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## Christian Kerez The Rule of the Game

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**Friday, July 19 – Saturday, September 28, 2013**

Venue: TOTO GALLERY·MA

(TOTO Nogizaka Bldg., 3F, 1-24-3 Minami-Aoyama, Minato-ku, Tokyo)

Hours: 11:00 – 18:00 (19:00 on Fridays)

Closed on Sunday, Monday, National Holidays & during Summer Break period (August 11 – 19)

Admission: Free

**Lecture: Friday, July 19, 2013 at 18:30**

Venue: Tsuda Hall (1-18-24 Sendagaya, Shibuya-ku, Tokyo)

Prior registration required



Conceptual model of *Highrise in Zhengzhou 2* (China, 2012–2013) ©Milan Rohrer

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**For further inquiries regarding the exhibition, please contact the gallery by email:**

TOTO GALLERY·MA (TOTO LTD.)

PR Staff: Keiko Ono (keiko.ono@jp.toto.com) and Yoshinori Kuwahara (yoshinori.kuwahara@jp.toto.com)

TOTO Nogizaka Bldg., 2F, 1-24-3 Minami-Aoyama, Minato-ku, Tokyo, 107-0062

Tel: +81(3)-3402-2541 URL: [www.toto.co.jp/gallerma/](http://www.toto.co.jp/gallerma/)

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## Exhibition Overview

TOTO GALLERY·MA will be holding the first solo exhibition in Japan to feature the distinctive work of Swiss-based architect Christian Kerez.

Describing architecture as an “adventure” and an “intellectual work” through which existing rules and conventions are broken, Kerez employs a design process in which he makes use of models and renderings to thoroughly study and develop space and structure based on the various building requirements of his projects. He does not adhere to preconceived notions and instead begins with the essences for each project to formulate fresh concepts and ideas while seeking to define a new order. Kerez simplifies the complex and reduces buildings to their primary ideas and principles that serve as the generators of an infinite variety of schemes in a process that he describes as “intellectual minimalism”, which lends the spaces that he creates with greater freeness and richness.

Kerez’s three recent large-scale competition proposals—the *Museum of Modern Art in Warsaw* (2006–2012), *Holcim Competence Center* (2008), and *Swiss Re Next* (2008)—and two projects currently in planning—the *Highrise in Zhengzhou 1 & 2* (2011/2012–2013) and *Social Housing in Paraisopolis* (2009–2014)—are presented in this exhibition through conceptual models, drawings, renderings, and animations that collectively represent the latest “Rules of the Game” that define Kerez’s current work.

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## Exhibition Information

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### **Christian Kerez: *The Rule of the Game***

Date: Friday, July 19 – Saturday, September 28, 2013

Hours: 11:00 – 18:00 (19:00 on Fridays)

Closed on Sundays, Mondays, National Holidays & during Summer Break period (August 11 – 19)

Admission: Free

Venue: TOTO GALLERY·MA

(TOTO Nogizaka Bldg., 3F, 1-24-3 Minami-Aoyama, Minato-ku, Tokyo, 107-0062

Tel: +81(3)-3402-1010

URL: [www.toto.co.jp/gallerma](http://www.toto.co.jp/gallerma)

Directions: 1-min. walk from Nogizaka Station (Exit No. 3) on the Chiyoda subway line

6-min. walk from Roppongi Station (Exit No. 7) on the Toei Oedo subway line

7-min. walk from Roppongi Station (Exit No. 4a) on the Hibiya subway line

7-min. walk from Aoyama 1-Chome Station (Exit No. 4) on the Ginza or Hanzomon or Toei Oedo subway line

Organized by TOTO GALLERY·MA

Planned by TOTO GALLERY·MA Planning and Management Committee

(Special Advisor: Tadao Ando; Members: Waro Kishi, Hiroshi Naito, Kenya Hara, Erwin Viray)

Supported by the Tokyo Society of Architects and Building Engineers; Tokyo Association of Architectural Firms; The Japan Institute of Architects Kanto-Koshinetsu Chapter; and Kanto Chapter, Architectural Institute of Japan.

With Special Support from the Embassy of Switzerland.

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## Exhibition Concept

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### The Rule of the Game

By Christian Kerez

To define architecture by a clear set of rules serves to describe a building in a very abstract and general way. The rules used in my projects avoid buildings designed by purely aesthetical qualities like the shape of a volume or the size and proportion of an interior space. They define architecture in an abstract way beyond any question for personal taste. Rules define dogmas and principles in architecture. They help to find architectural meaning beyond any incidental building code or standard.

The conceptual models shown in the exhibition do not attempt to approach reality—they have their own reality, and they are concrete illustrations of something abstract. They help one to see the idea behind the projects. One could qualify models as conceptual layouts. In this sense, a model is an object that allows one to understand complex phenomena by simplifying them. Because of this, they are at the same time abstract and concrete, an idea and an object. They reproduce reality in an indirect manner. They offer the possibility to consider an idea in a different form: a concrete form.

## Christian Kerez

Christian Kerez was born in 1962 in Maracaibo, Venezuela and educated at the Swiss Federal Institute of Technology Zurich. After extensive published work in the field of architectural photography, he opened his own architectural office in Zurich, Switzerland in 1993. Christian Kerez has been appointed as a visiting professor in design and architecture at the Swiss Federal Institute of Technology Zurich since 2001 and as Assistant professor since 2003. In 2009 he was elected as ordinary/full Professor for design and architecture. In 2012–13 he led the Kenzo Tange Chair at Harvard University, Cambridge. His built works include the apartment building on Forsterstrasse, the House with one Wall and the Schoolhouse Leutschenbach. Currently, he is working on a social housing project in São Paulo and an office highrise building in China.



© Karin Hofer/ NZZ

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## Related Event

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### **Christian Kerez Lecture: The Rule of the Game**

Date: Friday, July 19, 2013 at 18:30 (doors open at 17:30; event scheduled to end at 20:30)

Venue: Tsuda Hall (1-18-24 Shibuya-ku, Tokyo)

Capacity: 490 people

Admission: Free

Entry: Online pre-registration required. Visit [www.toto.co.jp/gallerma](http://www.toto.co.jp/gallerma) for details.

Registration period is from Monday, May 27 to Sunday, June 30.

Selected registrants will be notified by Friday, July 12.

Organized by TOTO GALLERY·MA

Planned by TOTO GALLERY·MA Planning and Management Committee

(Special Advisor: Tadao Ando; Members: Waro Kishi, Hiroshi Naito, Kenya Hara, Erwin Viray)

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## Related Publication

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### ***CHRISTIAN KEREZ Uncertain Certainty***

Author: Christian Kerez

Design: Christian Kerez

Cover and Text Design: Robert & Durrer, Zurich

Date of Issue: October 12, 2013

Format: Non-standard B5, 288 pages (projected)

Published by TOTO Publishing (Tel: +81(3)-3402-7138 URL: [www.toto.co.jp/publishing](http://www.toto.co.jp/publishing))

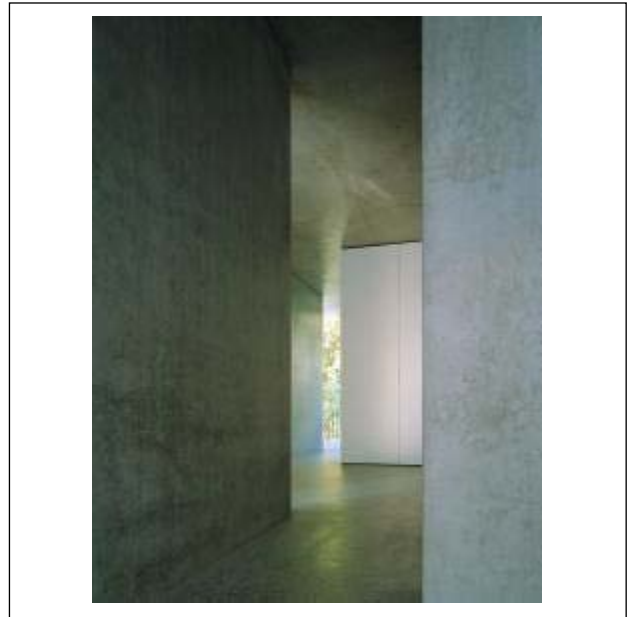
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## Images for Media Use

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1. *Oberrealta Chapel* (Grisons, Switzerland, 1992)  
©Christian Kerez



2. *Apartment Building on Forsterstrasse* (Zurich, Switzerland, 1999–2003) ©Walter Mair



3. *House with One Wall* (Zurich, Switzerland, 2004–2007) ©Walter Mair



4. *School Building in Leutschenbach* (Zurich, Switzerland, 2002–2009) ©Walter Mair

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**For requests for exhibition image data, please contact:**

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## Images for Media Use

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5. Conceptual image of *Highrise in Zhengzhou 2* (China, 2012–2013) ©Yu Yan



6. Conceptual model of *Highrise in Zhengzhou 2* (China, 2012–2013) ©Milan Rohrer

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