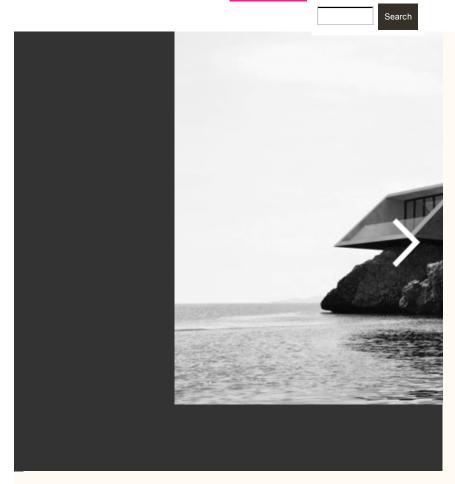
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CONTEMPLATIVE SMALL VILLAS DESIGNED BY LAD

DESIGN // Thursday, 17 Jul 2014



We are loving LAD, <u>Laboratory of Architecture and Design</u>, an architecture studio founded in 2006 by Simone Lanaro and Francesco Napolitano and based in Rome.

LAD IN SEVEN POINTS

- 1. The value of architecture is the value of its concept. The more recognizable the concept is, the more appreciable its final result will be.
- 2. In Architecture, the idea is expressed through construction; the objective of the project is always its realization.
- 3. The aim of Architecture is not the glorification of the Designer or the Client.
- 4. Architecture is respecting tectonic, not denying it; Architecture is order, not chaos.
- 5. The project's concept is meant to trigger a sound process in an artistic, economic, environmental and social way.
- 6. Design implies the inevitability of change.
- 7. Design regards all scales. The detail is as important as the whole: the result has to be reached both generally and particularly, without giving priority to one need at the expense of the other one.

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