

A VERY SMALL PART OF ARCHITECTURE

SAM JACOB

Sam Jacob Studio,
London, England



Highgate Cemetery
Londres, Inglaterra
2016



Adolf Loos. Mausoleo
para Max Dvorák (no
construido), 1921. /
Mausoleum for Max Dvorák
(unbuilt), 1921.

Keywords

Replica
Monument
Tomb
Loos
London

If a replica is an exact reproduction of an original from which it can be still distinguished, this project explores how much of the initial referent must be left aside in order to achieve something new. Based on an unrealized Adolf Loos design from 1921, the project reproduces its form and function while shifting its materiality and meaning, allowing a discussion *vis-à-vis* replica and original.





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Only a tiny part of architecture comes under art: Monuments. Everything else, everything that serves some practical purpose, should be ejected from the realm of art.

Only when we have got rid of the great misunderstanding that art is something that can be harnessed to a practical purpose, only when the fallacious catchphrase “applied art” has disappeared from the vocabulary of all nations, will we have the architecture of our times.

Adolf Loos, “Architecture”, 1910 (Loos, 1993:33)

Commissioned by the Architecture Foundation, Sam Jacob Studio created a replica of an unrealized Adolf Loos mausoleum in Highgate Cemetery, London (home to the graves of Karl Marx, Malcolm McLaren, George Elliot and Patrick Caulfield amongst others).

A Very Small Part of Architecture resurrected Austrian Modernist architect Adolf Loos’s 1921 design for a mausoleum for art historian Max Dvorák. Though never built, the image of Loos’ design has haunted architectural culture ever since. Here the heavy dark and masonic form is recreated at 1:1 scale using a



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lightweight timber frame and scaffold net: a ghostly reenactment of an unrealized architectural idea.

It takes its title from Loos' essay *Architecture* (1910) in which he argues that "only a very small part of architecture belongs to the realm of art: the tomb and the monument."

Built within Highgate Cemetery, amongst the many monuments and memorials to the dead, *A Very Small Part of Architecture* makes a different kind of memorial. Not one dedicated to a person, an event or a moment in time, not designed to remember the past but instead to imagine other possibilities, altered presents and alternative futures.

The project is the latest in a series by Sam Jacob Studio that explore the role of the replica and the copy in architecture and design. It also includes the public artwork *mk Menhir*; *Dar Abu Said*, a 3D scanned replica of a shelter from the migrant camp in Calais shown at the Venice Biennale; as well as *Twice Removed*, a collaborative design process currently shown at Etage Projects, Copenhagen. **ARQ**





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Arquitectos / *Architects*: Sam Jacob Studio
Cliente / *Commissioner*: Architecture Foundation
Ingeniería / *Engineering*: AKTII
Ubicación / *Location*: Highgate Cemetery, London, England
Año / *Year*: 2016

Bibliografía / *Bibliography*

LOOS, Adolf. *Escritos II*. Madrid: El Croquis Editorial, 1993.

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Sam Jacob is principal of Sam Jacob Studio, a collaborative architecture and design practice that spans scales and disciplines, ranging from master planning and urban design through architecture, design and art projects. Founding director of FAT Architecture, has exhibited at galleries and museums including the Victoria & Albert Museum in London, the MAK in Vienna and the Biennale. He is also contributing editor for *Icon* magazine and columnist for both *Art Review* and *Dezeen* and a regular collaborator for institutions such as MoMA, the Southbank Centre and the Soane Museum. Jacob is Professor of Architecture at the University of Illinois at Chicago, visiting Professor at Yale School of Architecture and Director of Night School at the Architectural Association.