

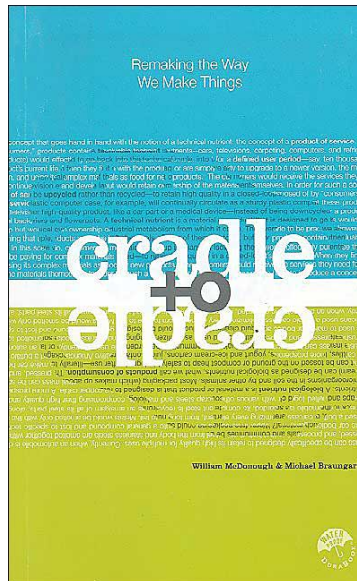
# The New Archê

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The words *free energy* and *energy savings* are going to be part of the big ecological theme that will cause a separation within the architecture. The environment is hot: climate change, environment issues, ecological thinking, durability, green energy, greenhouse gasses etc. Architecture that does not focus on this is a thing of the past. This means: for a while it will ride the waves of the big money of multinationals and the rich people in this world, because they will always need 'icons' to proclaim their power and keep it strong. It is architecture as showpiece for the sake of corporate identities and advertising. This architecture, however, belongs to the figure of the past; the mesmerized human being, as is represented by Hirst's skull and *the case Valdemar* in Edgar Allen Poe's novel. This figure is already dead because of the rules surrounding us with ecological snit such as insulation standards, particle standards, prohibited to use poisonous and damaging materials etc. Whether they are aware or not, they have forced the architect to work under the ecology flag. Climate change is the question. The goal is to control the 'green house earth', to keep her and human kind safe for disaster.



The grand scale ecological example projects are appearing all around us. This concerns not only buildings, but even completely designed ecological cities with a population of 50,000 (an ecological city in China and a CO2 free city in the Gulf). In addition new energy principles are popping up as feedback system, such as Cradle To Cradle.



- *The more waste the better (waste returns as raw material in the biosphere or technosphere).*
- *Nature is only then productive if it is dirty (rotting process, waste as feed for organism).*
- *We must sell services in stead of products. (You don't buy a TV, but you're buying 20,000 television hours.)*
- *The western thinking is strongly individually oriented, that hinders the thinking in cycles.*

These are a number of positions from the Cradle to Cradle principle. They contain a tremendous promise. The positive tone of the message has religious twists. *We can pay off our debt.* Their comments are partly oriented on the current environmental thinking that spurs on to limitation, reuse and recycling. The motto: 'Do more with less to limit the damage', is old news for them. Cradle to Cradle means: consume more in stead of less. If you consider waste as food that of course makes sense.

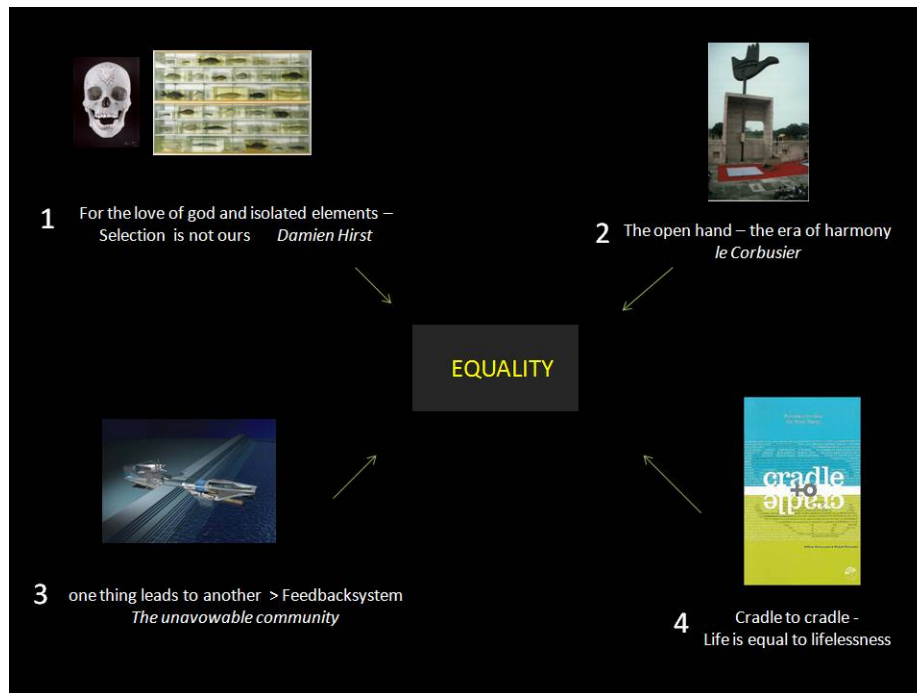
I'm not concerned with Cradle to Cradle's principle of good or bad. It is about the tendency.

*We can be debt free*, is part of the Cradle to Cradle rhetoric. Cradle to Cradle replaces Cradle to Grave. Cradle to Cradle thinking ignores the grave. In other words: death is no more. Just as with Damien Hirst's artwork *For the Love of God* death has said goodbye. Death is absent but not gone!



At the end of the lecture I show the most important images again. They clarify what is important to me.

1. Damien Hirst's skull, *For the Love of God*. The leaving of death omits a distinction. The result is the mesmerized human being. *Isolated elements swimming in the same direction for the purpose of understanding* show that selection is not ours.
2. Le Corbusier and *the open hand*. The classical community still had a place in the convent and the church. *For him the open hand* from 1965 is the symbol for everybody, religious and non-religious. He calls this space: *the era of harmony*.
3. Le Corbusier – One thing leads to another. This eventually leads back onto itself; a feedback system, such as portrayed in *the Unavowable Community*.
4. Cradle to cradle replaces Cradle to grave, waste is food. This too is a feedback system. Death is no more. Life is equal to lifelessness.



The images in combination with their words show **the equality**, or in other words: they show the uniformity of people and things. This uniformity serves the production increase. For the sake of production increase, products and consumers are equalized as much as possible. The meaning of yet a possible difference remains uniform in the sense that too great a deviation of the average will always be taken off the cost balance.

As architect and human being, I can not be against these global tendencies, which represent a new order. I can only help them happen, so they will be visible sooner. All that is left to do for me as individual is to stop and think.

When we talk about archè:

*Architecture didn't come into existence because of buildings etc., but because of the determining archè. The old Greek word archè means, the departing point from which one wishes to start the building (work with the tectonical) as well as the end goal which one wishes to accomplish (how one deals with the tectonical to reach a specific goal).*

*Within the life of free energy people are viewed as energy suppliers, producers and users.*

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