

Creative Direction: Office for Metropolitan Architecture



[engage@andandand.co.uk](mailto:engage@andandand.co.uk)

+44 (0)20 7739 2135

[andandandcreative.com](http://andandandcreative.com)

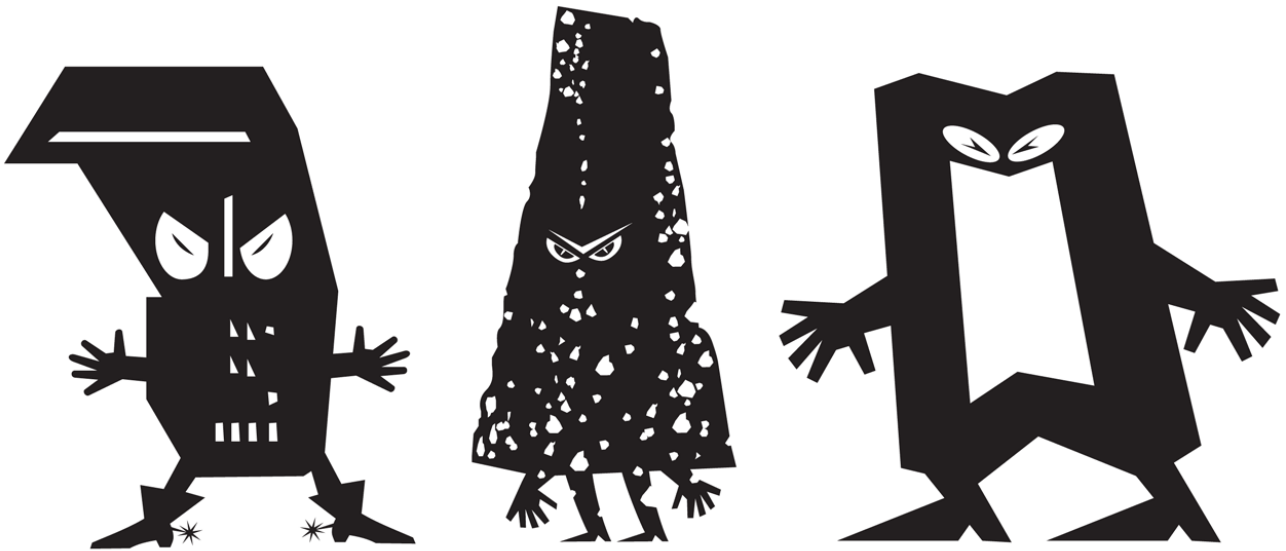
&&& Creative Ltd

Millmead Business Centre, Millmead Road, London, N17 9QU, UK

Follow Us



© 2014 &&& Creative Ltd



## Content, the book that changed the way we view architecture

The collaborative book and exhibition design by Simon Brown & Jon Link for the world-renowned architect Rem Koolhaas and architectural practice OMA.

A follow up book to the seminal architectural monograph *SMLXL* by Bruce Mau, *Content* takes you on a journey east effectively communicated 7 years of tireless labour and ideas of one of the most influential institutions and architects of our time, the [Office of Metropolitan Architecture](#) and its principle Rem Koolhaas.

*Content* challenges the idea of the architectural monograph by being a magazine slash book hybrid, with the new form being a 'mook'. A triumph of realisation focused on being immediate, cheap and throw-away, that ironically since its publication it is now valued at 40 times its original cost. The narrative flows geographically east page by page, taking the reader through projects and research, plotting the cultural shift within OMA and its think-tank AMO.

The book extended into an exhibition held at the [Neue National Galerie](#), Berlin, whereby designed pages were pulled out, becoming readable wall dividers. With the book's spray paint logo, graphics and building characters emblazoning the exhibition's narrative.

### TESTIMONIALS

"If form is content, then *Content* owes its form to designers at &&&, Simon Brown and Jon Link... &&& have had no prior experience in working with architects. And this is what makes *Content* so refreshingly impious and new..."

[engage@andandand.co.uk](mailto:engage@andandand.co.uk) | +44 (0)20 7739 2135

[www.andandandcreative.com](http://www.andandandcreative.com)

&&& Creative Ltd. Millmead Business Centre, Millmead Road, London, N17 9QU, United Kingdom

Shumon Basar MA(Cantab) AA Dipl

**“You don’t read *Content* in linear fashion, you page through it amazed, gradually acquiring Koolhaas’ ultra-cultivated taste for the bizarre.”**

Tim Appelo, Cultural Critic for the Los Angeles Times, the Washington Post and the New York Times

RELATED NEWS

**Barbican Inside Track:** [An evening with Simon Brown guiding you through the OMA/Progress Exhibition](#)

An evening at the Barbican, with Simon Brown guiding visitors through the much anticipated OMA/Progress exhibition, with his unique insight of OMA’s work and his personal experience of working with Rem Koolhaas.

"I was really lucky to get Simon Brown and Jon Link and their willingness to work so closely in our offices and create the book in a deliberately selfless way."

Rem Koolhaas, Principal OMA/AMO