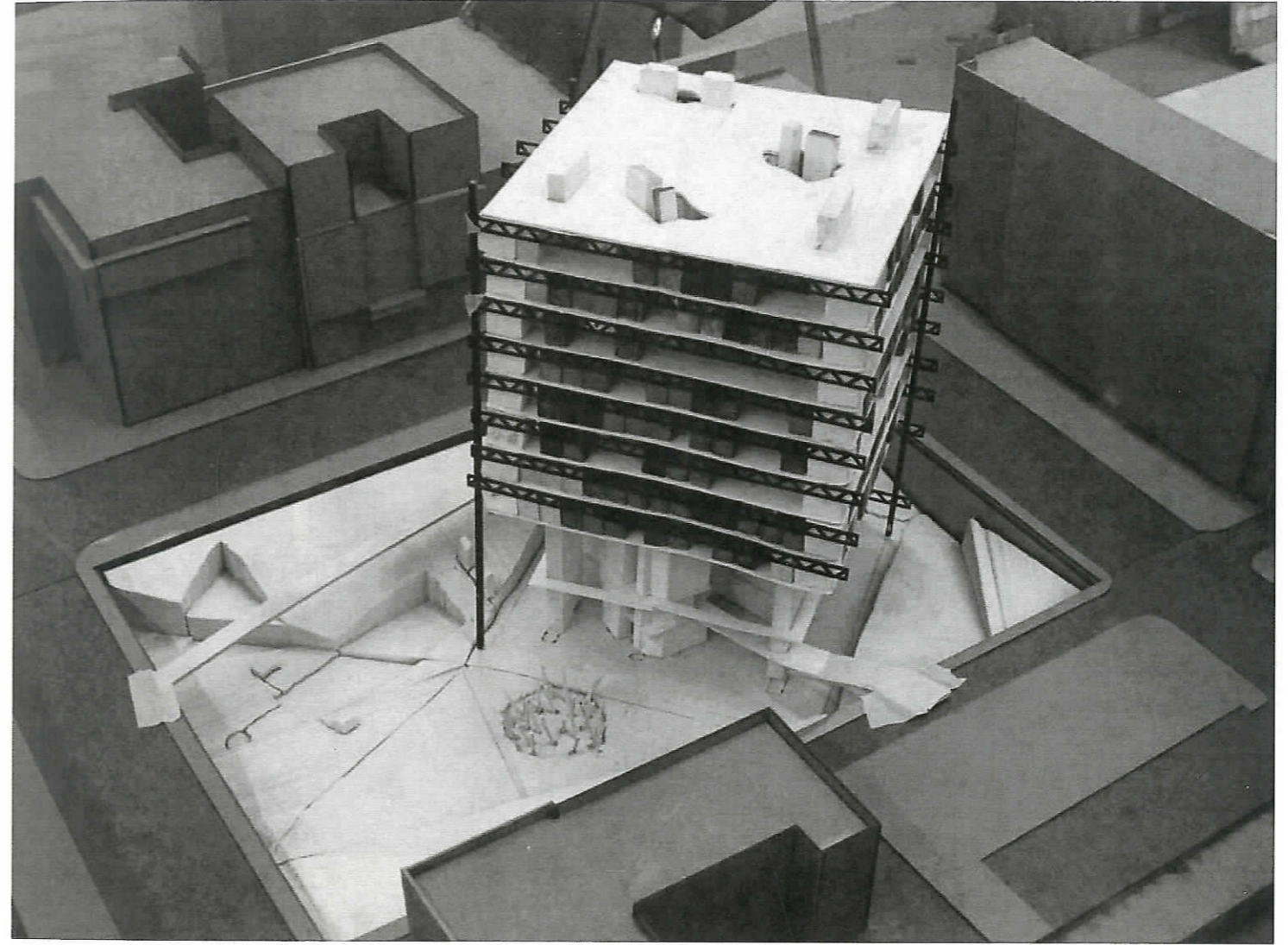
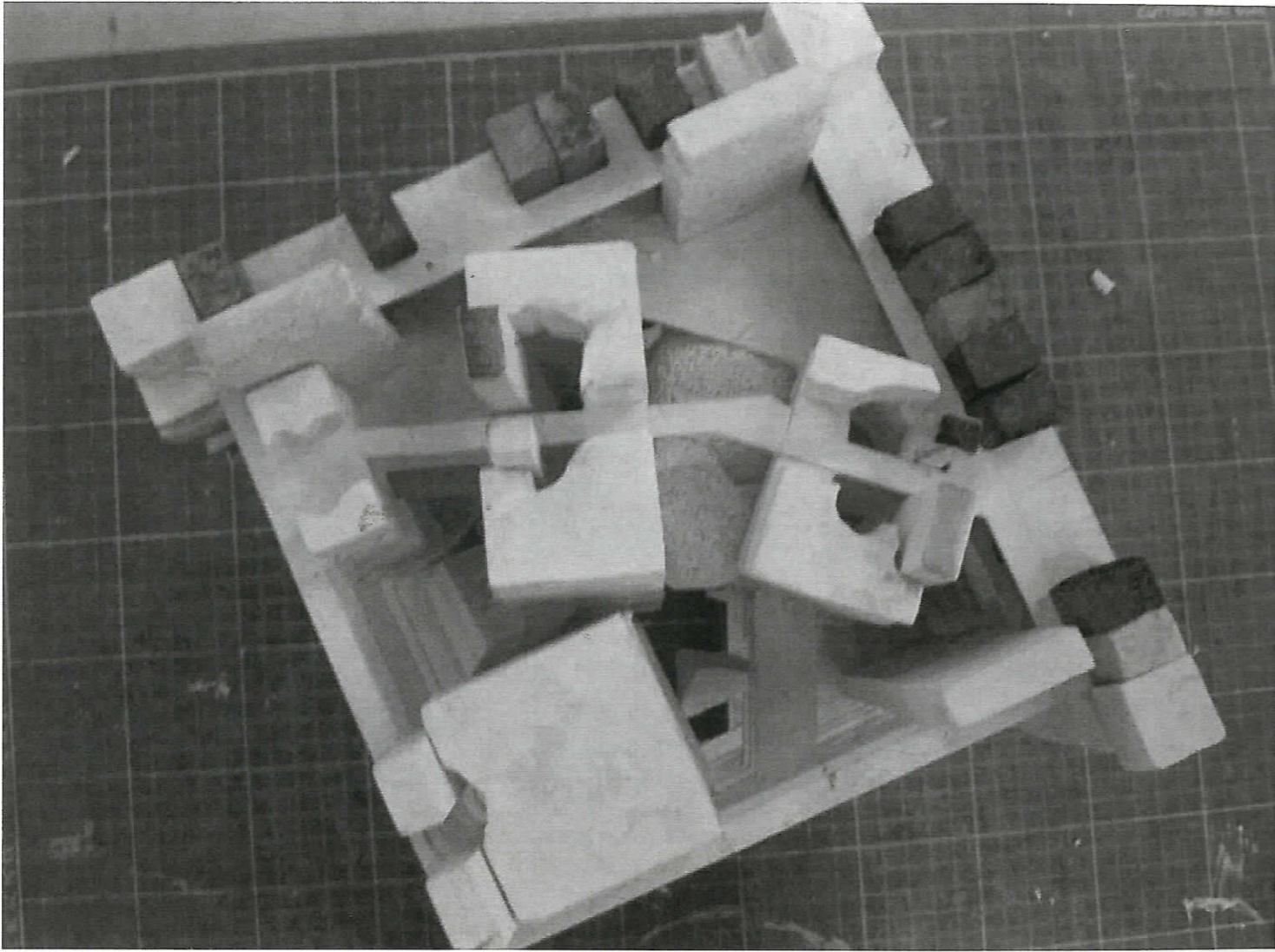


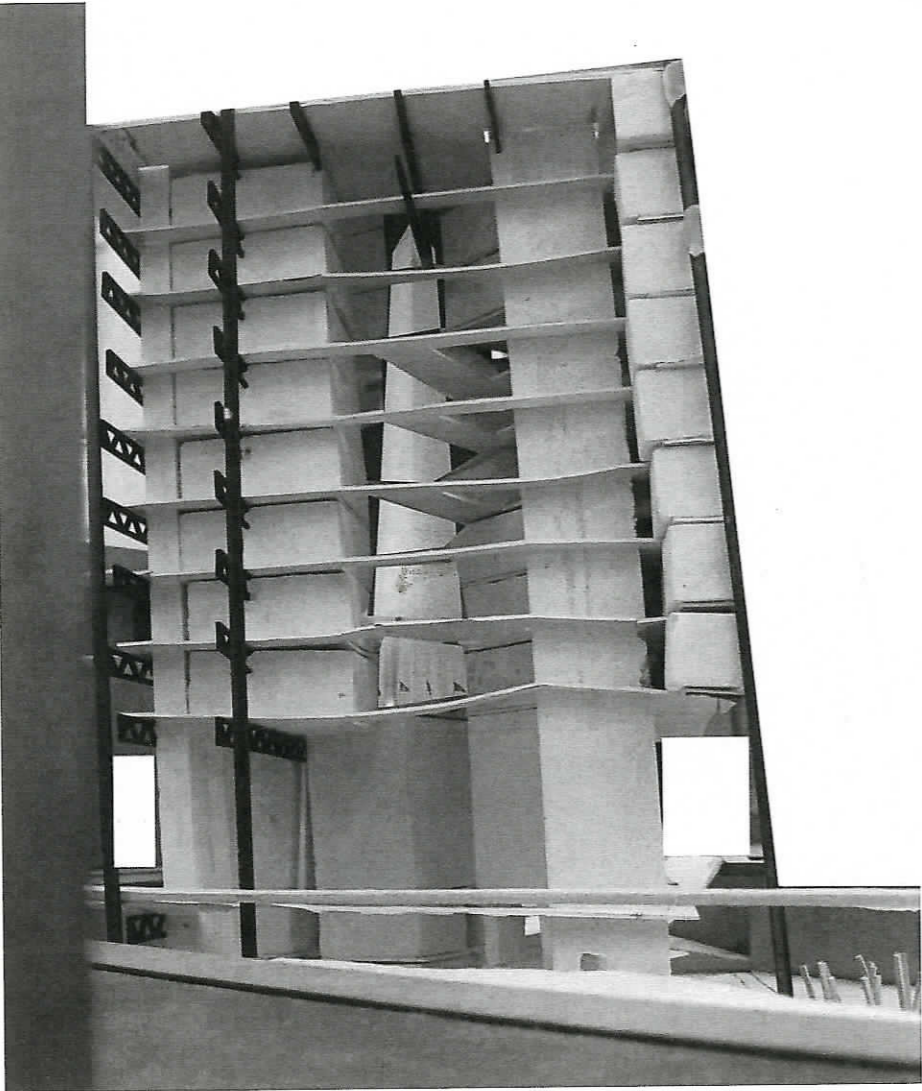


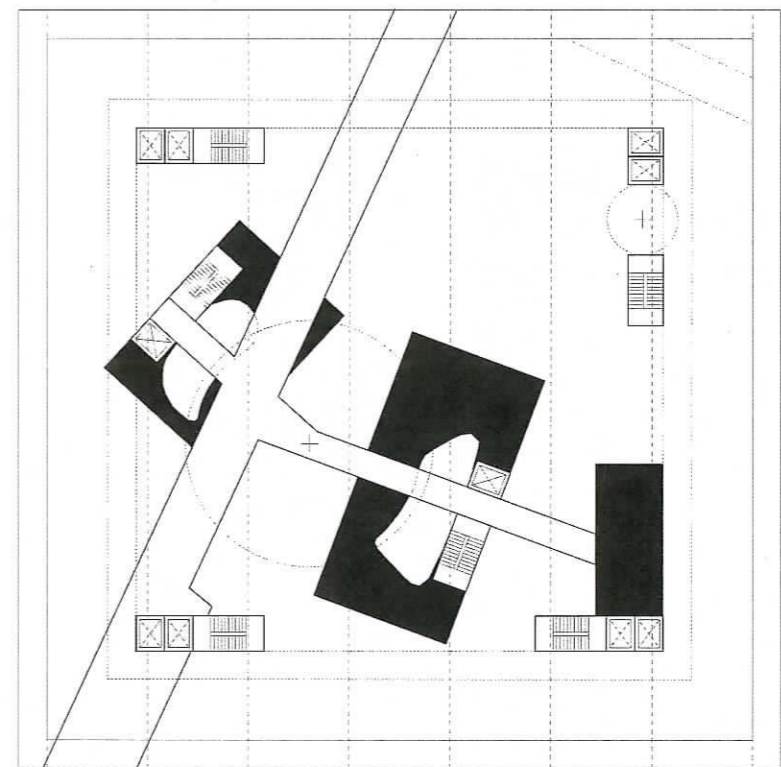
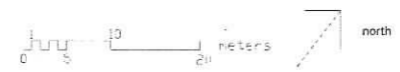
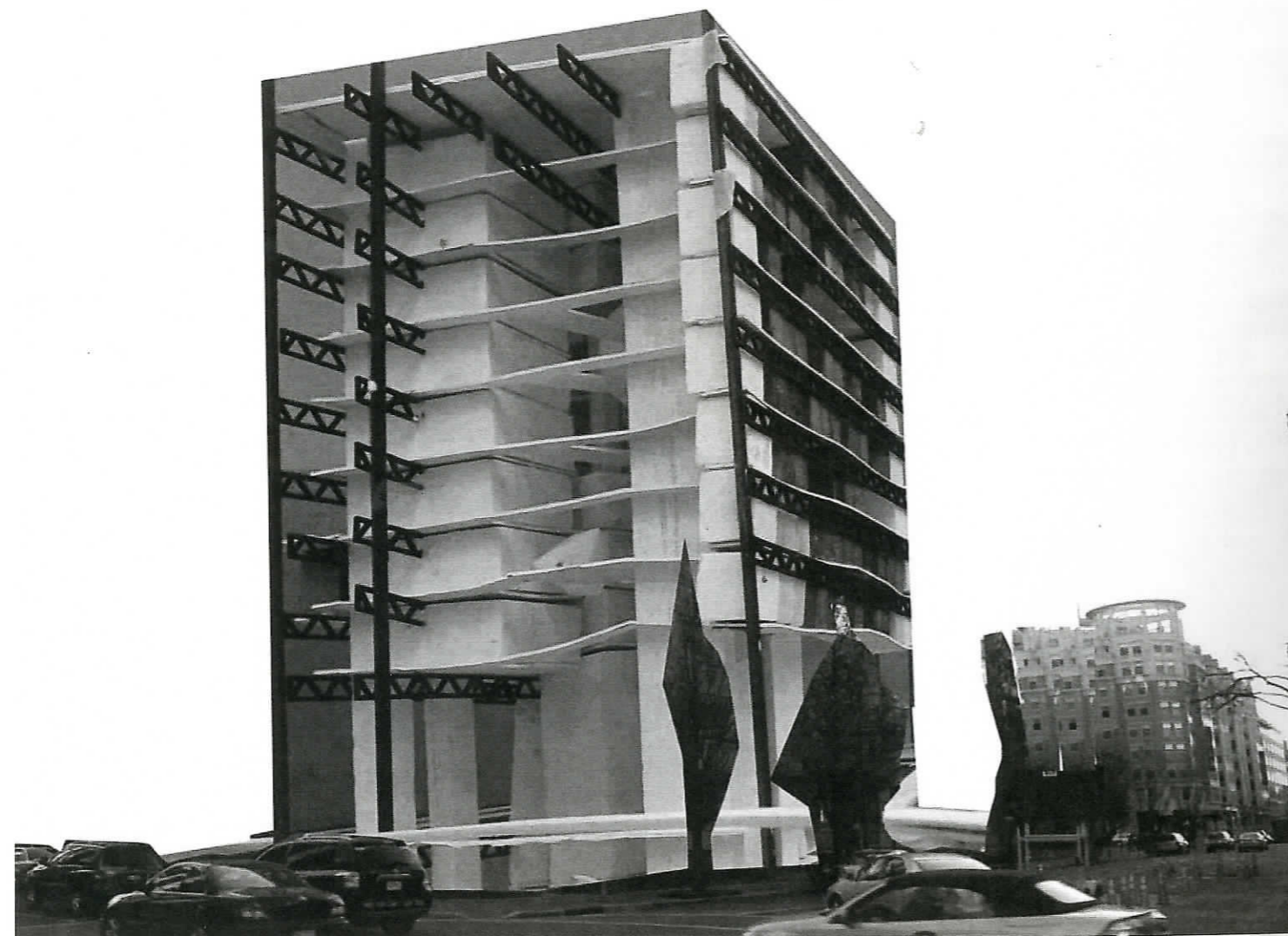




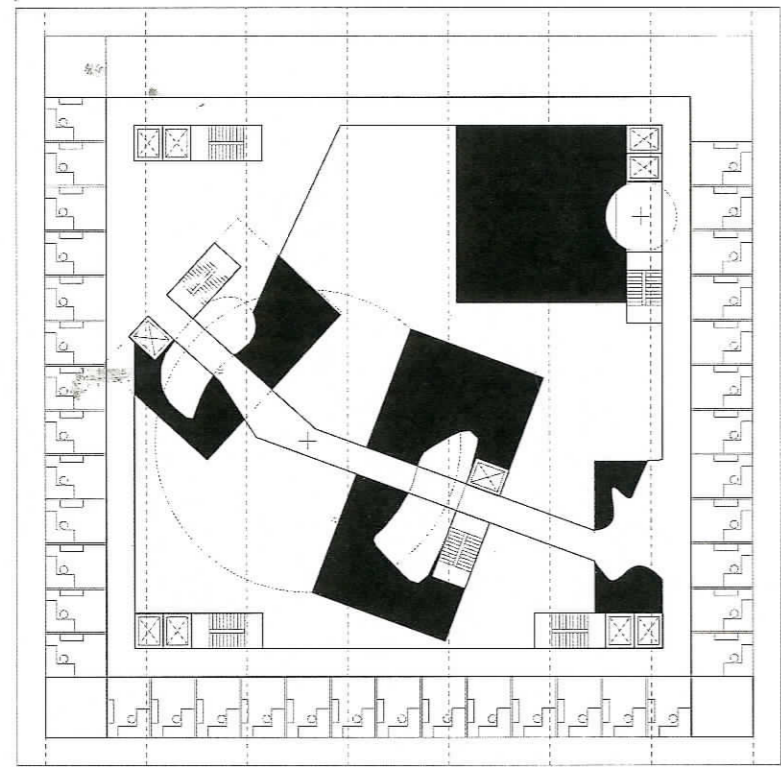
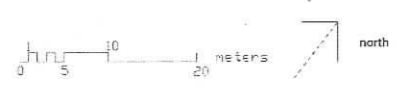




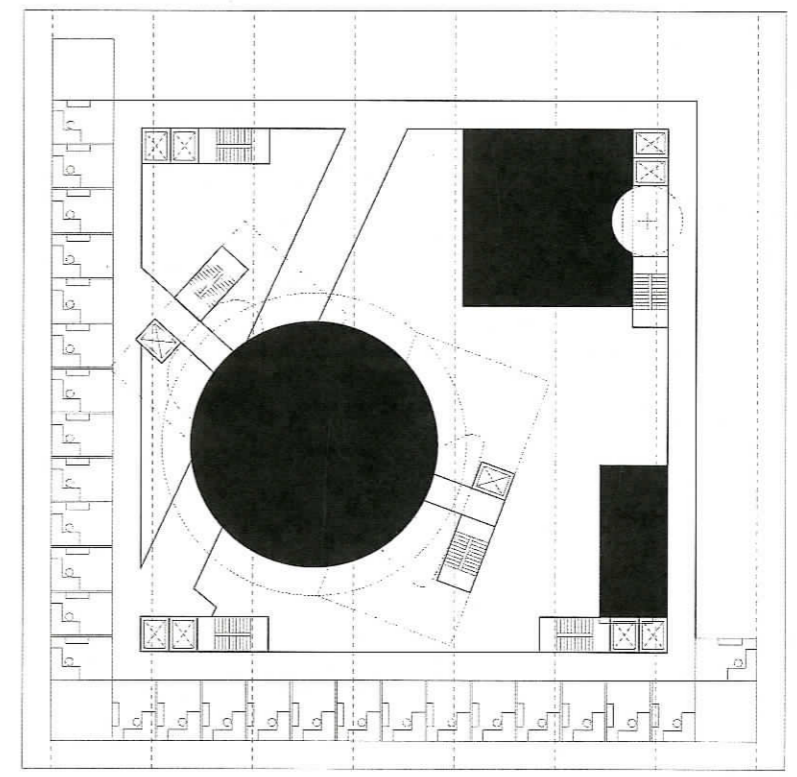
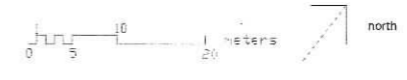




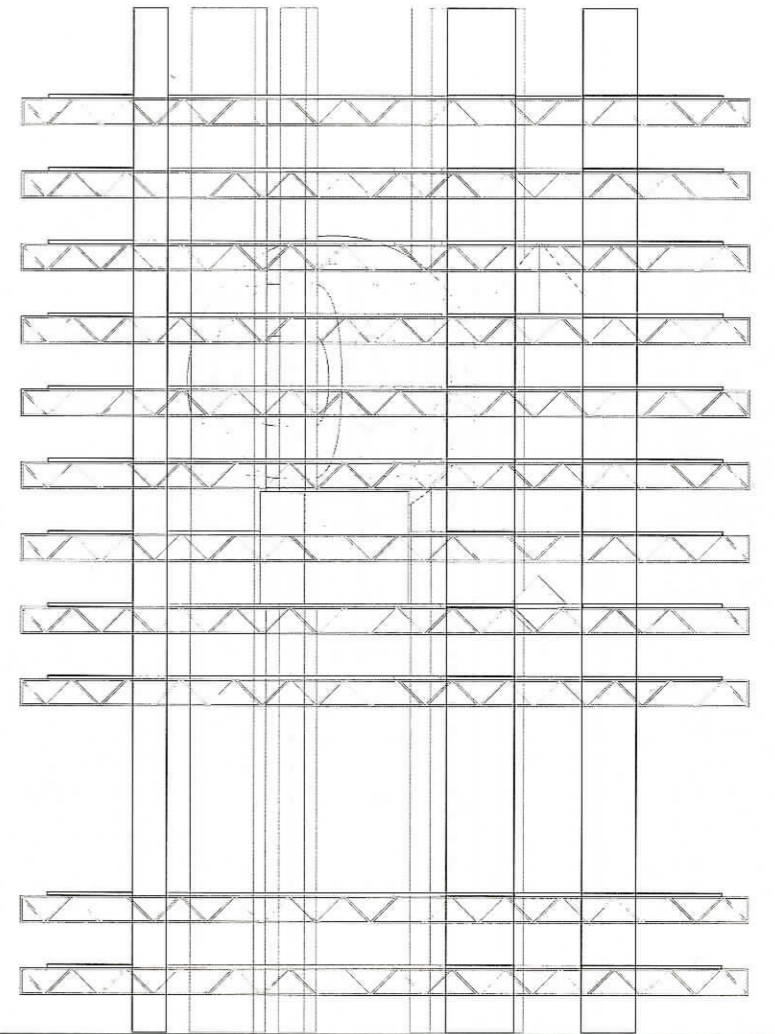
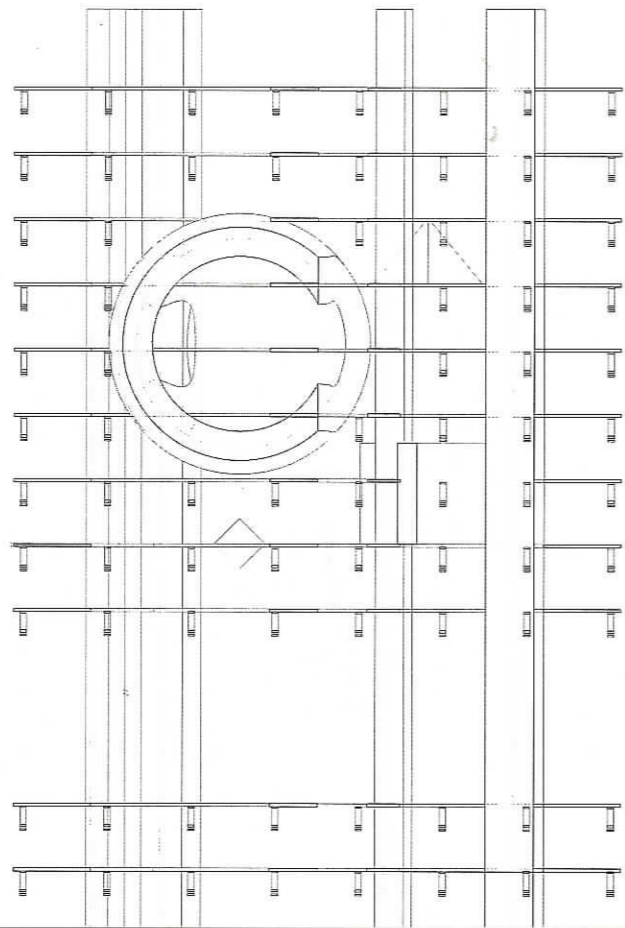
ground floor

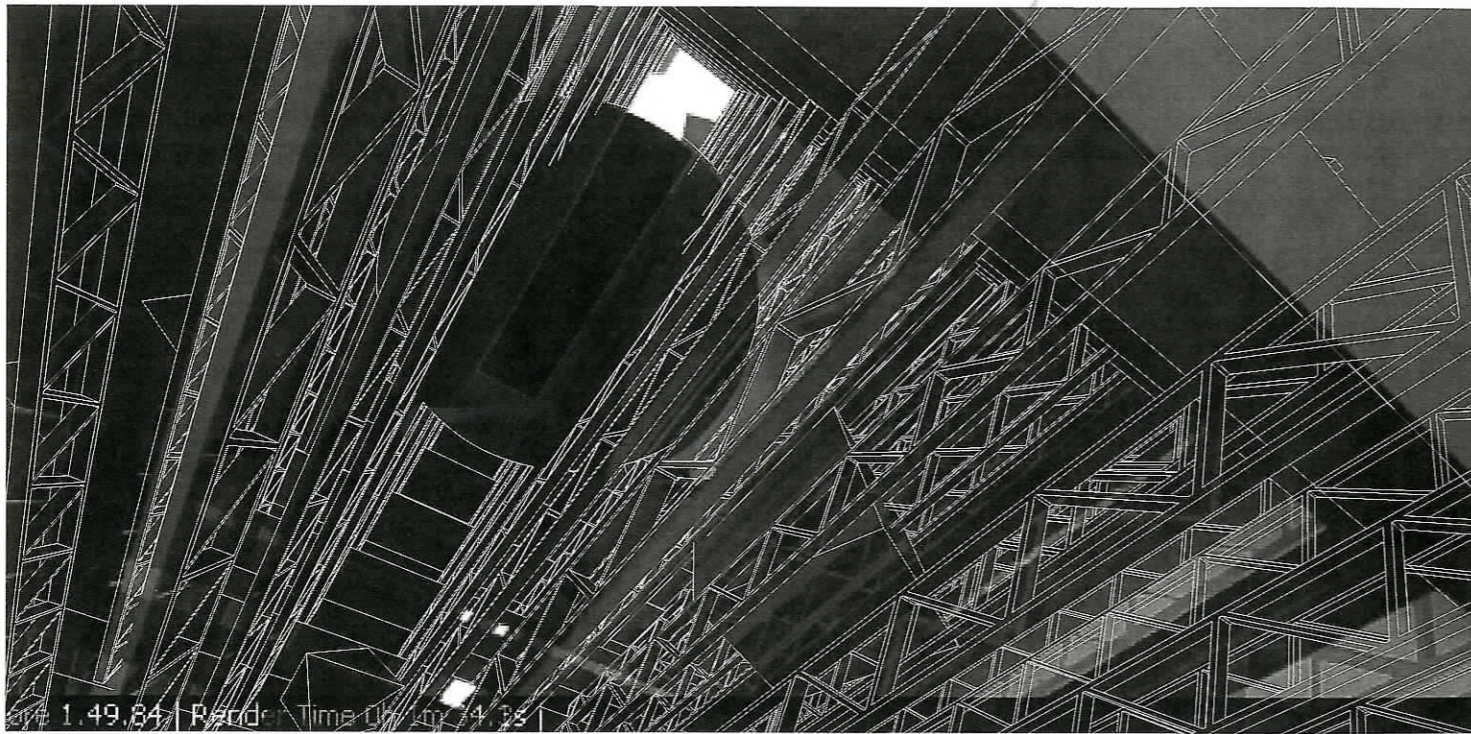


typical office

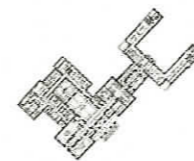


main space





NORTH 0 10m



BRITISH EMBASSY
WASHINGTON D.C.
EERO SAARINEN
1929



AMERICAN EMBASSY
LONDON
EERO SAARINEN
1956



AMERICAN EMBASSY
DUBLIN
JOHN JOHANSEN
1939



GERMAN EMBASSY
WASHINGTON D.C.
EGON EIERMANN
1964



FINNISH EMBASSY
WASHINGTON D.C.
HEIKKI SARPOLA
1962

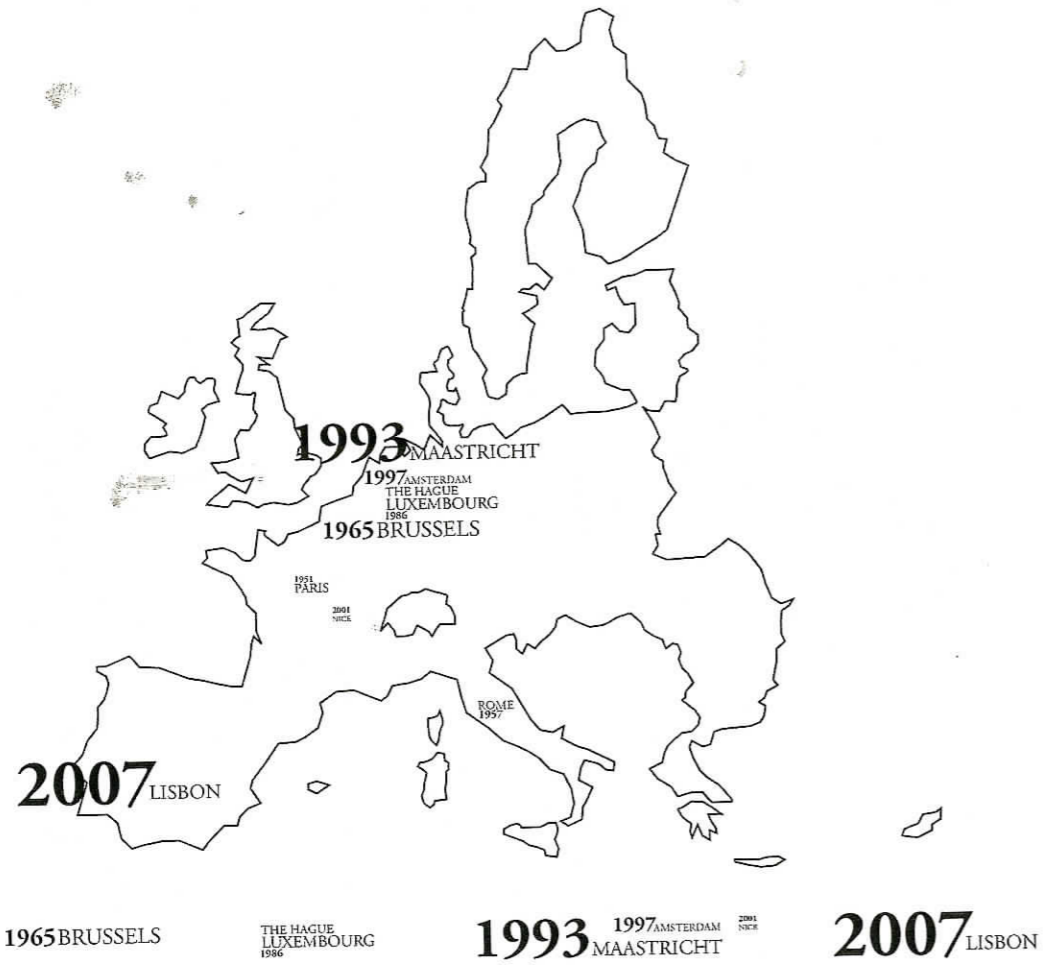


BRITISH EMBASSY
BERLIN
MICHAEL WILFORD
2000



DUTCH EMBASSY
BERLIN
OMA
2005

1951 EUROPEAN COAL AND STEEL COMMUNITY (ECSC) 1957 EUROPEAN ECONOMIC COMMUNITY (EEC) 1965 EUROPEAN COMMUNITIES (EC) 1993 EUROPEAN UNION (EU) 2007 EUROPEAN UNION (EU)



area



ministers



commissioners



parliament



representatives



program



1957

BELGIUM
FRANCE
WEST GERMANY
NETHERLANDS
ITALY
LUXEMBOURG
DENMARK
UNITED KINGDOM
IRELAND
NETHERLANDS

1973

BELGIUM
FRANCE
WEST GERMANY
NETHERLANDS
ITALY
LUXEMBOURG
DENMARK
UNITED KINGDOM
IRELAND
NETHERLANDS

1981

BELGIUM
FRANCE
WEST GERMANY
NETHERLANDS
ITALY
LUXEMBOURG
DENMARK
UNITED KINGDOM
IRELAND
NETHERLANDS

1986

BELGIUM
FRANCE
WEST GERMANY
NETHERLANDS
ITALY
LUXEMBOURG
DENMARK
UNITED KINGDOM
IRELAND
NETHERLANDS

1990

BELGIUM
FRANCE
WEST GERMANY
NETHERLANDS
ITALY
LUXEMBOURG
DENMARK
UNITED KINGDOM
IRELAND
NETHERLANDS

1995

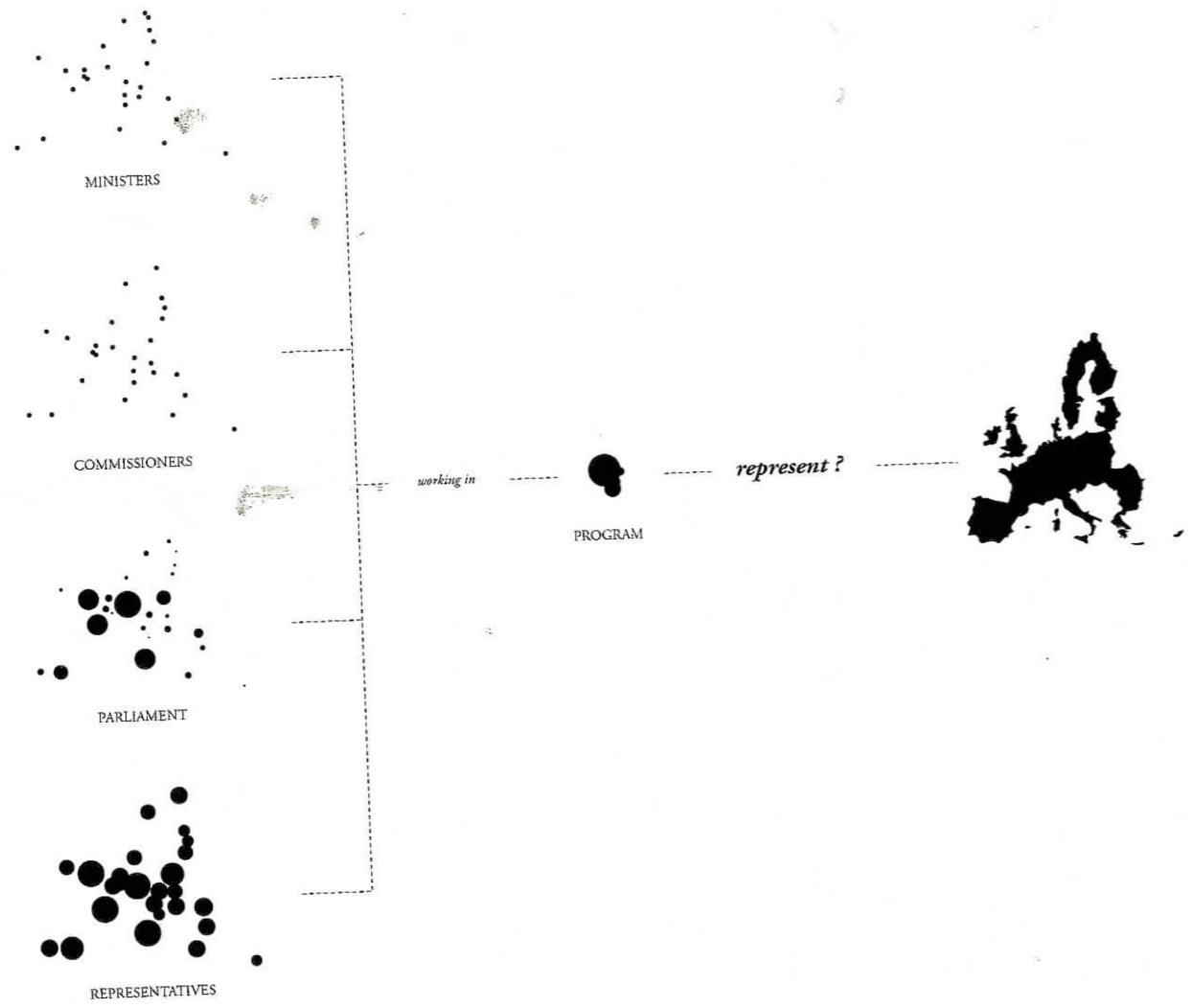
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WEST GERMANY
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ITALY
LUXEMBOURG
DENMARK
UNITED KINGDOM
IRELAND
NETHERLANDS

2004

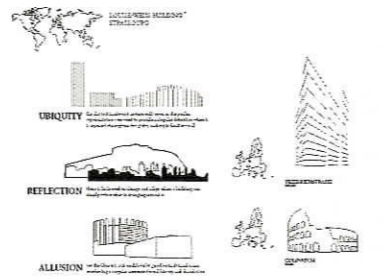
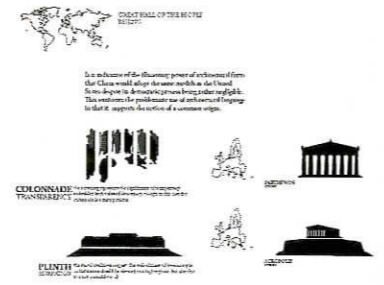
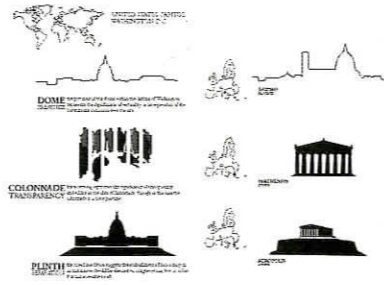
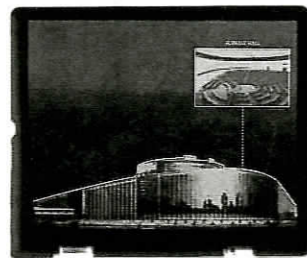
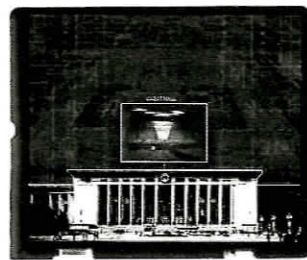
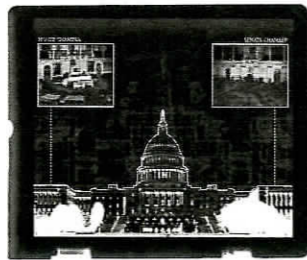
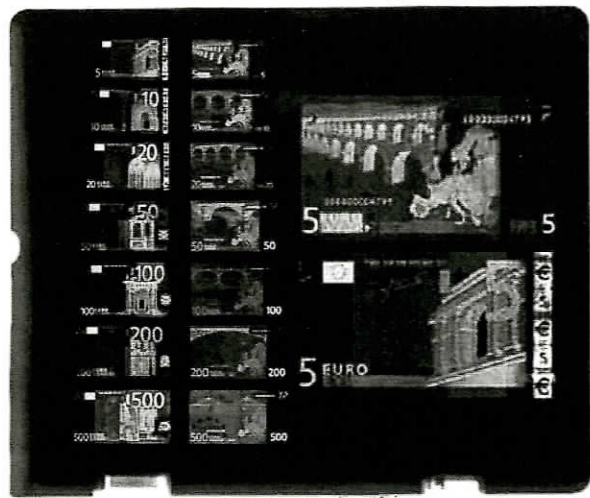
BELGIUM
FRANCE
WEST GERMANY
NETHERLANDS
ITALY
LUXEMBOURG
DENMARK
UNITED KINGDOM
IRELAND
NETHERLANDS

2007

BELGIUM
FRANCE
WEST GERMANY
NETHERLANDS
ITALY
LUXEMBOURG
DENMARK
UNITED KINGDOM
IRELAND
NETHERLANDS



HOW PRODUCING IDENTITY ARCHITECTURE

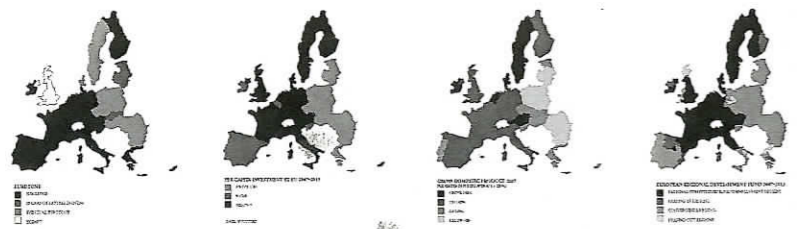


ROMAN
ROMAN EMPIRE
100 AD - 400 AD



inflexible representation

MAPS



inflexible representation



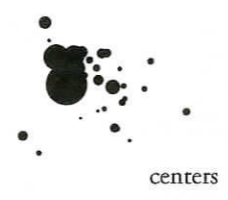
regions



CORPORATIONS
LARGEST REVENUE



CITIES



centers

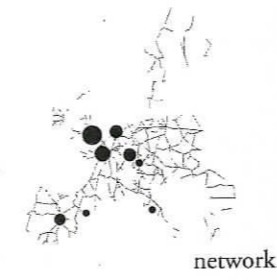


RAIL LINES



AIRPORTS

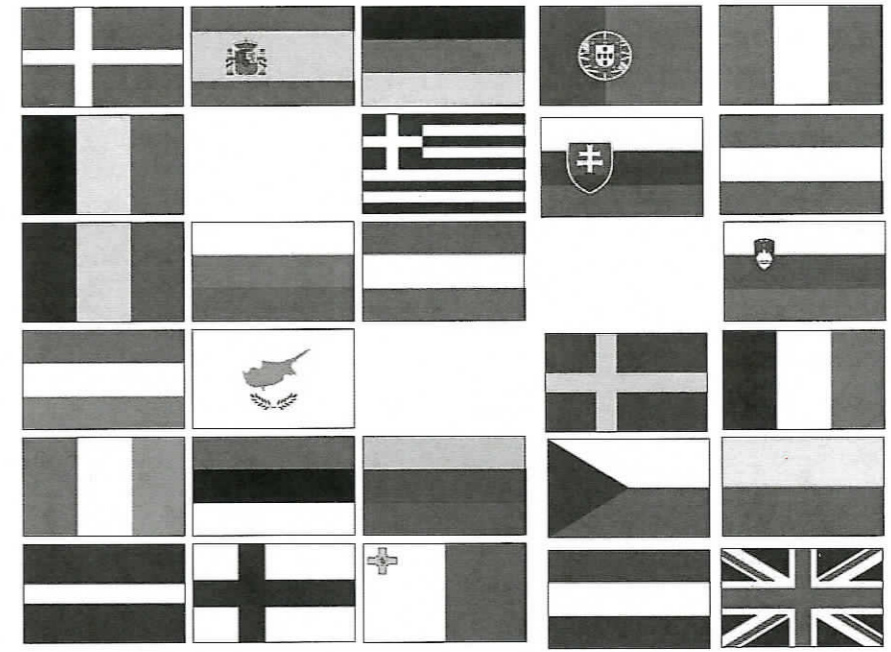
flexible representation

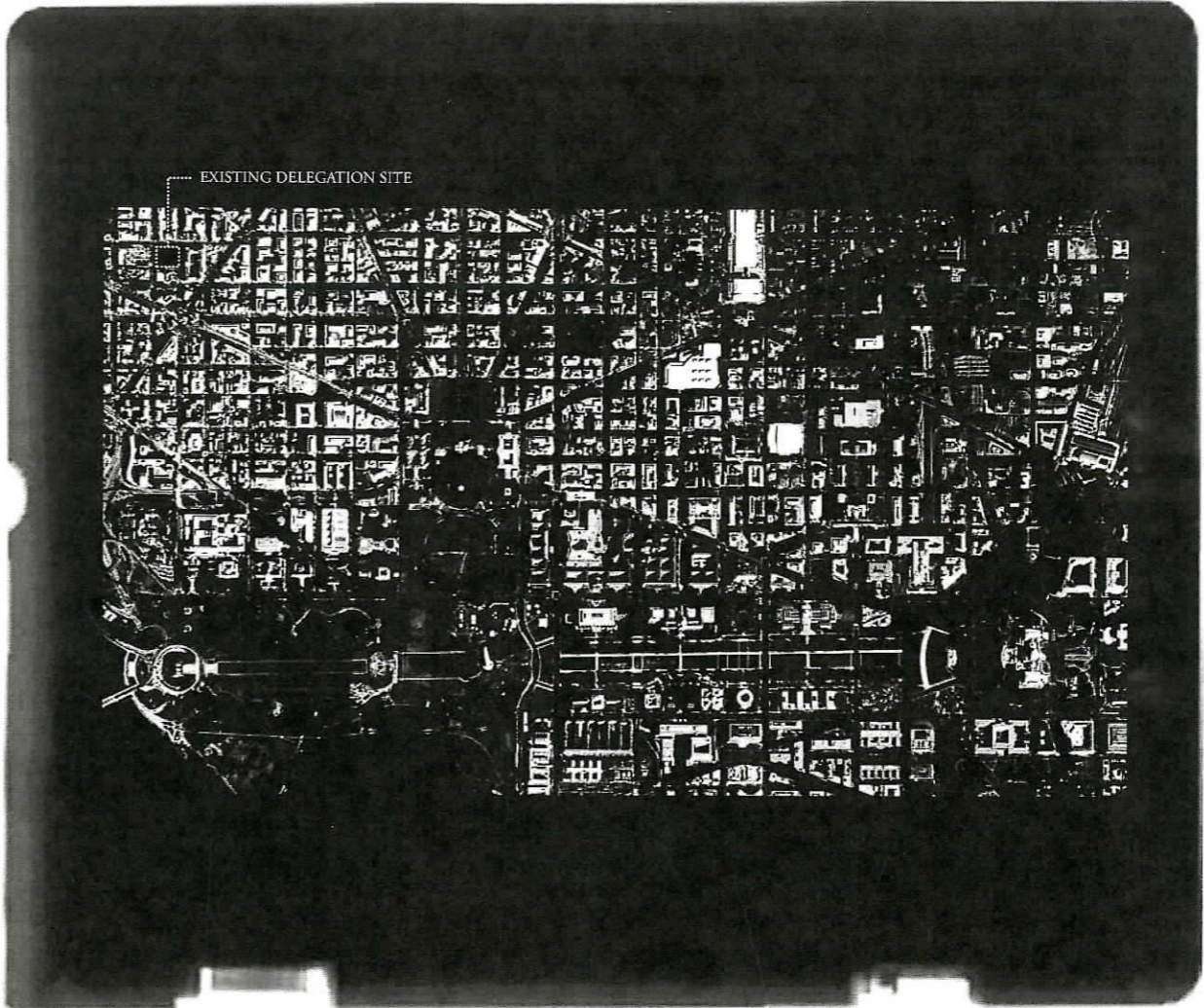


network

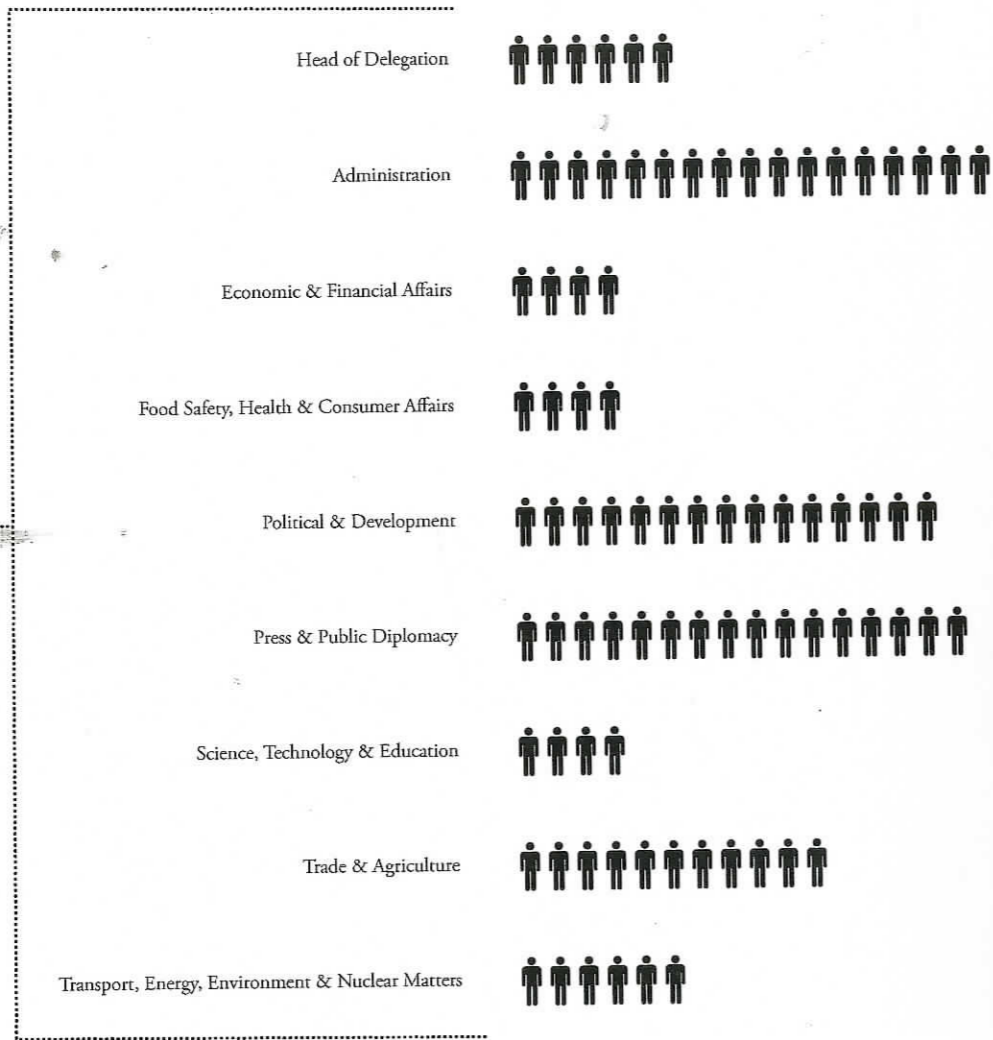
MYTHS



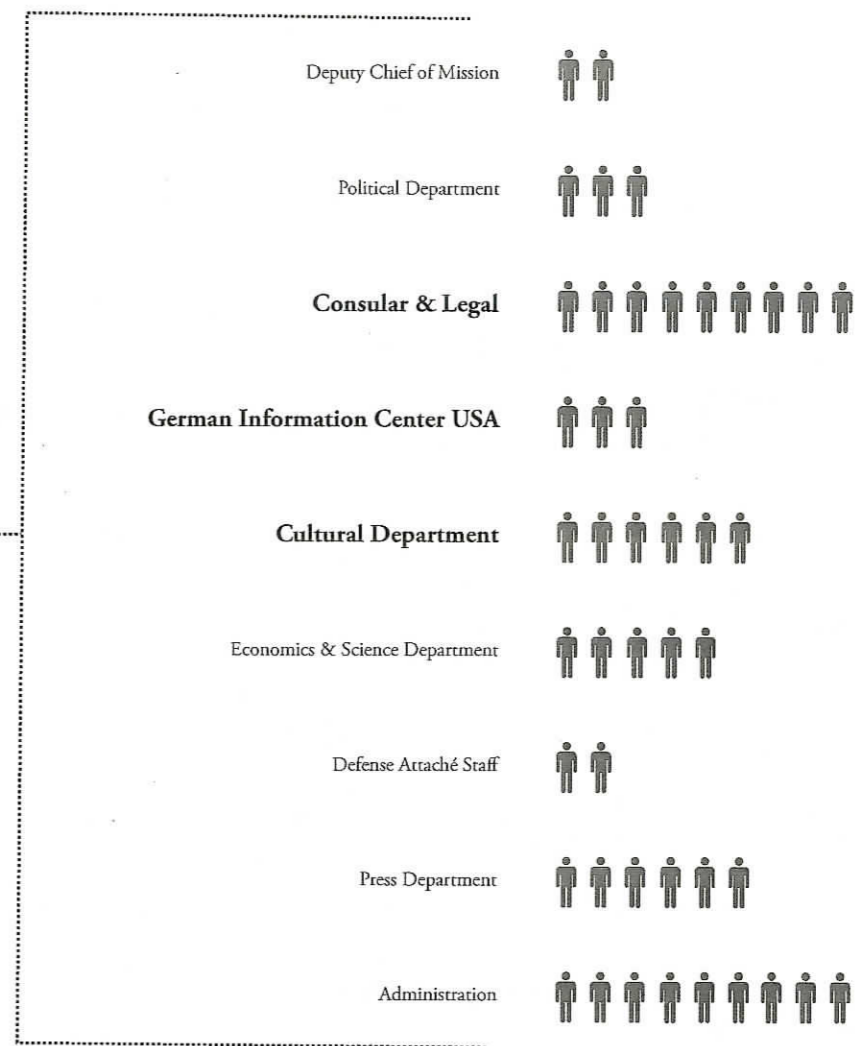




EXISTING
political functions



embody its
states' identities



PROPOSED
consolidation



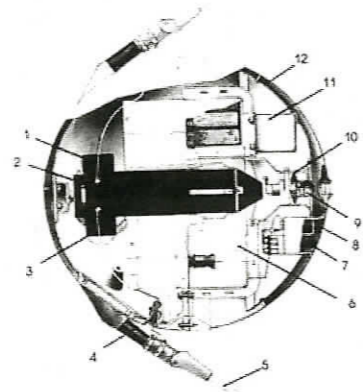
AMBASSADOR
HEAD OF DELEGATION
ADMINISTRATIVE
ECONOMIC & FINANCIAL AFFAIRS
FOOD SAFETY, HEALTH & CONSUMER AFFAIRS
POLITICAL, DEVELOPMENT, JUSTICE, FREEDOM & SECURITY
PRESS & PUBLIC DIPLOMACY
SCIENCE, TECHNOLOGY & EDUCATION
TRADE & AGRICULTURE
TRANSPORT, ENERGY, ENVIRONMENT & NUCLEAR MATTERS
CONSULAR & LEGAL
DEFENSE
CULTURE & INFORMATION CENTER

[REDACTED]

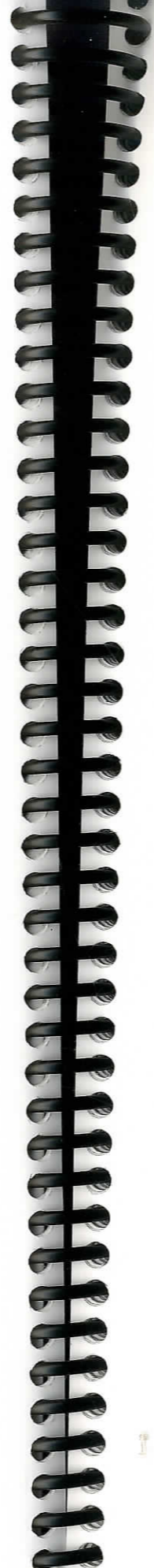


The Whole
Familiar
Constant
Ideal

vs.



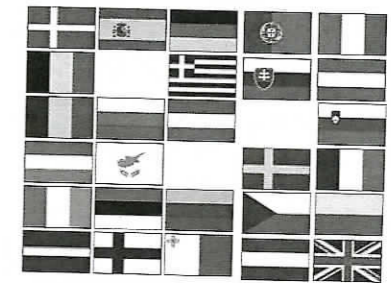
The Parts
Foreign
Flexible
Actual



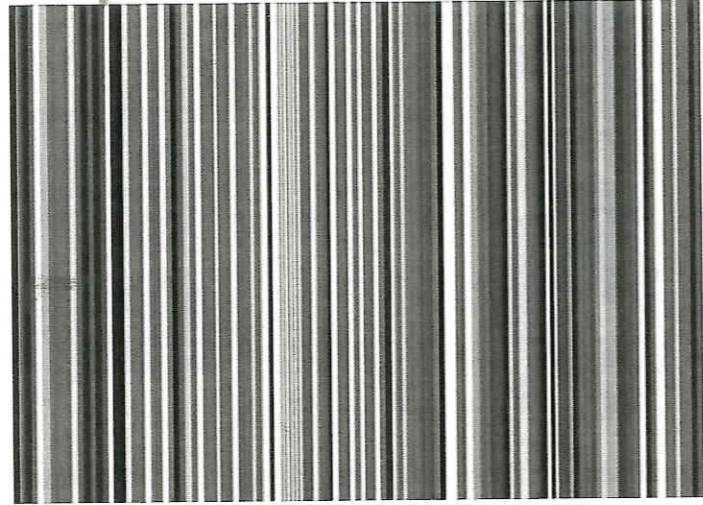
The Whole
Familiar
Constant
Ideal

Identity

vs.

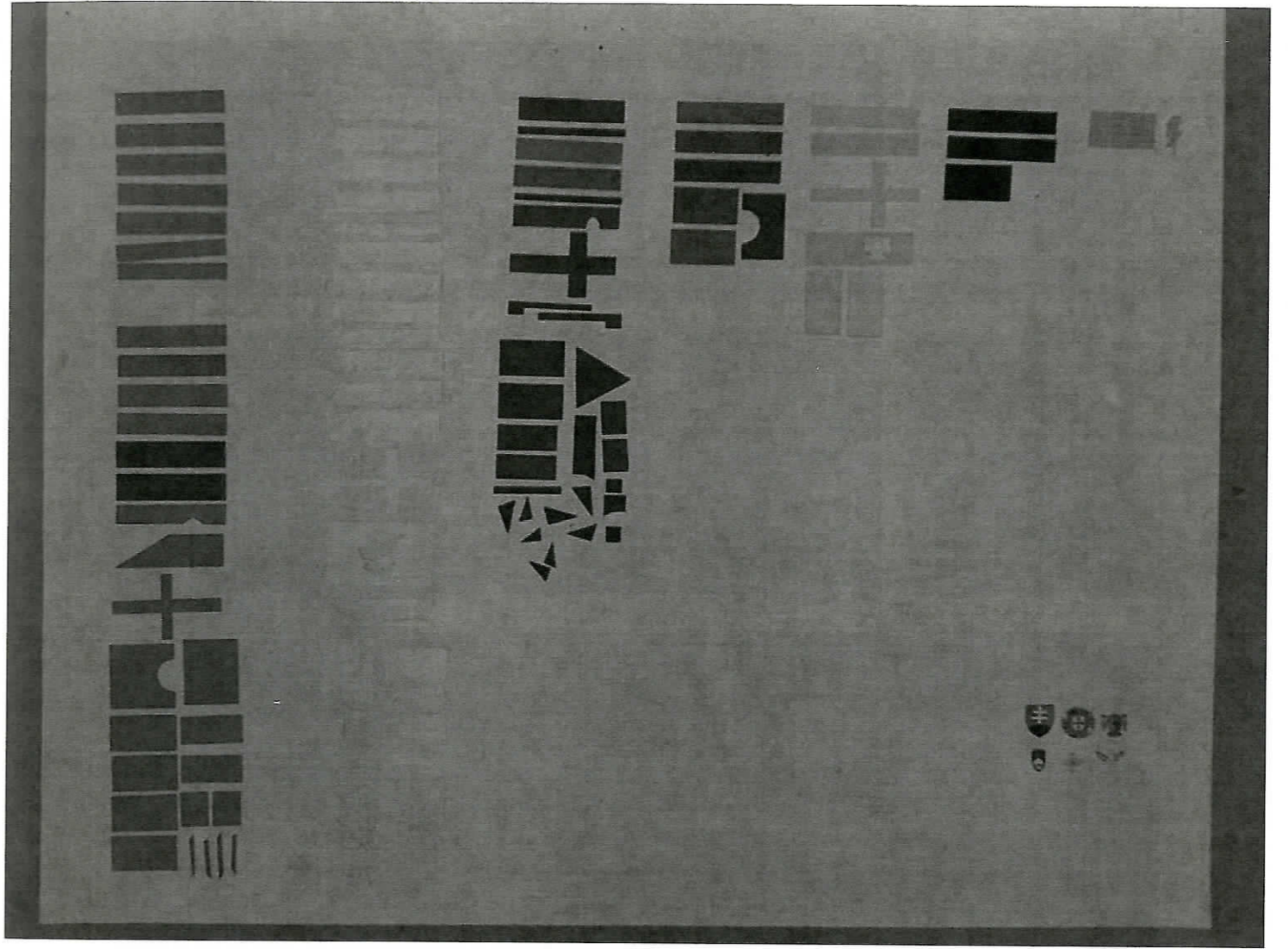
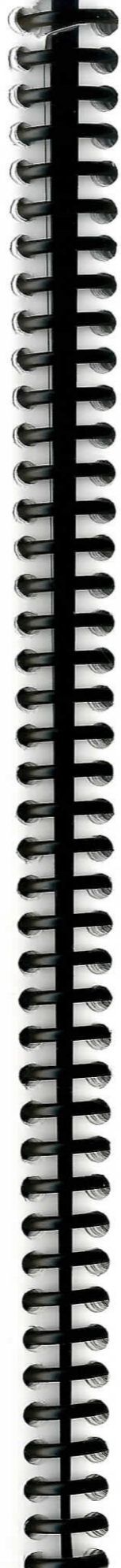


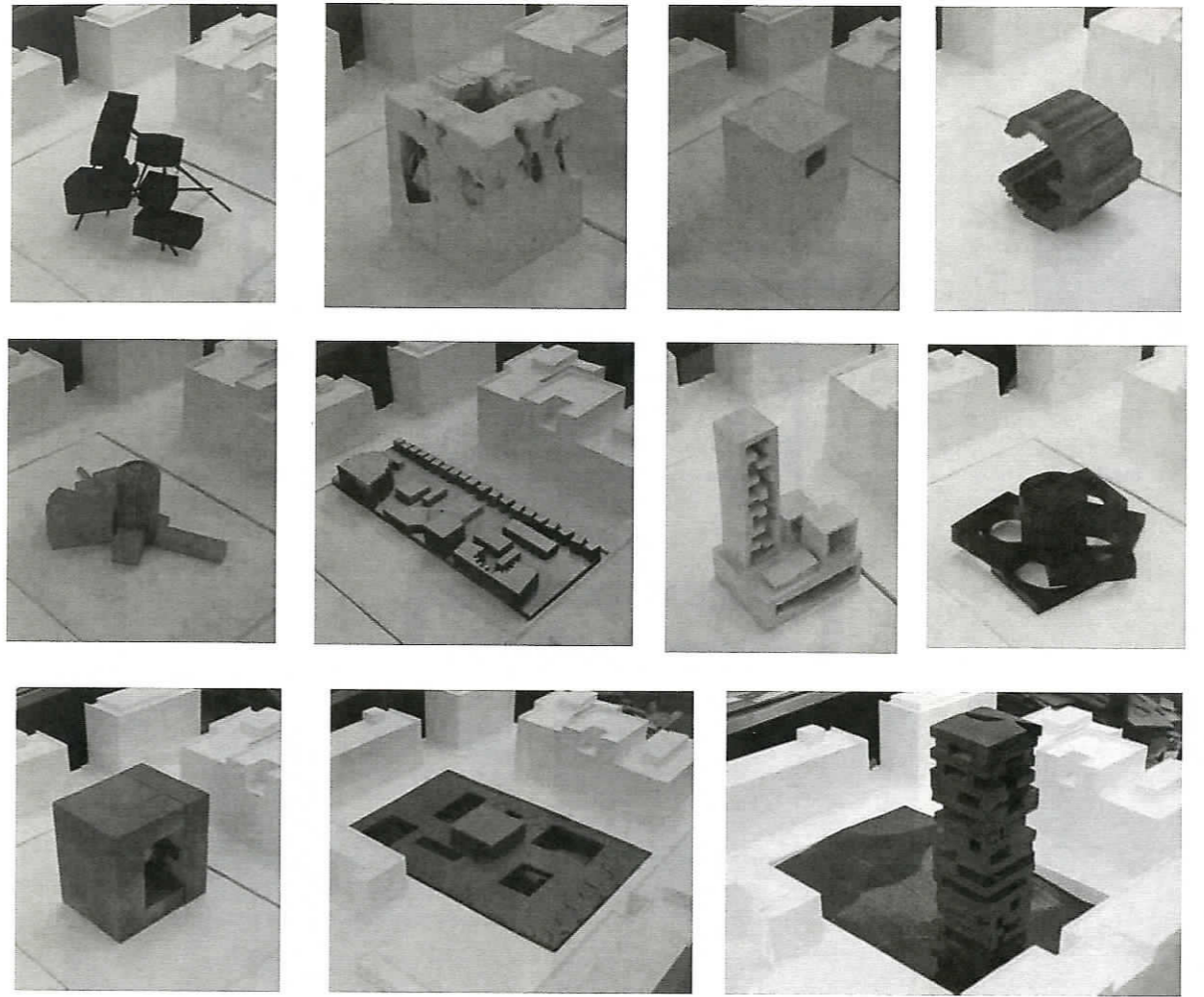
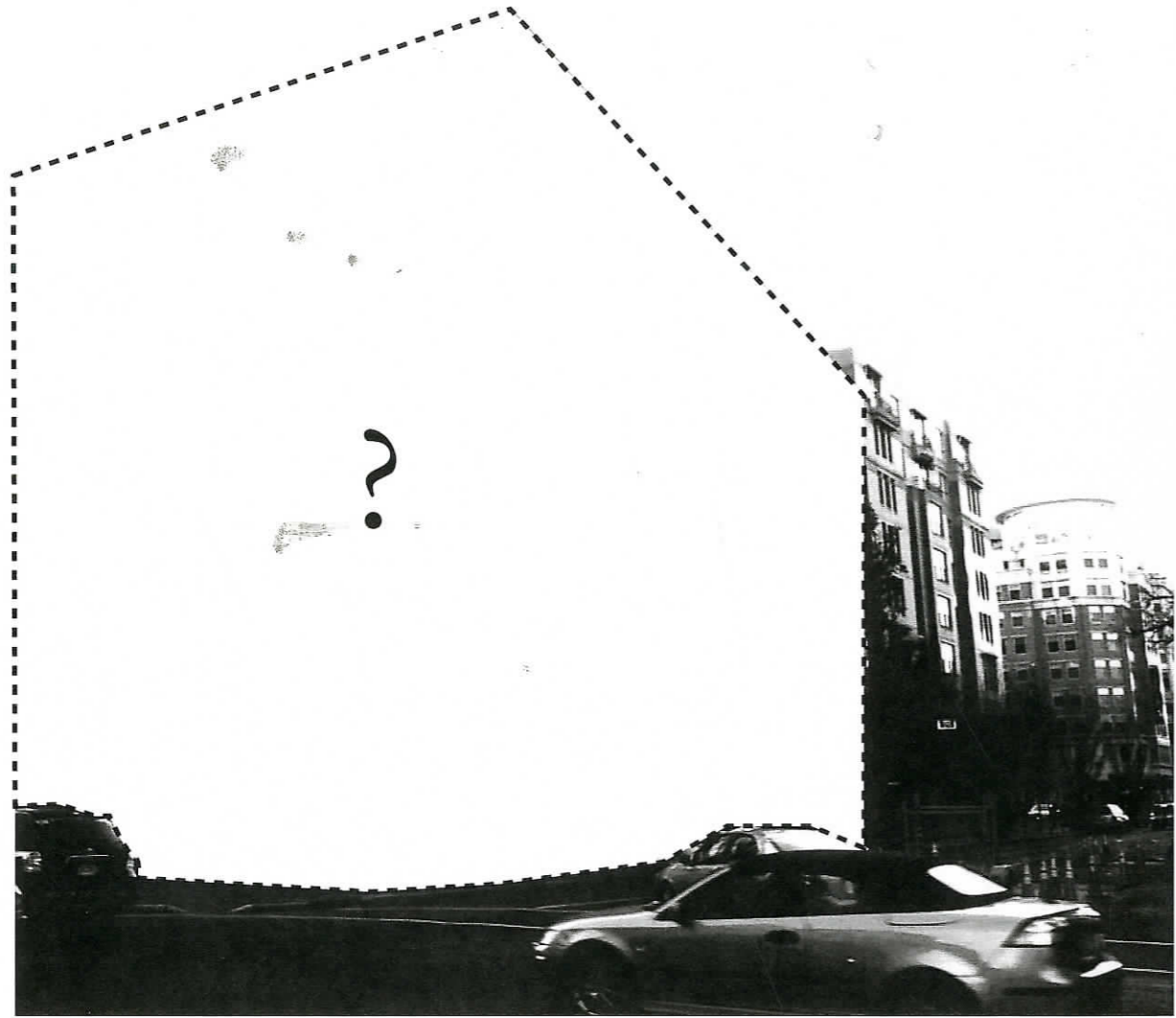
The Parts
Foreign
Flexible
Actual



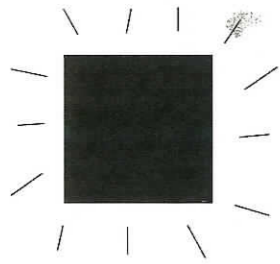
Flexible Whole







Identity



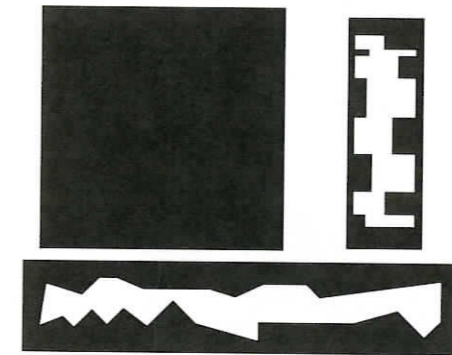
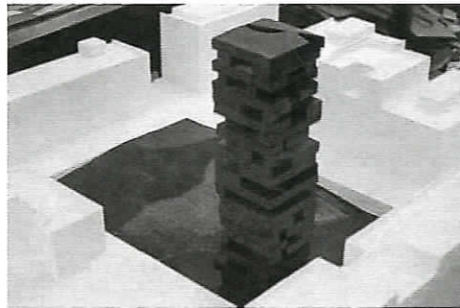
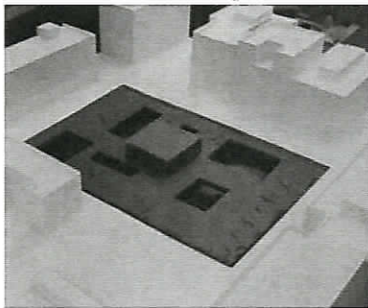
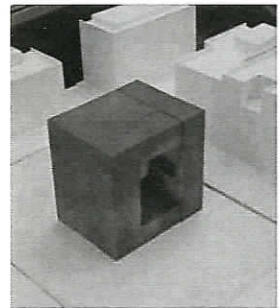
Idealized



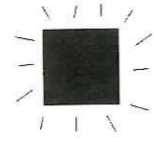
Hidden



Flexible



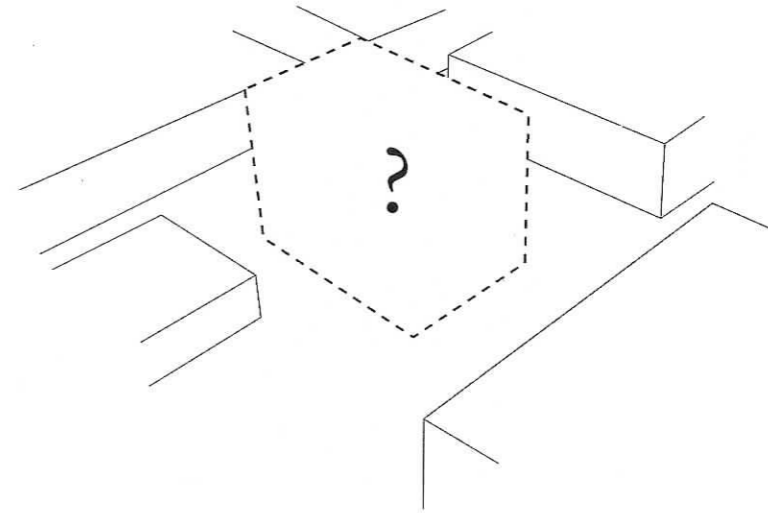
?

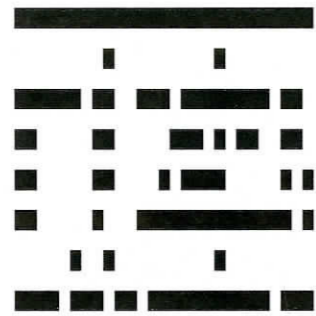


offices

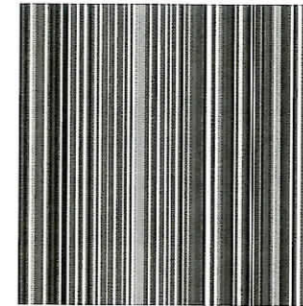


how does € represent its idealized form as a whole...

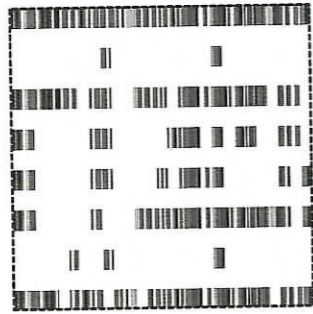




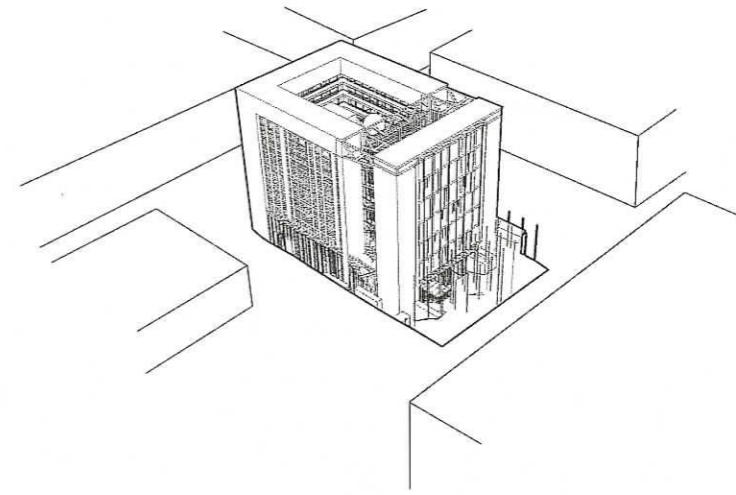
and is flexible enough to represent its changing interests?

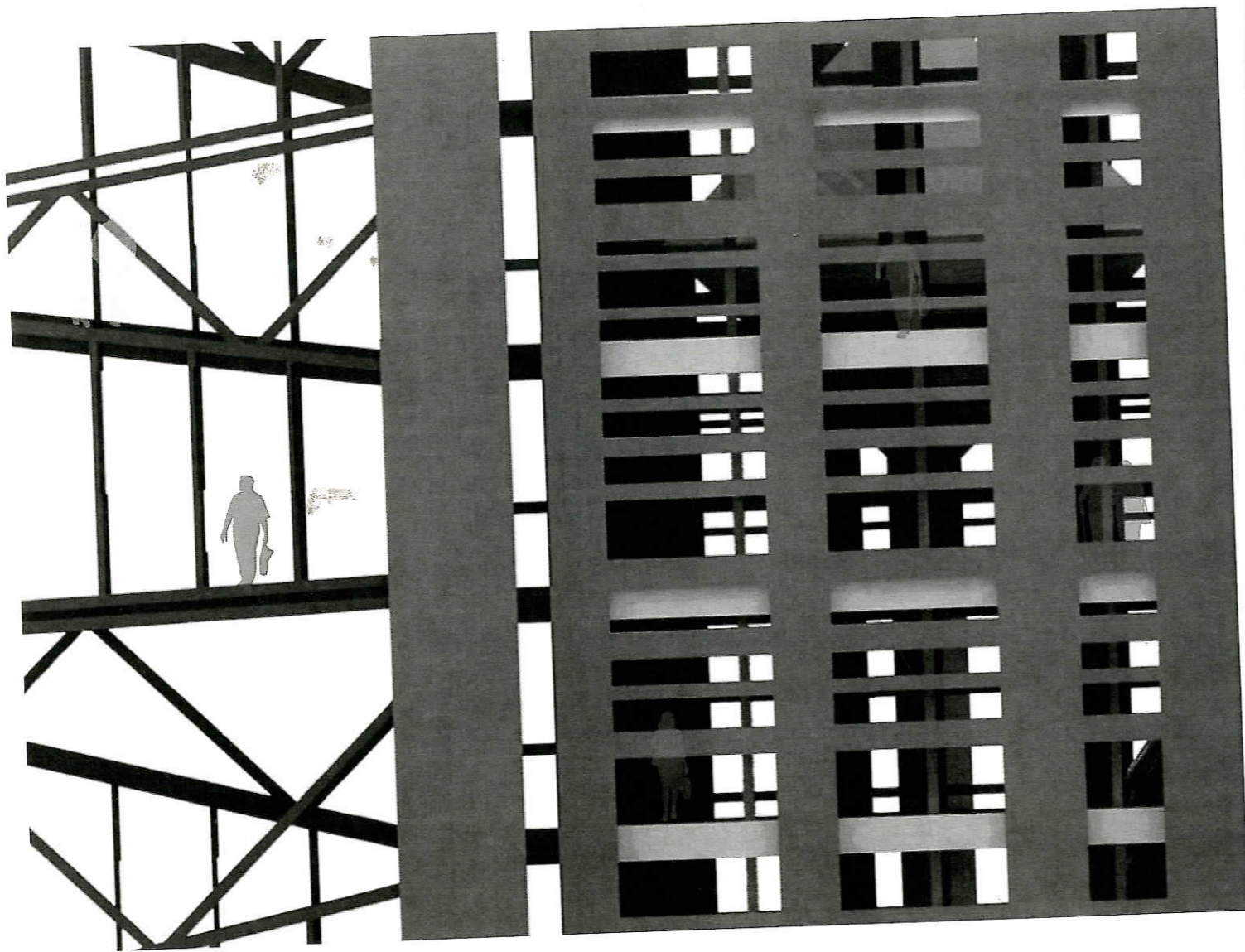


By organizing these functions through their identities...



a legible yet changing whole emerges...

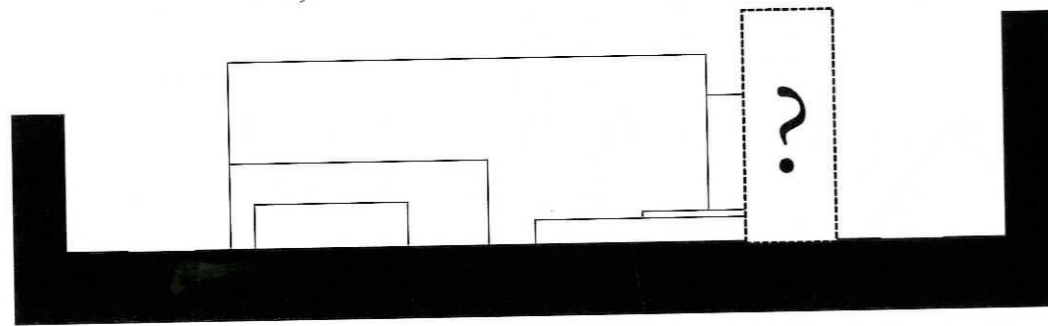




ambassadors



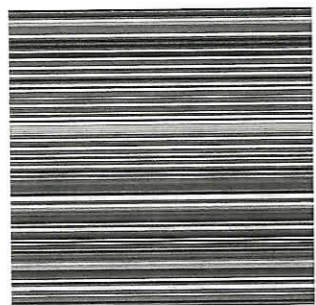
how does € represent its idealized form as a whole...



that distinguishes itself within its urban position...



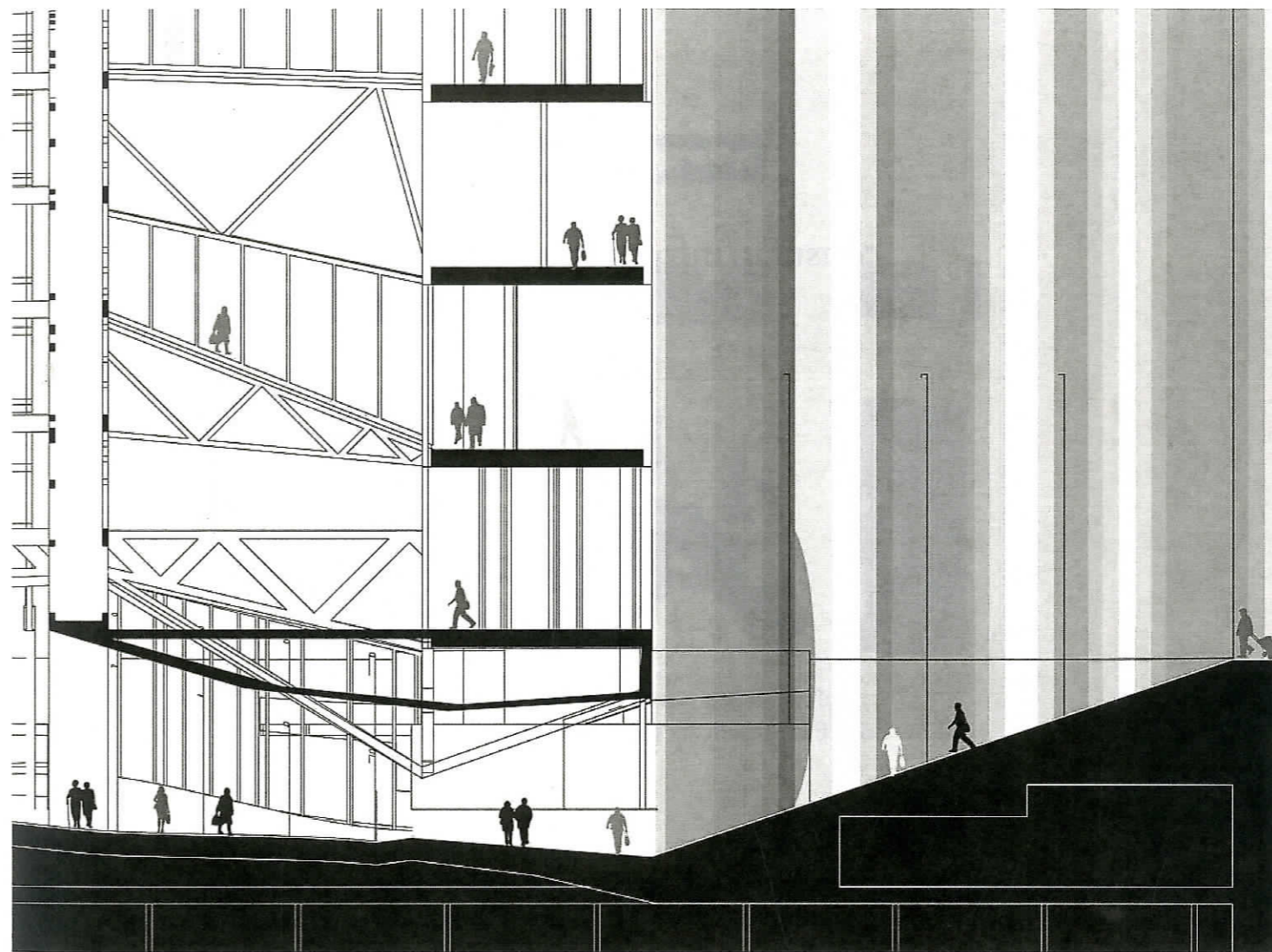
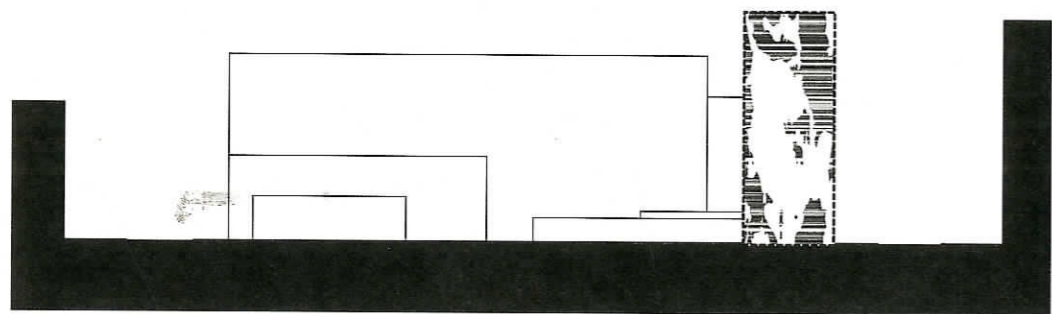
and is flexible enough to represent its changing interests?



By shaping its identifiable image into a clear form...



a legible yet changing whole emerges...

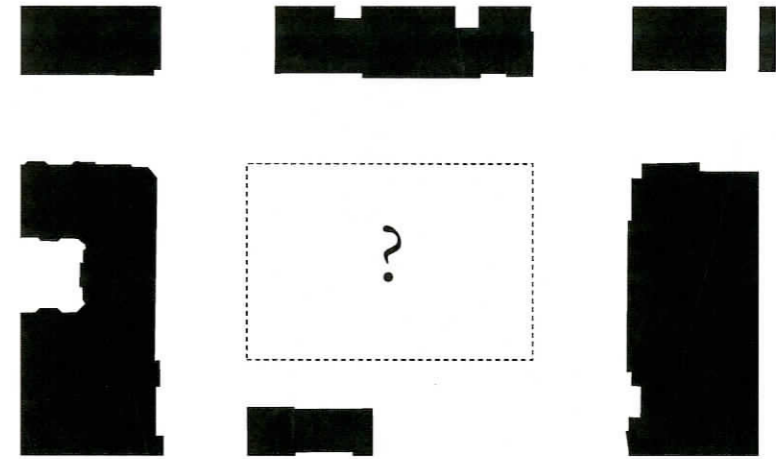




consular/information center



how does € represent its idealized form as a whole...



that participates in the public realm...



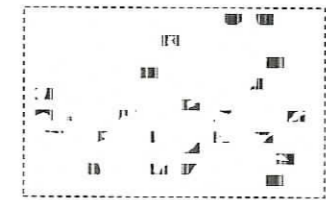
while maintaining the identities of its parts?



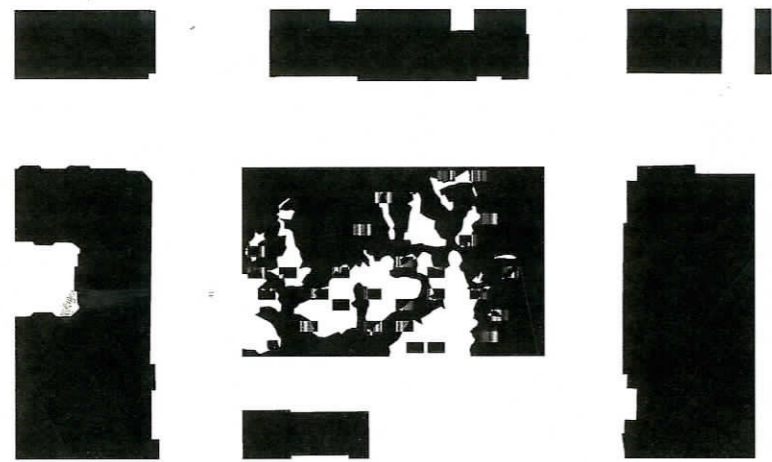
by conforming its idealized image to the urban block...



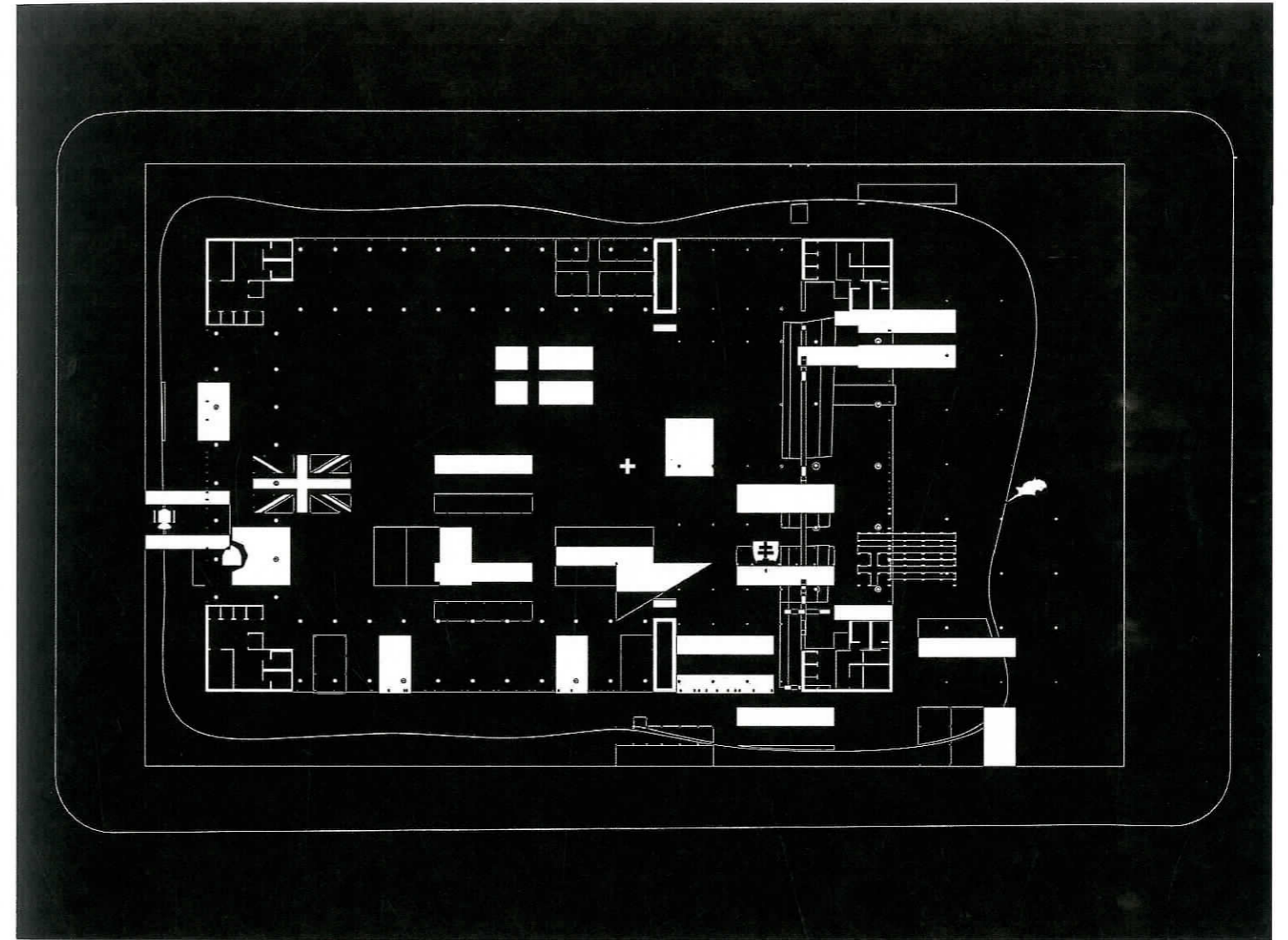
a whole emerges that presents a singular image...

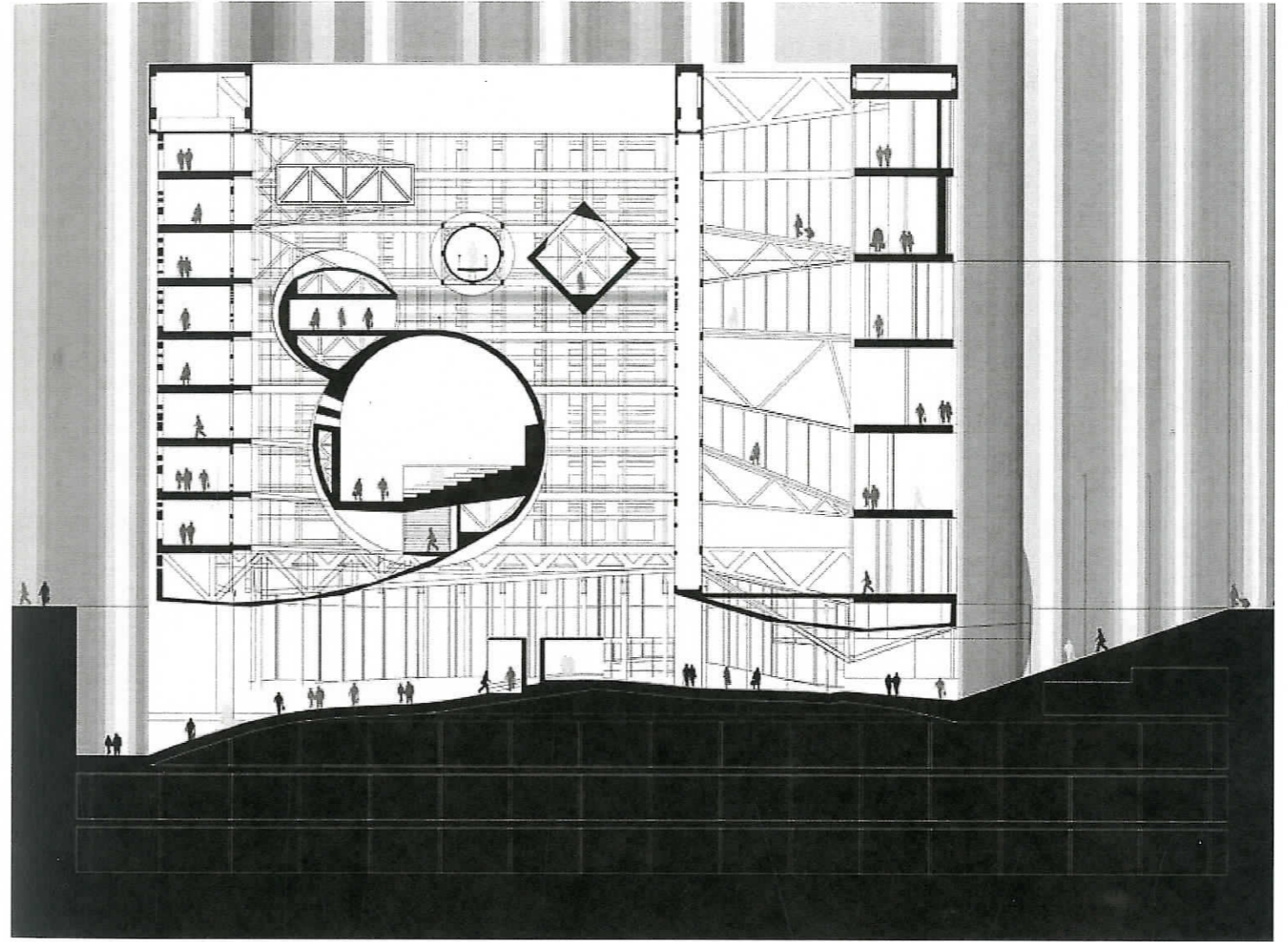


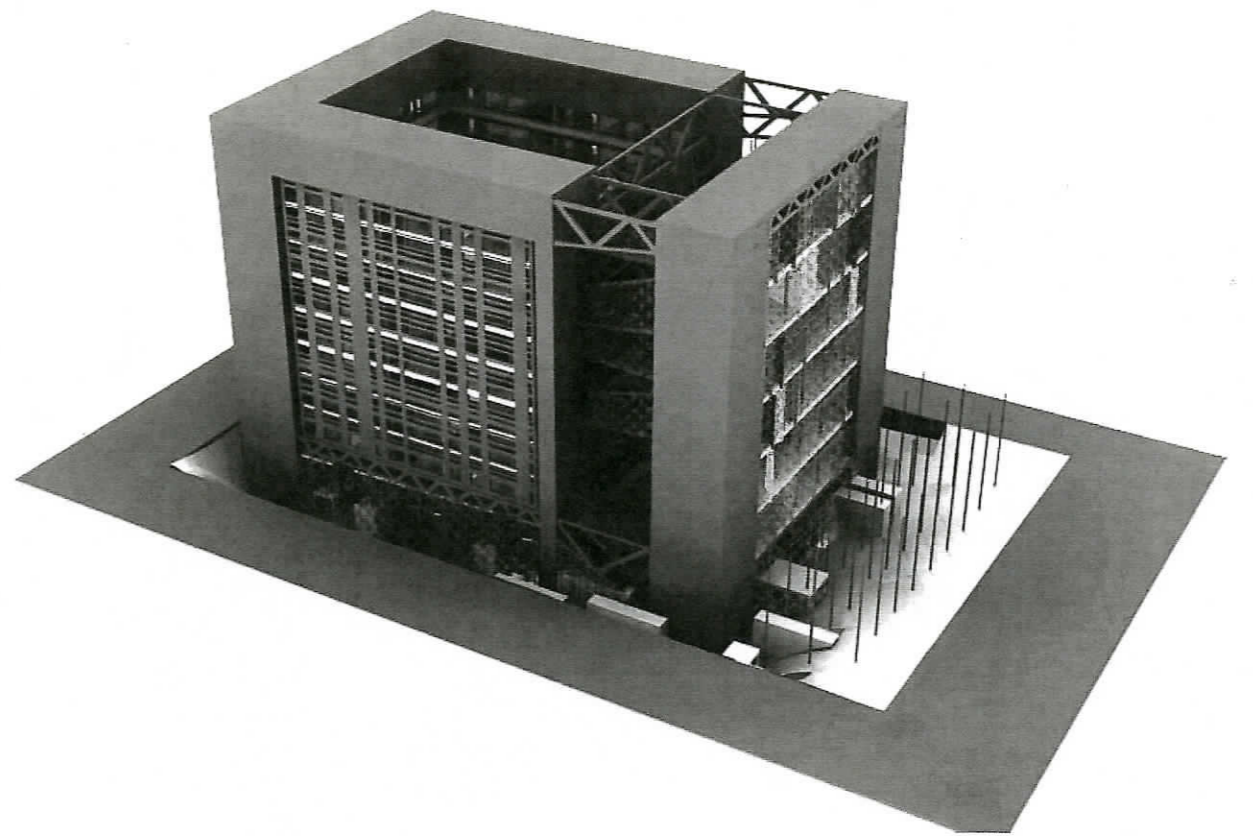
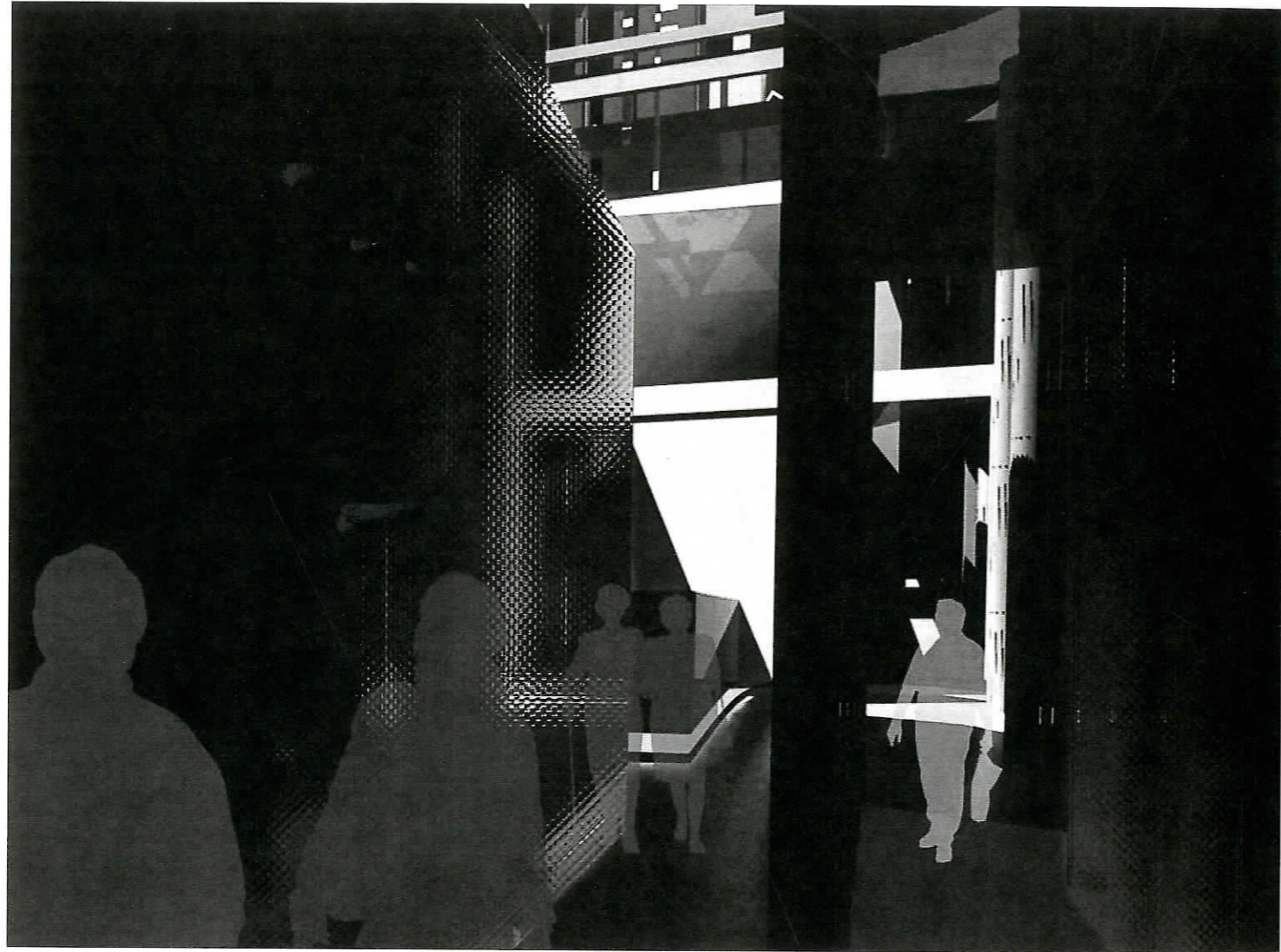
and allows for individual representation...



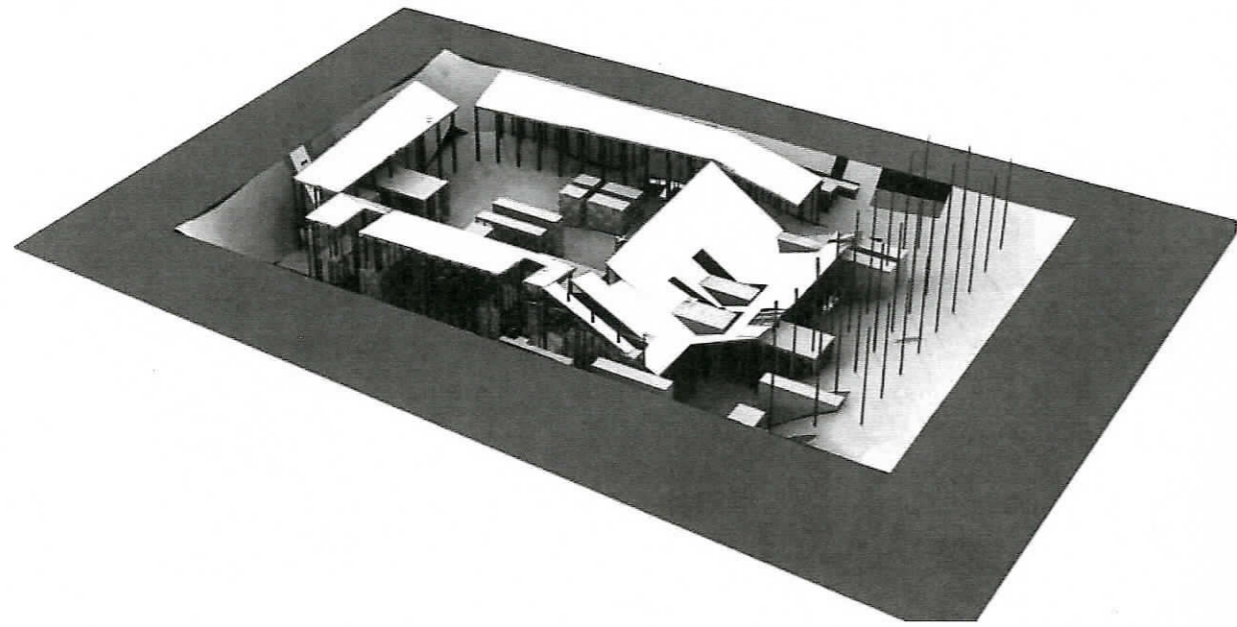
resulting in a flexible identity of both the whole and its parts



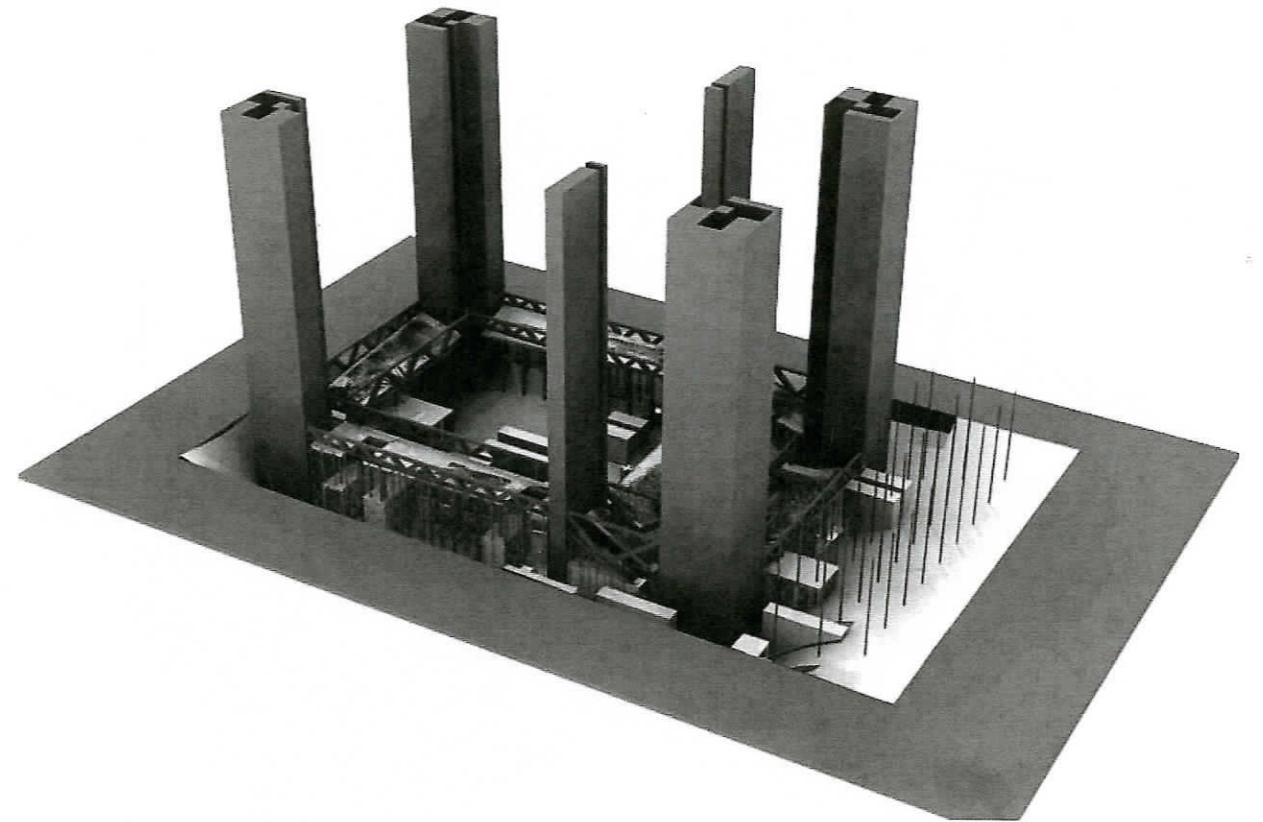




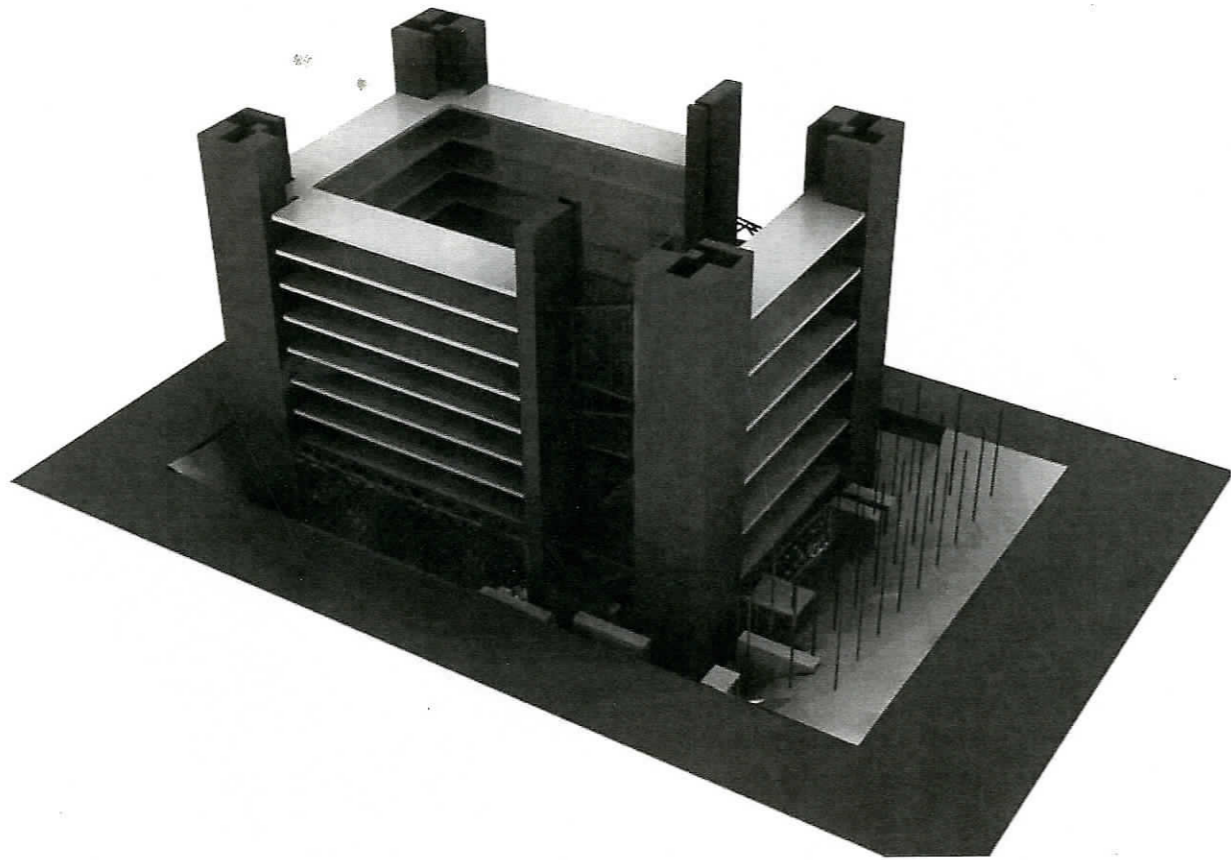
Information Centers



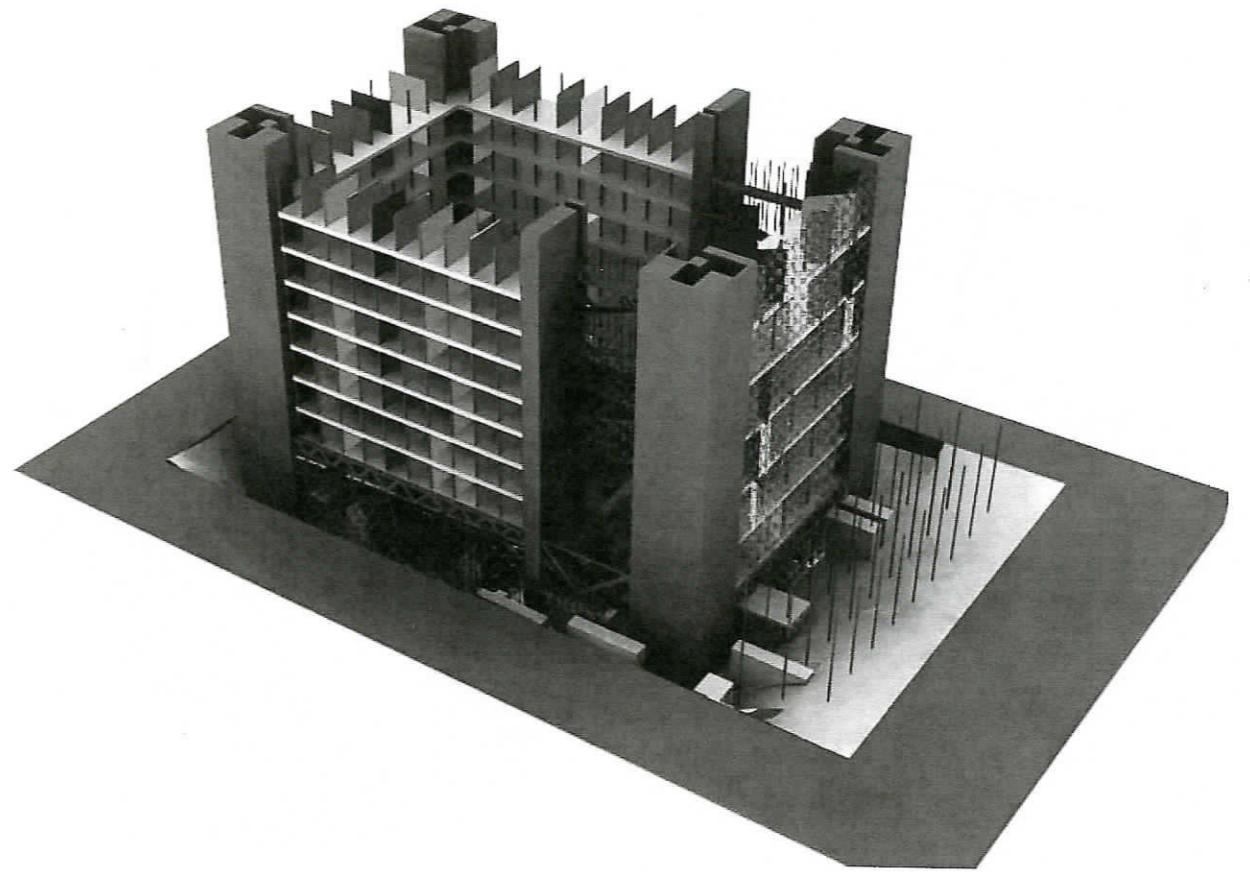
Service Cores

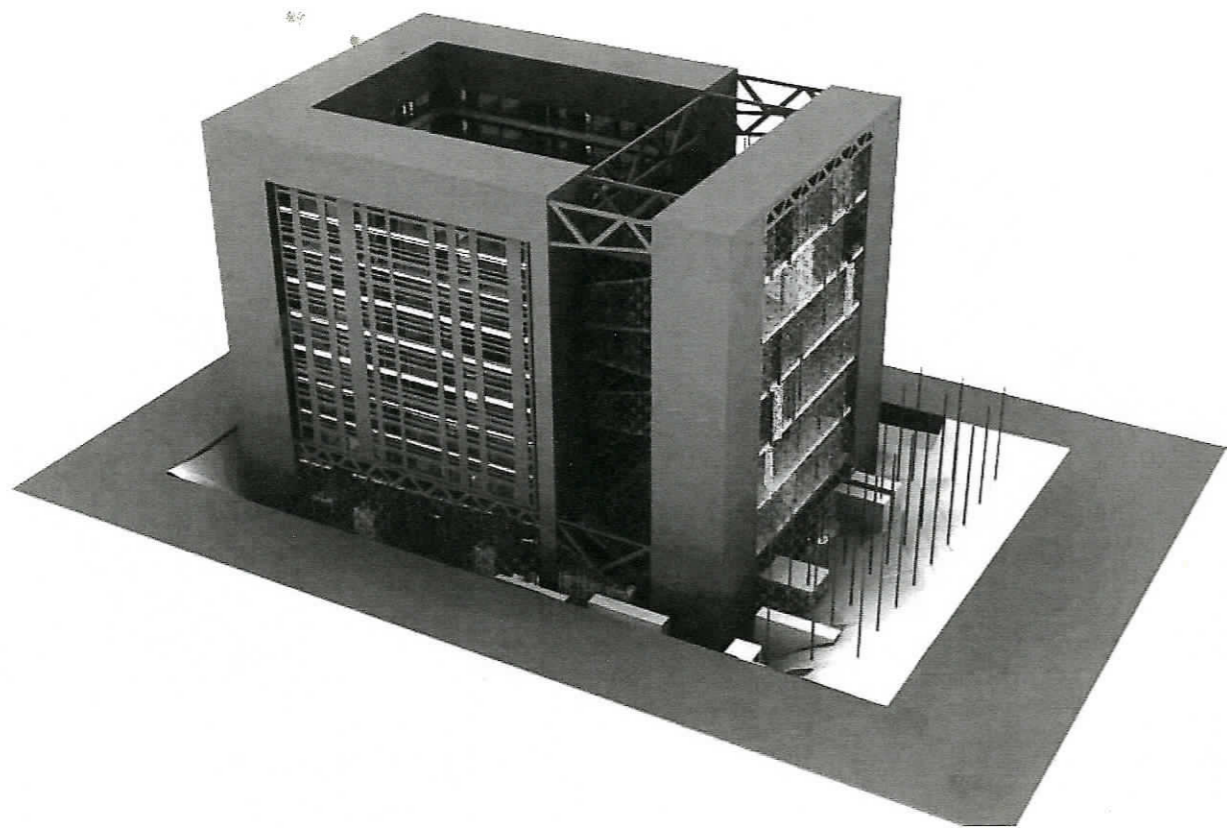


Continuous Floors



Offices





public sequence





public sequence

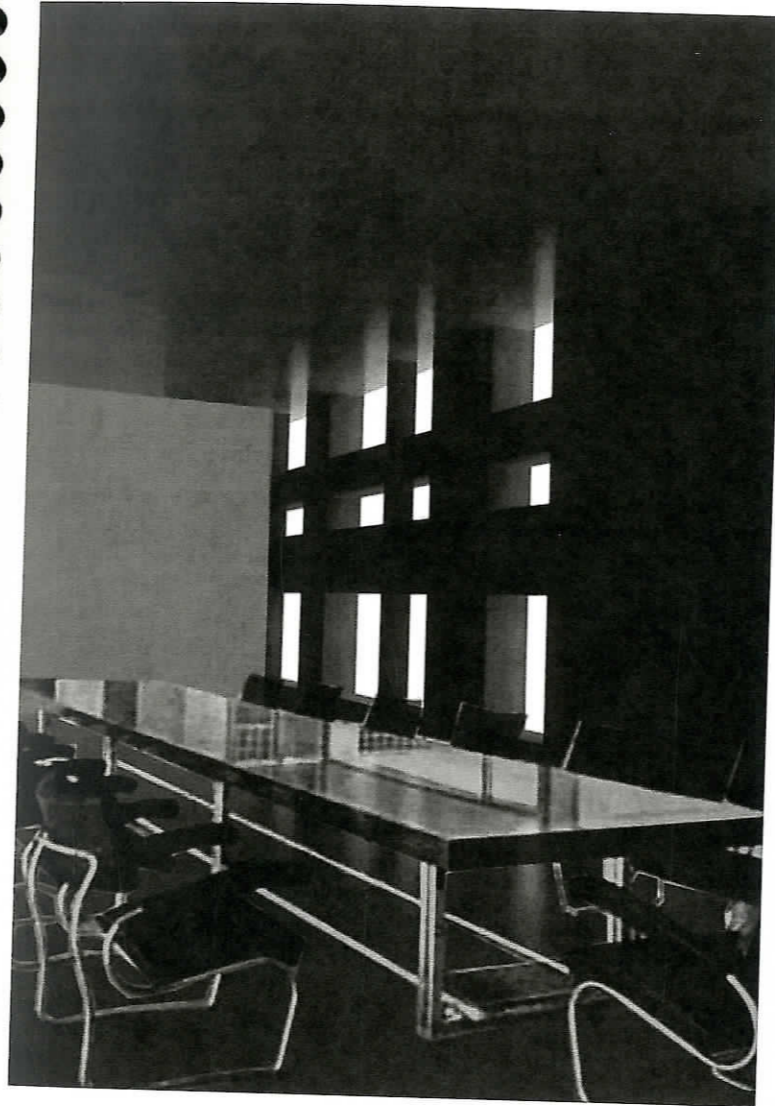


public sequence

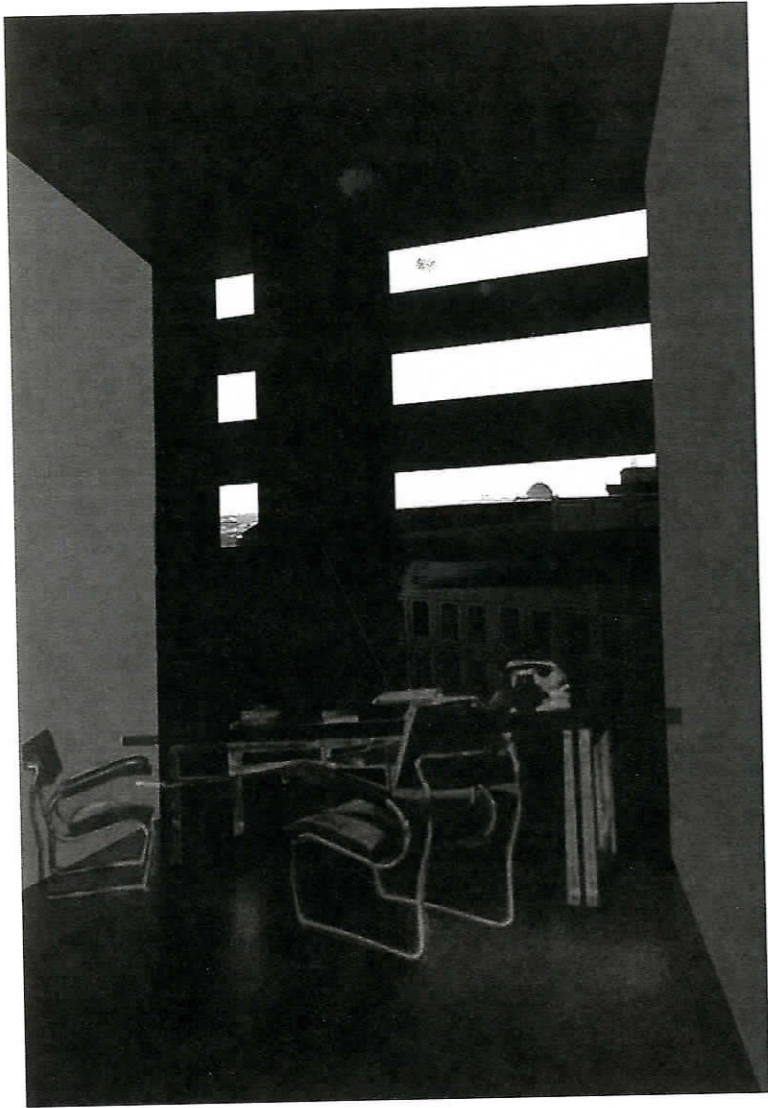




private sequence

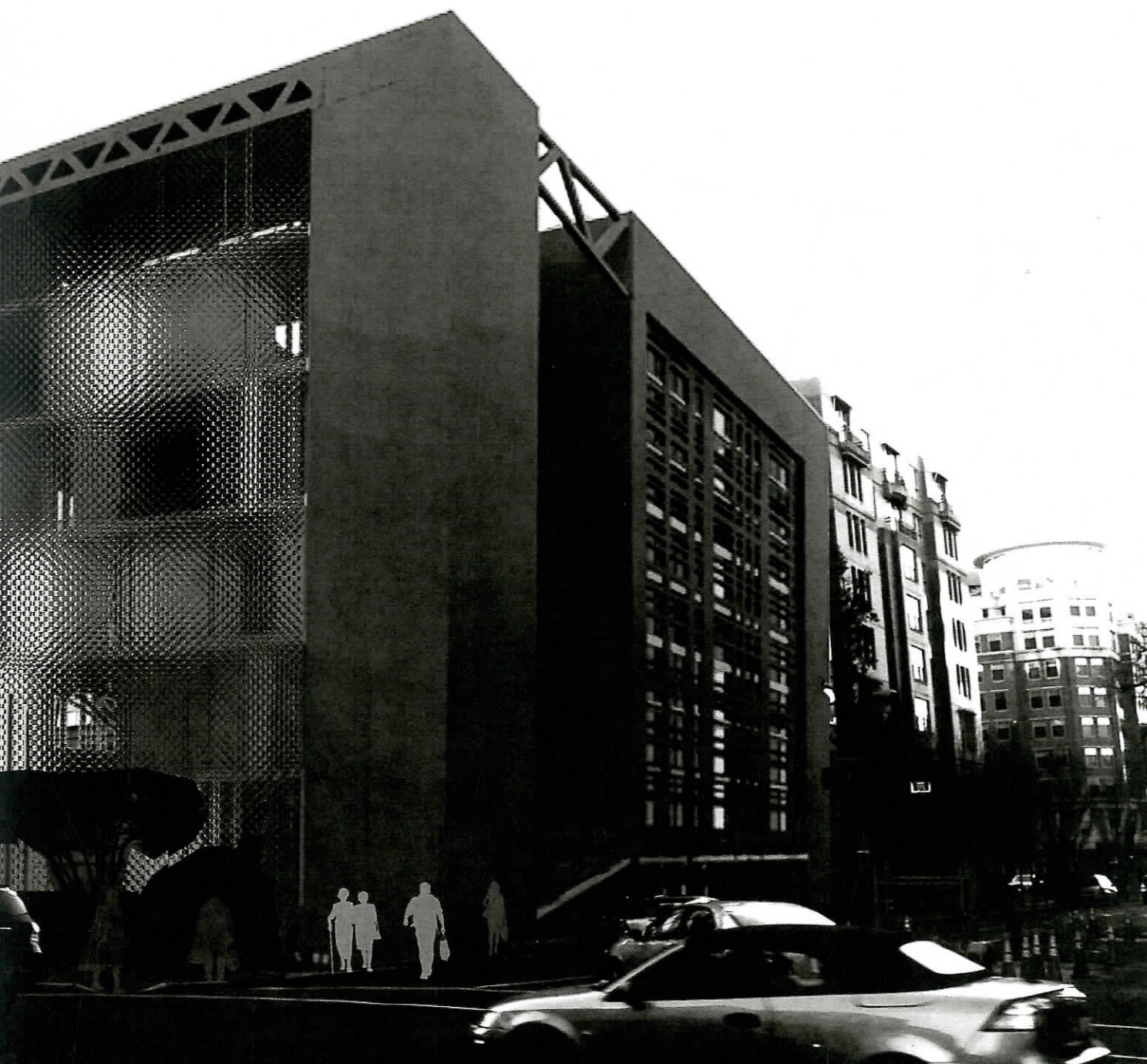


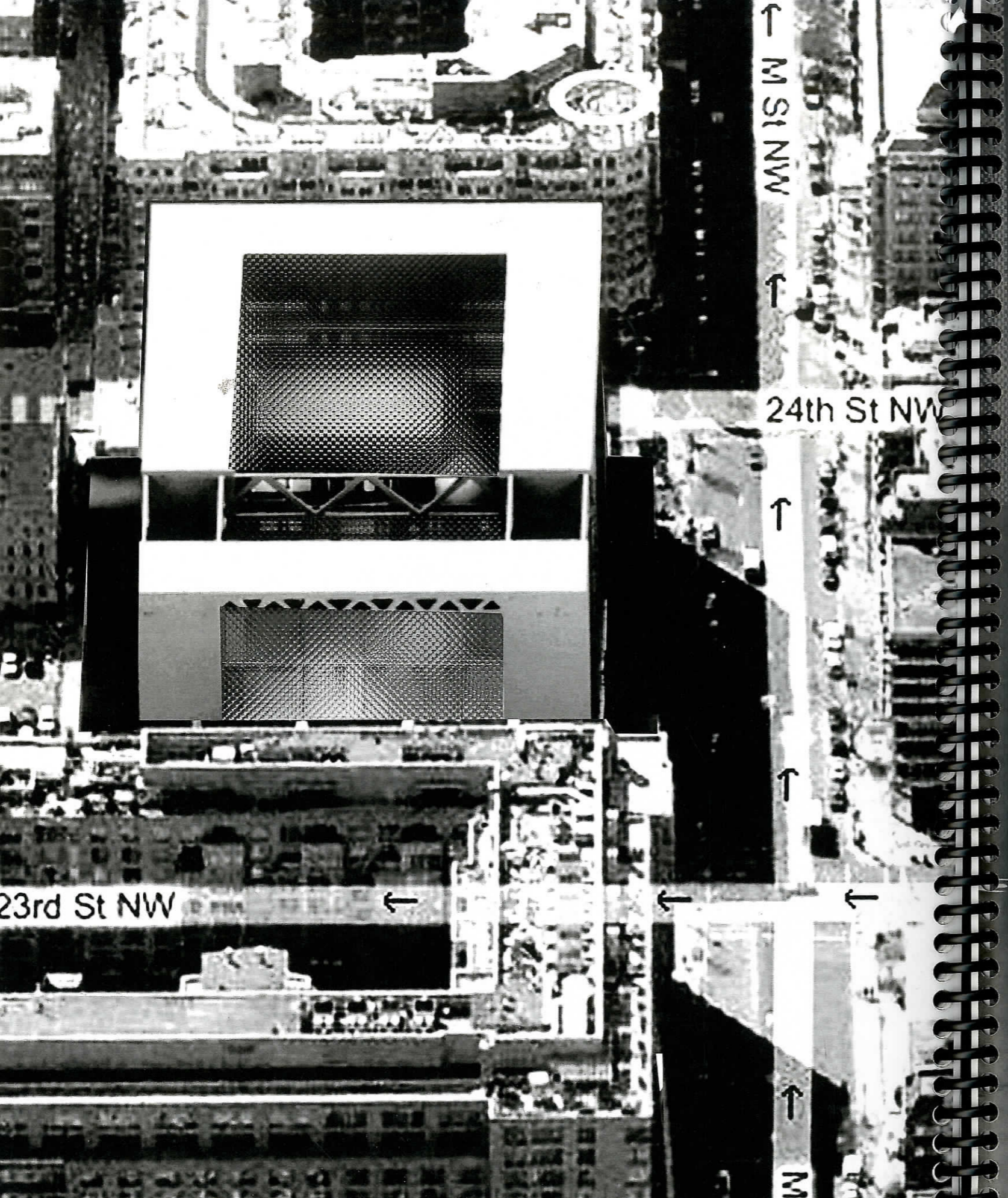
private sequence



private sequence

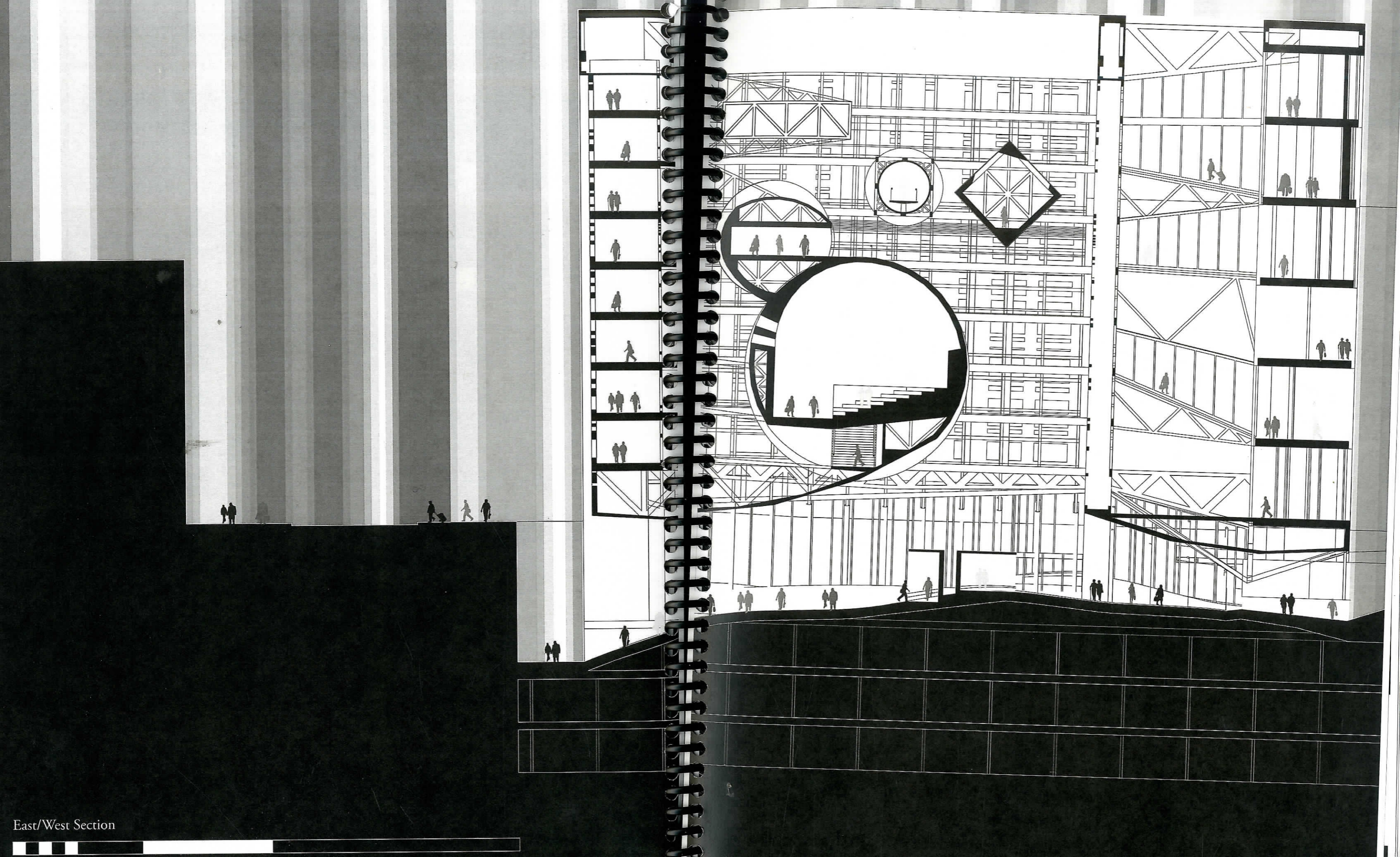






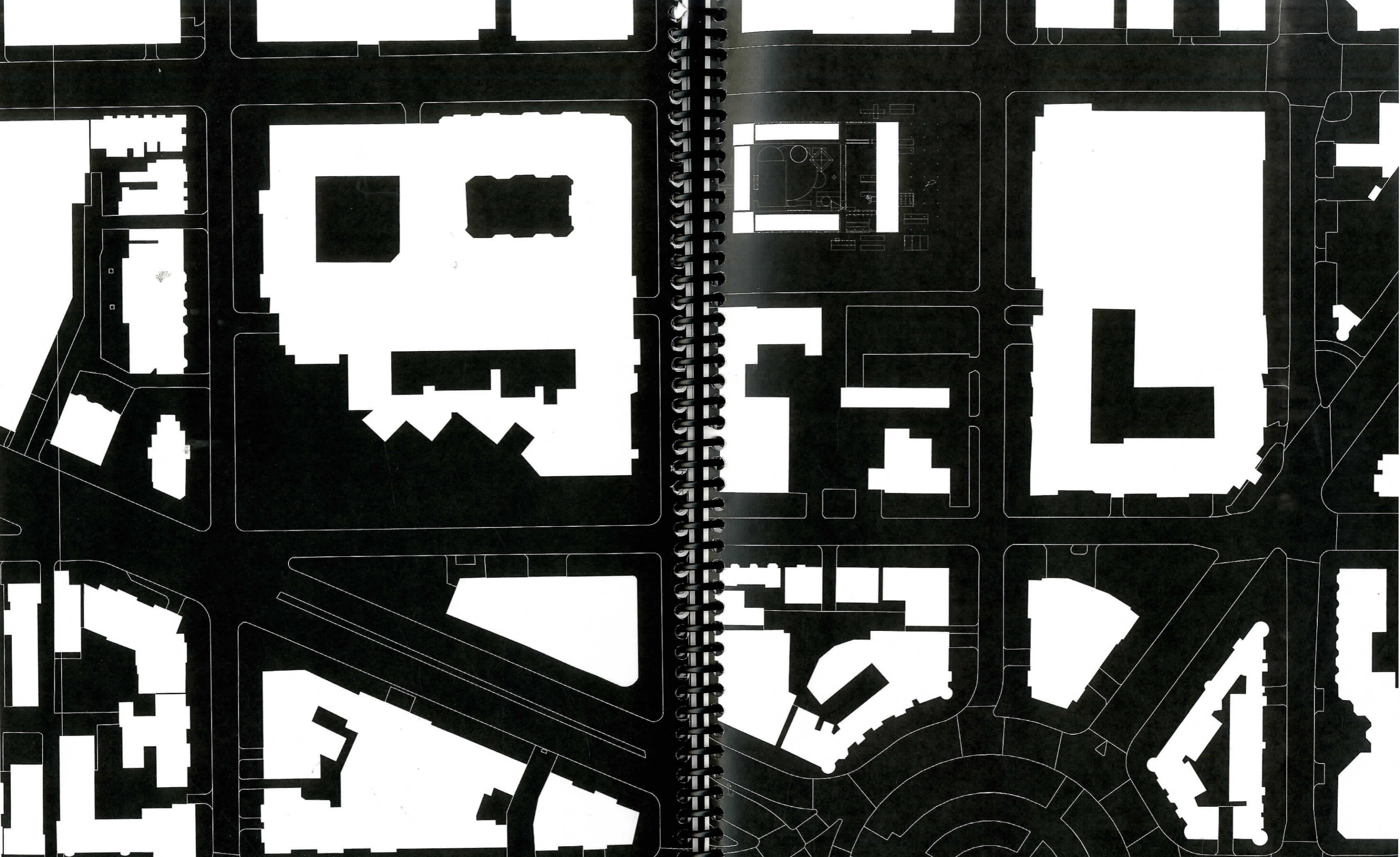


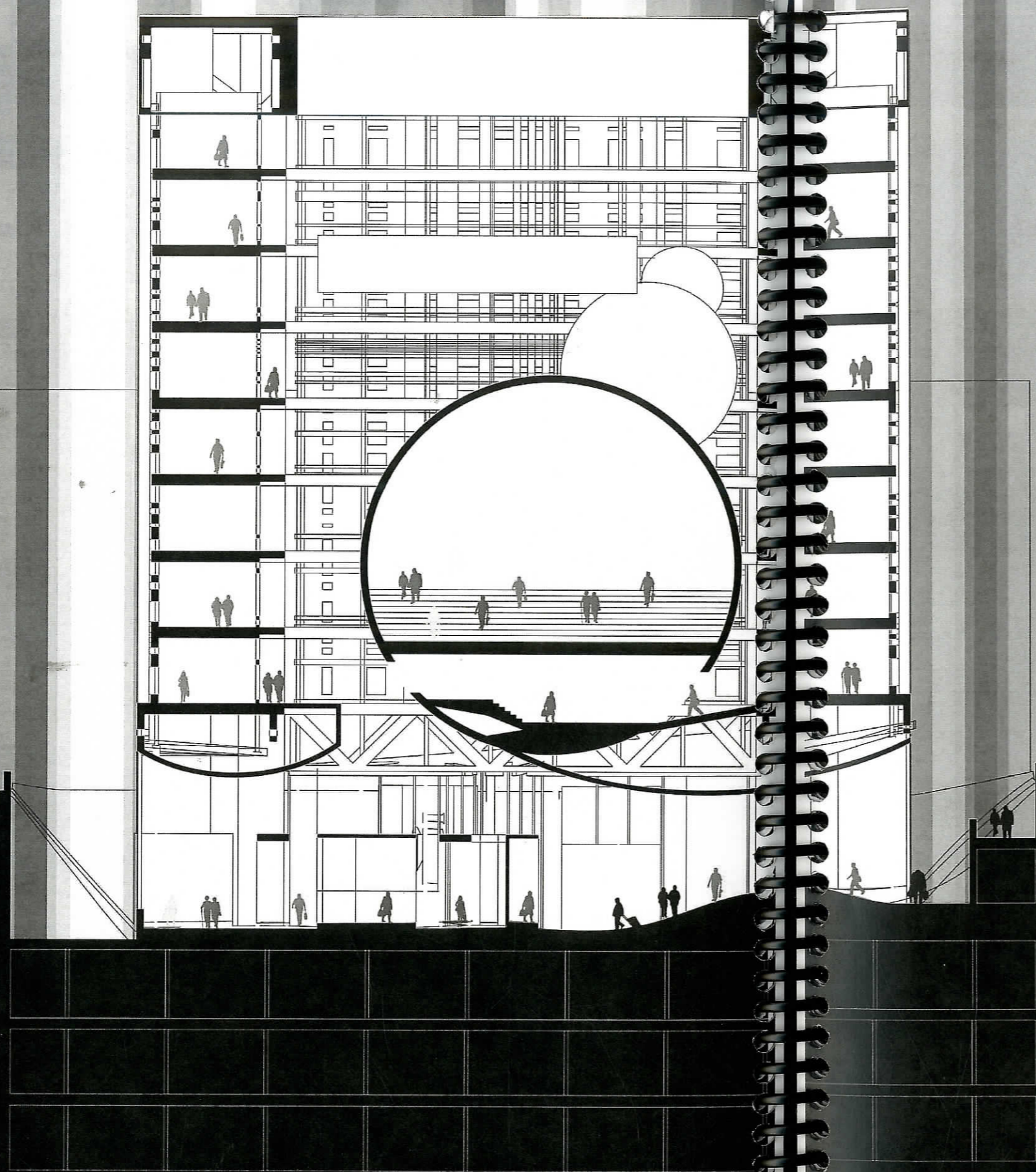




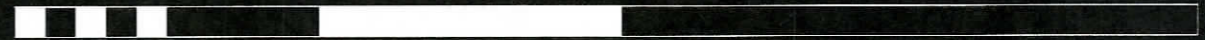
East/West Section

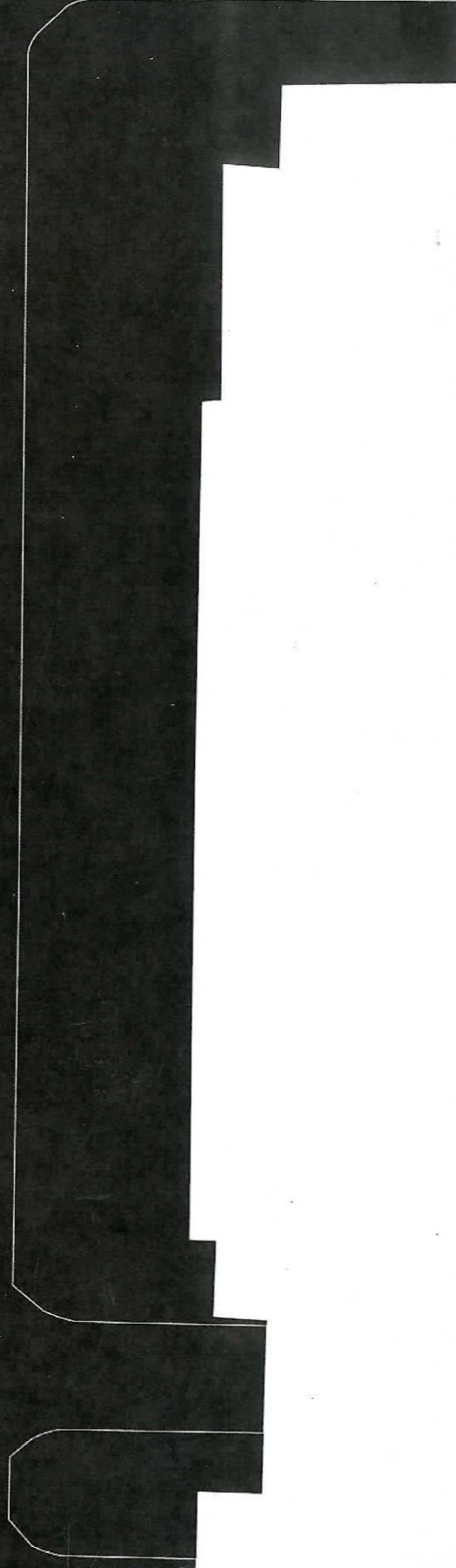
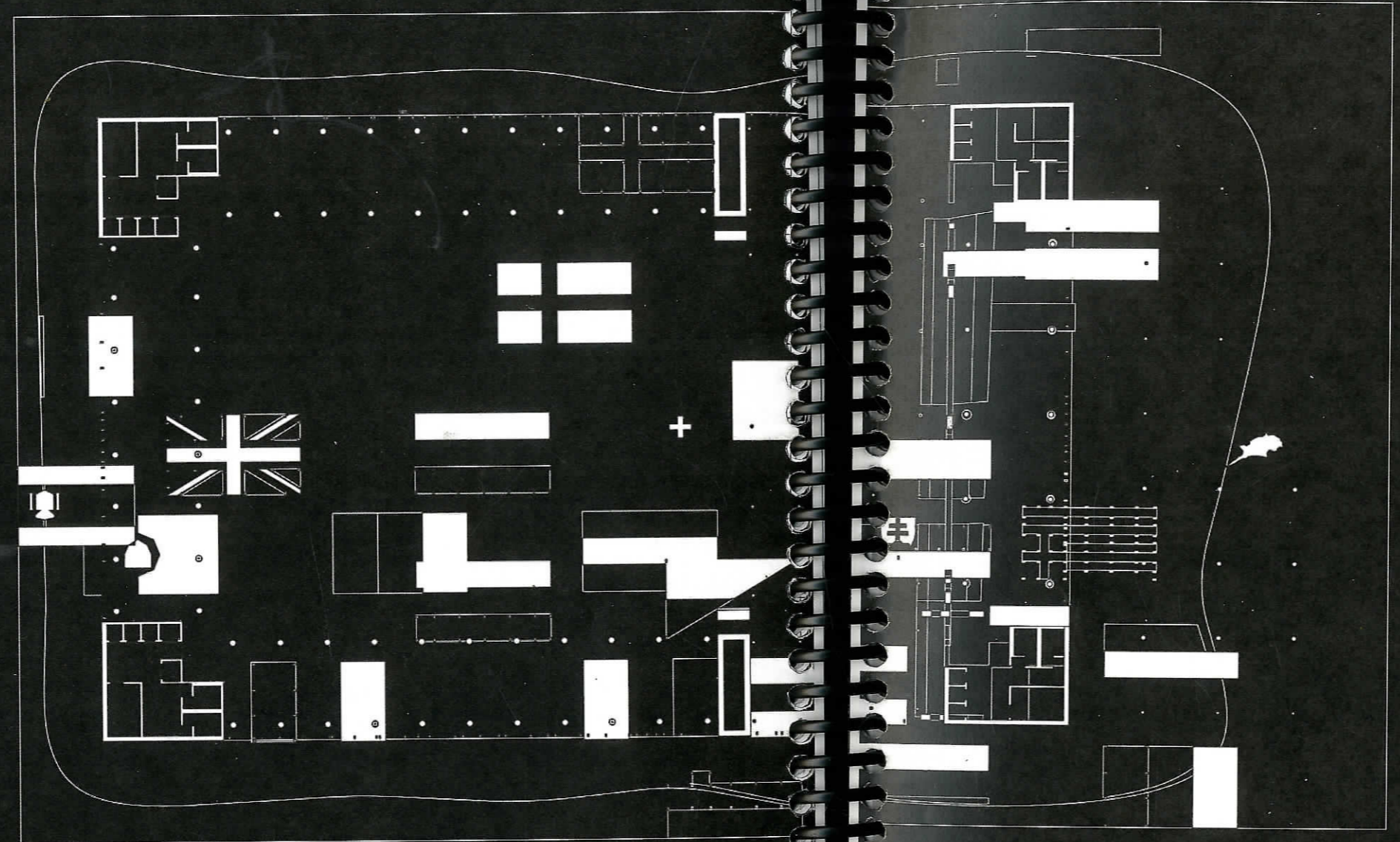
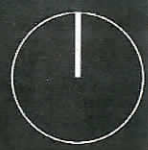


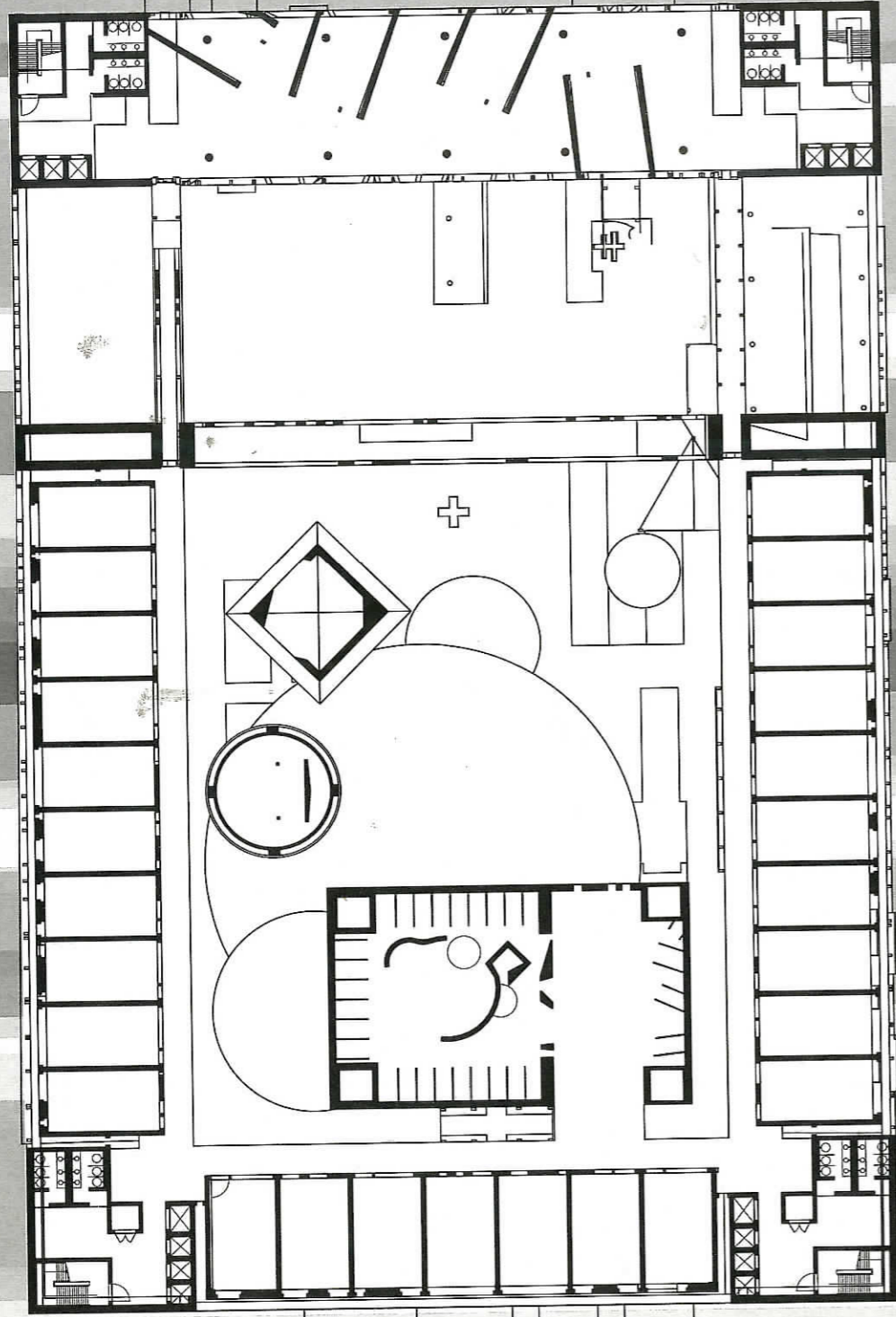




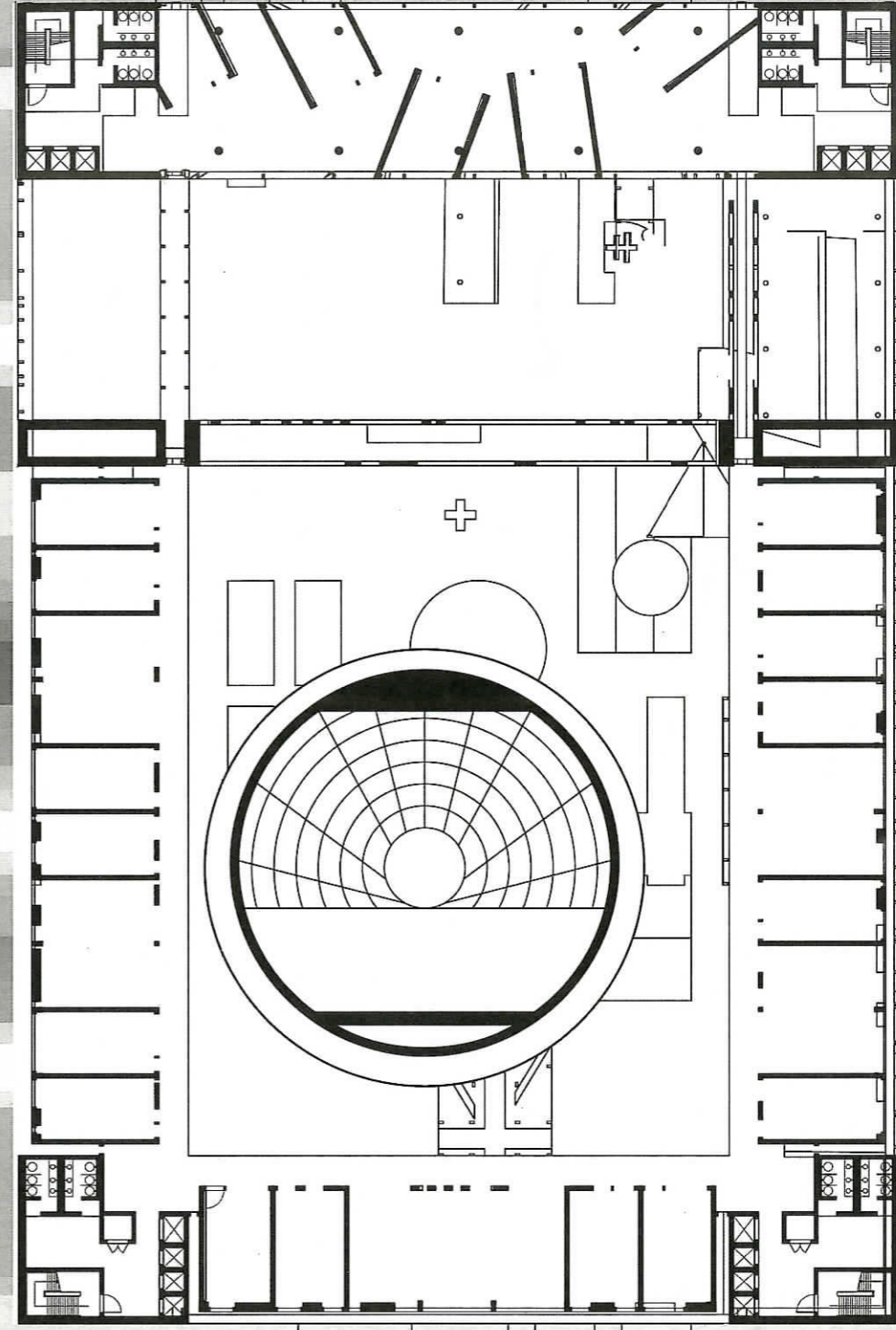
North/South Section



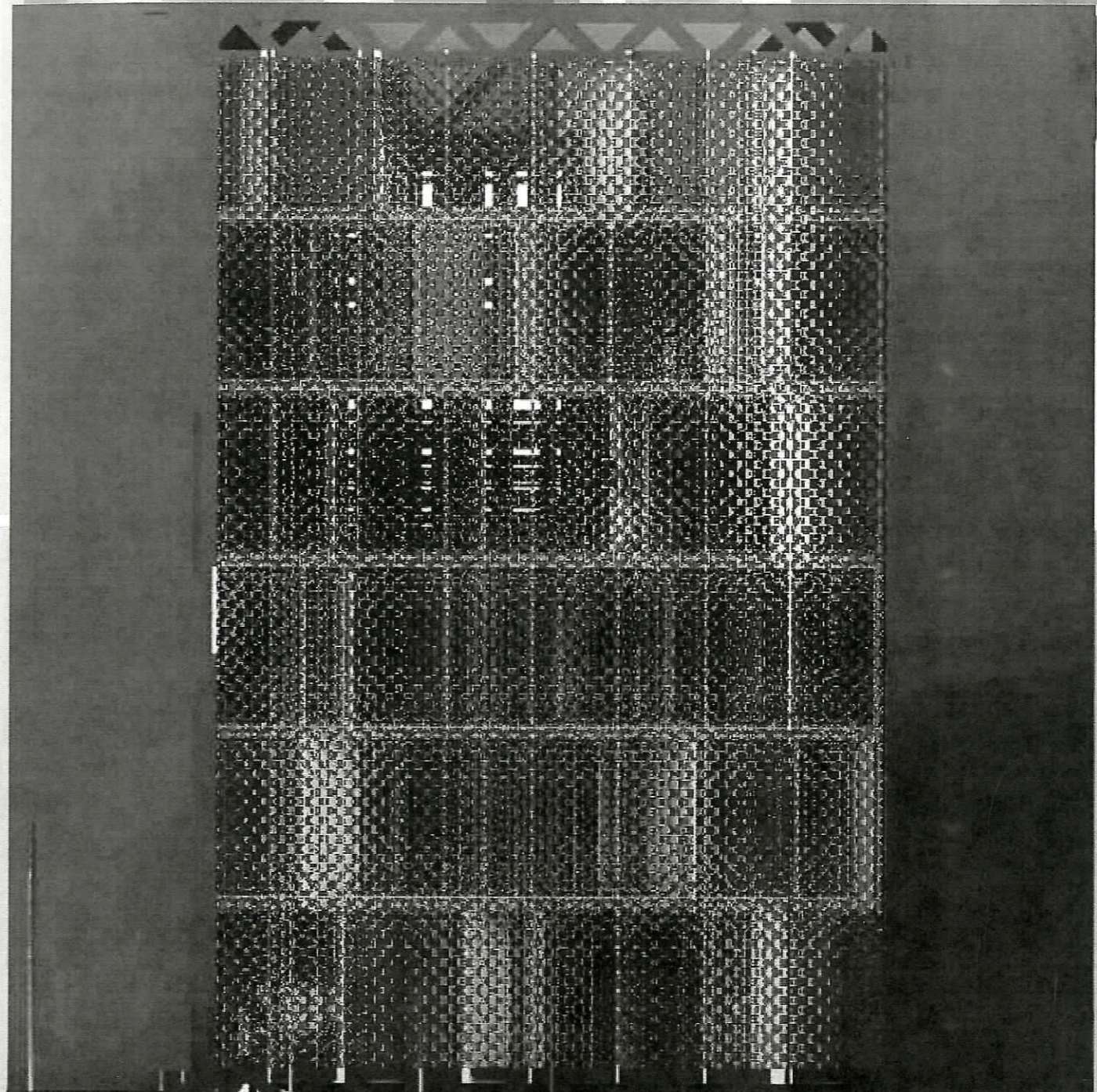
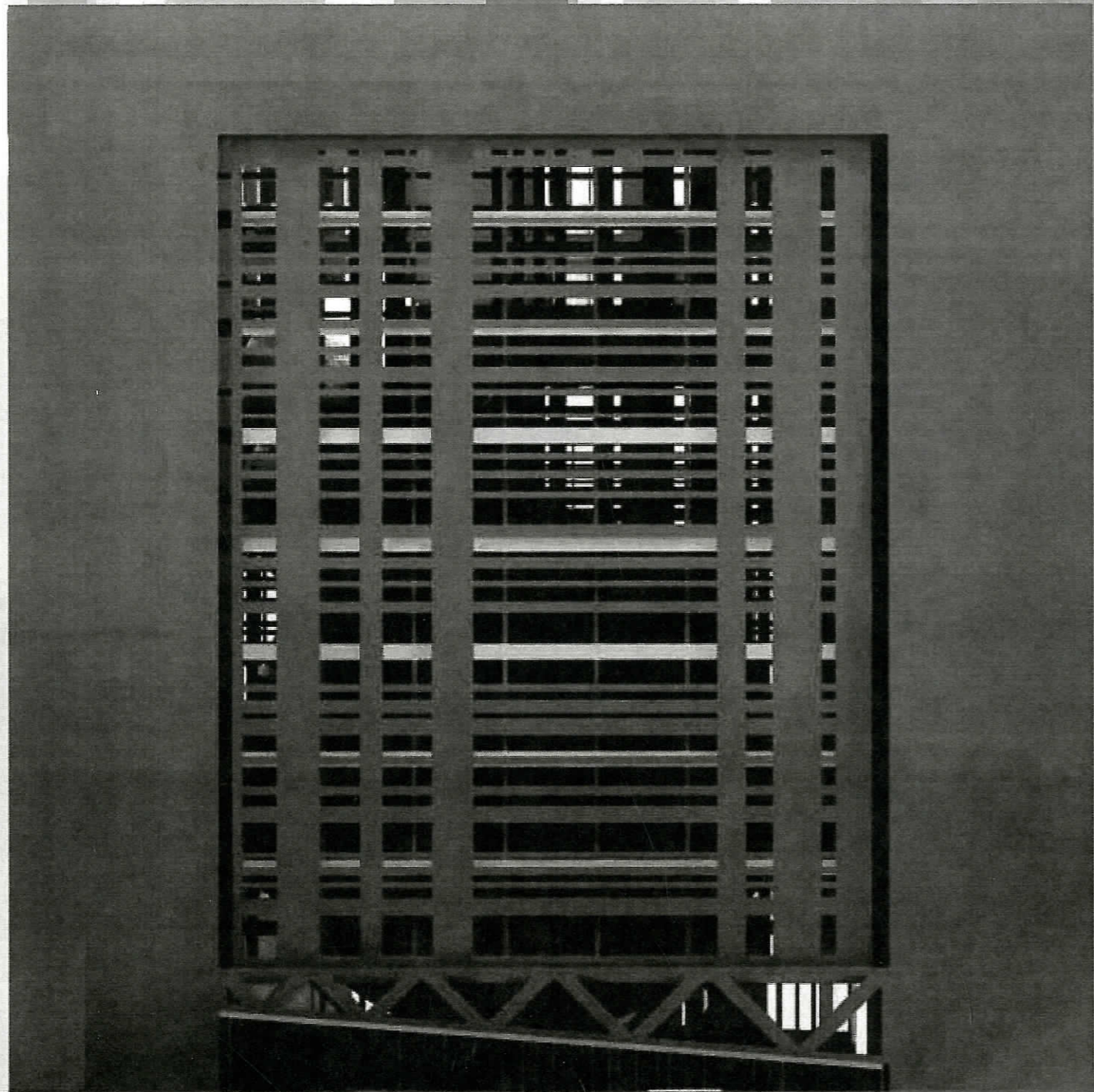


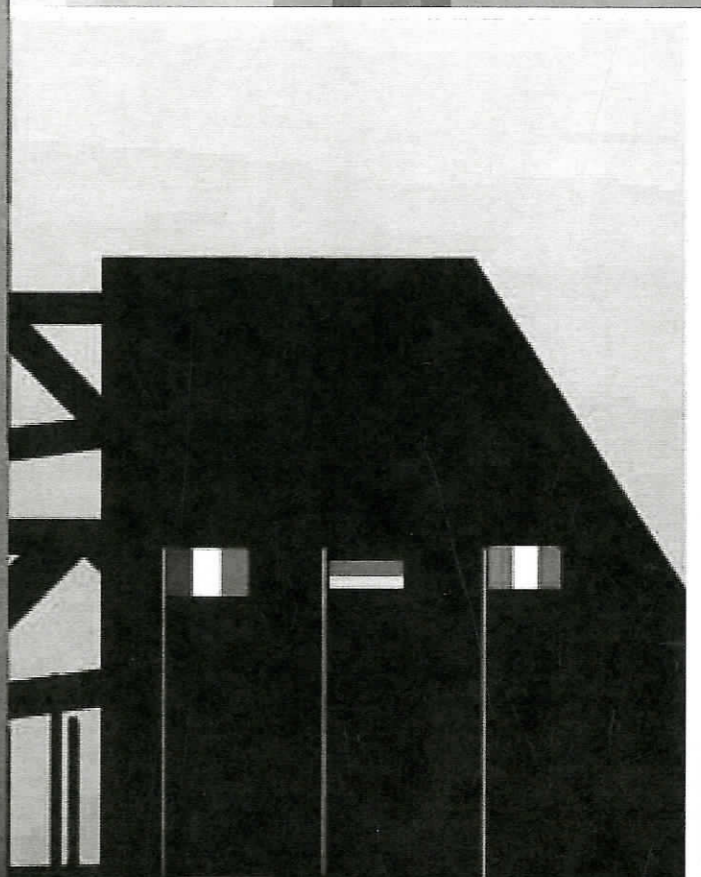
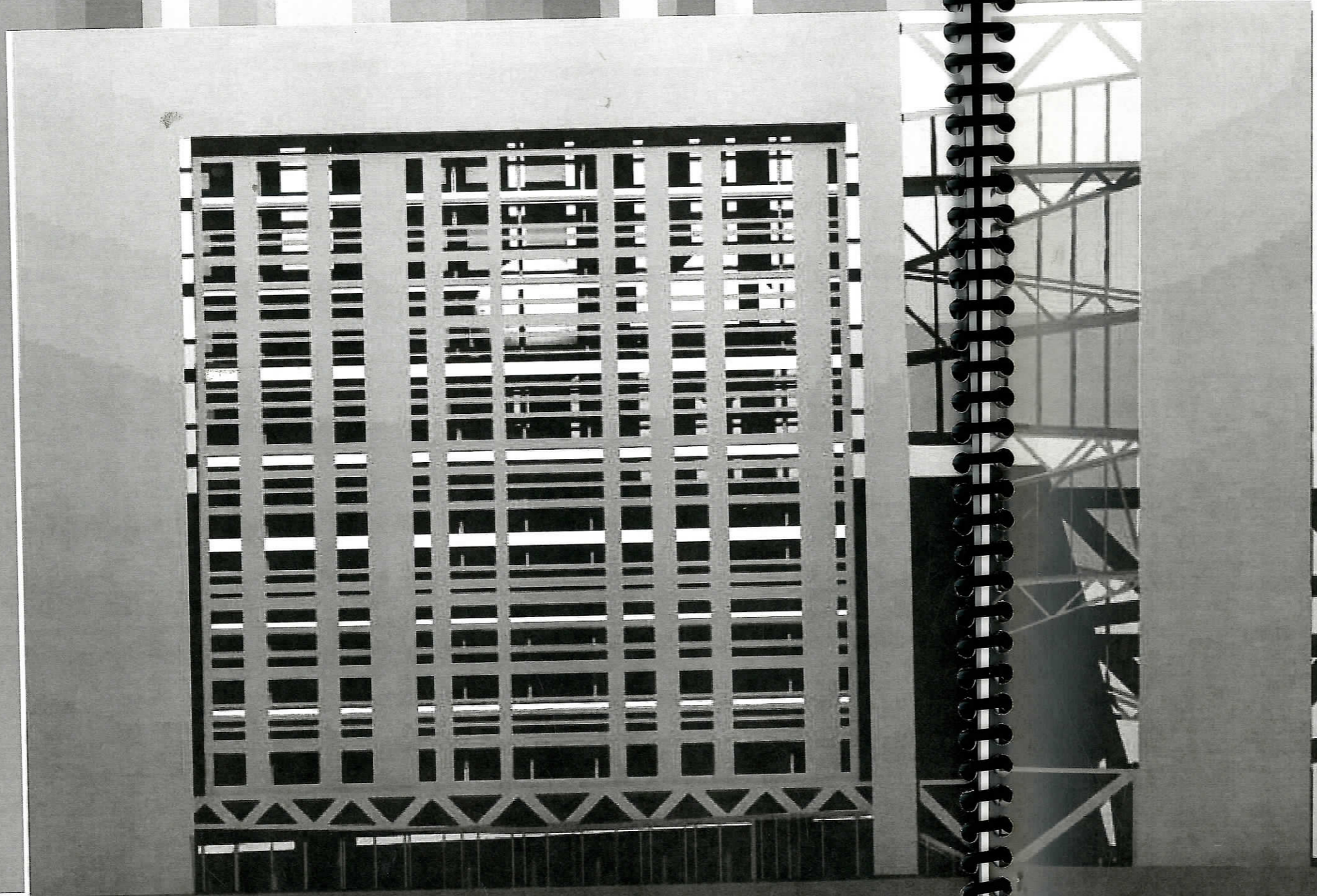


Seventh Floor Plan



Third Floor Plan





South Elevation

