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Everything is Architecture

Craig Buckley examines Hans Hollein's evolution of photomontages and the transformation of his ideas during his career. Buckley also analyzes how photomontages communicate, perform on paper and in reality, and how materials or words transform to create a new concept and meaning.¹ Furthermore, the author explores Hollein's manifesto, "Everything is Architecture," and how he redefined architectural thinking through photomontages.

Hollein rejected functionalism beliefs and argued for architecture as a communication medium that communicates itself.² He believed that architecture is not only indicated through structures but can be a medium that communicates and transfers information.³ Photomontages were Hollein's primary use to express his views. He became interested in the "Back to Architecture" concept, in which he called for pure and absolute architecture undetermined by technology and science.⁴ This concept changed his use and meanings behind photomontages.

According to poet and architecture critic Friedrich Achleitner, montage is the removal, altering, transferring, and transforming of a character of the original object.⁵ However, Hollein's new ideas treat montages as a communication medium that helps transfer information. They do

¹ Craig Buckley, "Everything is Architecture: Hans Hollein's Media Assemblages," in *Graphic Assembly: Montage, Media, and Experimental Architecture in the 1960s* (Minnesota: University of Minnesota Press, 2019), 129.

² Buckley, "Everything is Architecture," 127.

³ Buckley, "Everything is Architecture," 161.

⁴ Buckley, "Everything is Architecture," 135, 142.

⁵ Buckley, "Everything is Architecture," 129.

not depend on visuals but on the capacity to assemble multiple connections.⁶ The significance of Hollein's work is not the subject matter or the design but the operation of selecting and combining the work process that plays a role in reframing the definition of architecture.⁷

In the context of architecture as a medium, Marshall McLuhan believed that housing could act as a medium for controlling body temperature and opening possible relations between humans and space.⁸ In response, Hollein published a manifesto called "Everything is Architecture." It includes a series of montages with the statement repeated on each image structured in a sequence for the reader to interpret and read in their preferred manner.⁹ The montages emphasize the idea of architecture as a form of communication and demonstrate that architecture is not limited to building structures. Architecture serves as a connective rather than a metaphoric or symbolic function.¹⁰ He further argues that architecture medium is more than merely controlling body heat and a "physical extension of the human capacity to act and feel in space."¹¹

Aside from the redefining architecture and its various meanings, Hollein touches on the impact of architecture and how one can perceive or experience it. He explains that an object's message, use, and feeling can be different both in reality and through informational media such as TV and the press.¹² Buckley believes that the electronic circulation of images and information

⁶ Buckley, "Everything is Architecture," 167.

⁷ Buckley, "Everything is Architecture," 159.

⁸ Buckley, "Everything is Architecture," 161.

⁹ Buckley, "Everything is Architecture," 167.

¹⁰ Buckley, "Everything is Architecture," 170.

¹¹ Buckley, "Everything is Architecture," 161.

¹² Buckley, "Everything is Architecture," 170.

during the 1960s influenced Hollein's idea of "Everything," which provided new ways to approach architectural and urban spaces.¹³

Overall, Buckley examines Hollein's ideology of architecture as a medium through photomontages and how their assemblage and materials play a role in redefining architecture. As Hollein's manifesto explains, "Architecture is immersed in and identified with all things, but it simultaneously remains one thing: Architecture."¹⁴

¹³ Buckley, "Everything is Architecture," 127.

¹⁴ Buckley, "Everything is Architecture," 171.

Bibliography

Buckley, Craig. "Everything is Architecture: Hans Hollein's Media Assemblages." In *Graphic Assembly: Montage, Media, and Experimental Architecture in the 1960s*. Minnesota: University of Minnesota Press, 2019.