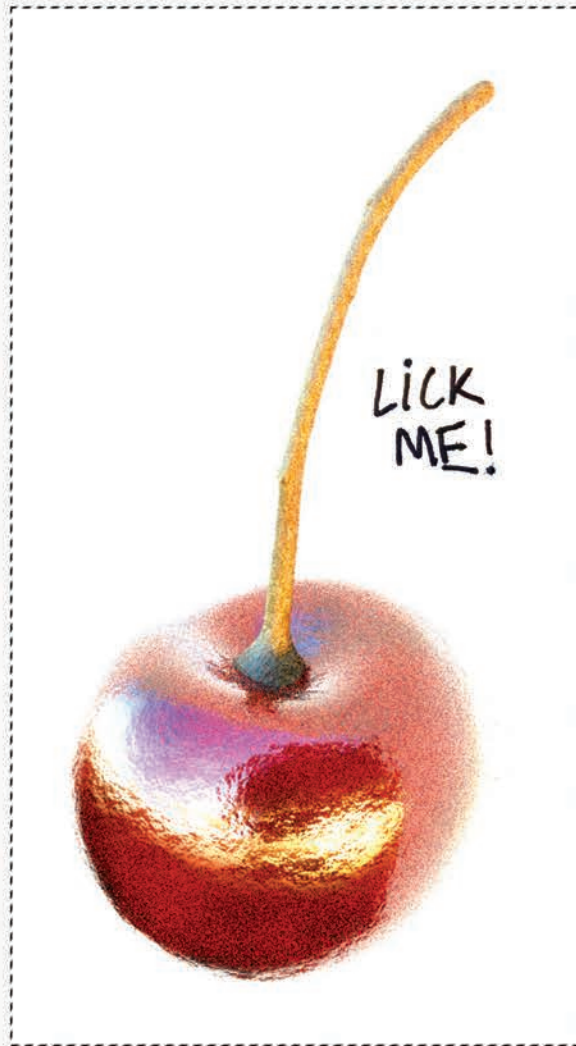



the point.

'LICKABLE WALLPAPER'



What would you like to generate? (Optional) ... Cancel  KR3N.



the point. 02

LICKABLE WALLPAPER



Architecture exists as an economy of images.

"It tastes so real!"

In a small room, the sides rendered with a lickable wallpaper, Willy Wonka's guests are seduced by the 2D fruits of his creation. As they lick, the images of strawberries "taste like strawberries, the bananas taste like bananas"

The production of architecture leans on images to convey a taste of buildings. As the images become more descriptive, the building becomes realer and realer. Curious. For their branding, reputation, and legacy, **images are as important to architects as buildings.**

But architecture consumes as many images as it produces, and the expansion of digital culture and artificial intelligence is subverting the position of imagery within architectural production. Clickable wallpaper is created, used, and consumed before the building has even been conceptualised.

The following projects question the importance of visual material in the production and consumption of architecture; drawing from a plethora of mediums and a breadth of typologies.

"We are the music makers, and we are the dreamers of dreams"

KR3N. presents:

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SALA BECKETT

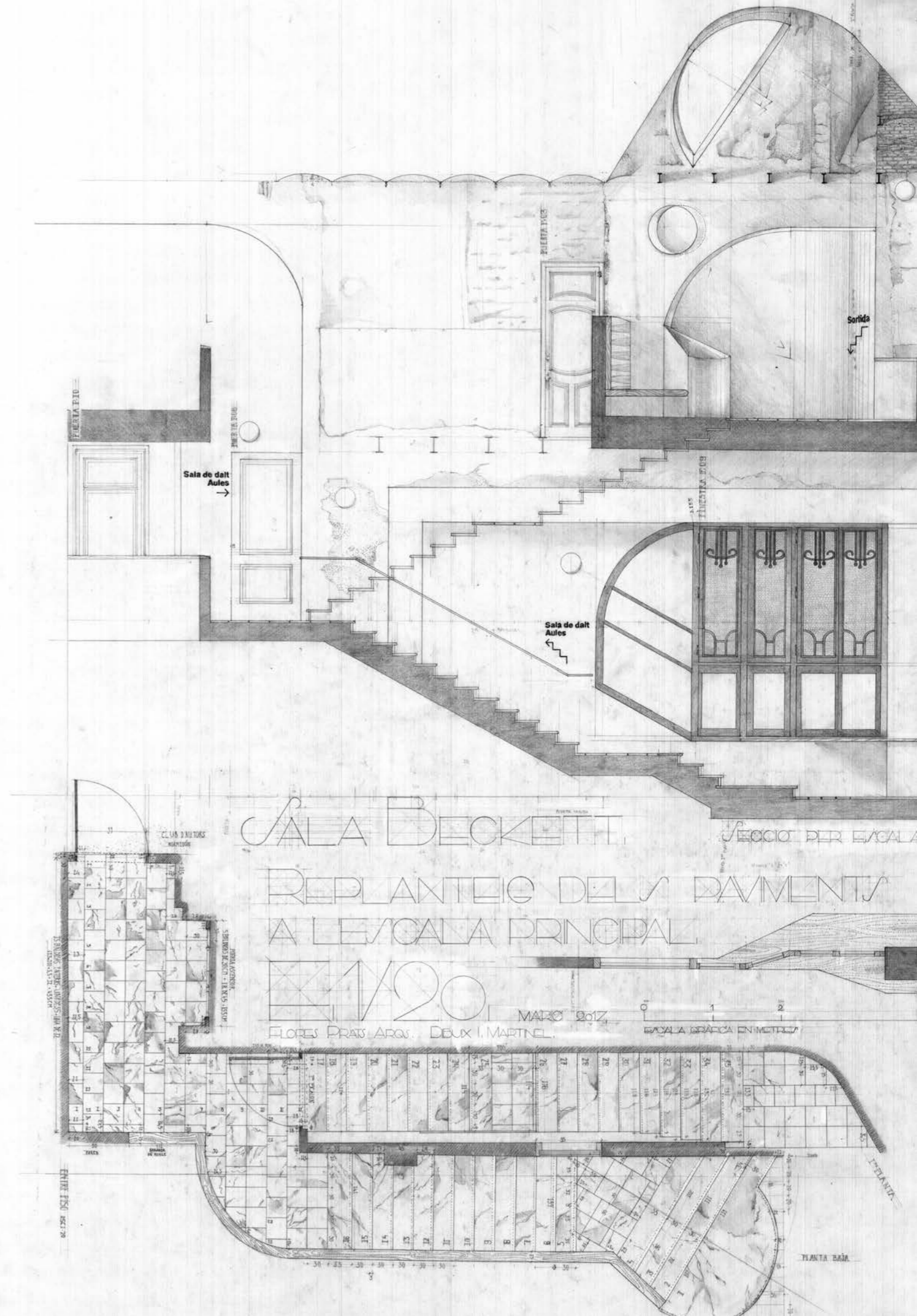
Flores & Prats

The Sala Beckett is a theater, but above all it is a space of creation and encounter. It is not a listings theater, that is, it does not open its shutters ten minutes before the performance begins and close them again as soon as the audience has left. It is a space that opens its shutters first thing in the morning and where things occur, things are 'cooked', throughout the day. This notion of cooking is what led us to find this combination with the "Obrador" or workshop space, which essentially explains that Sala Beckett is a theater that puts on plays and also cooks, shapes, experiments, searches, manipulates with time, and with a certain relaxation. Set apart from the rhythm of the industry or the culture of leisure, it aims for the training of playwrights and the presentation of performances to be two sides of the same coin.

Plan and Section of the Main Stair. / Courtesy of Flores & Prats. ▶
 Arrival under the arch and skylight. Photo by Adrià Goula. / Courtesy of Flores & Prats. ▼



LICKABLE WALLPAPER



■ Visiting the abandoned building of the Cooperative Pau i Justícia for the competition of the new Sala Beckett was like entering a time tunnel, going back in time to when it was used as a place for meetings, socializing and parties, and housed a small theater. It still preserved much of the decoration on walls, ceilings and floors, which helped us to understand the different occupations that the building had: hydraulic mosaic floors; wooden carpentry with glass and marquetry, well cared for and in good condition; cornices and rosettes in the rooms... This decoration accompanies spaces of large dimensions, unusual for Barcelona if it were not for the fact that we are in an area with an industrial past, where the most common construction are warehouses and factories. The dimensions and structure of this Cooperative are also those of an industrial building, but it is the decoration that makes them spaces for celebrations. Despite being abandoned, we found a building whose walls were still loaded with history and emotions that the project could therefore incorporate, recovering for the new Sala Beckett a place that was present in the collective social memory of this neighbourhood, thus maintaining its spirit, its vast collection of memories lodged in its spaces, so that it reintegrated naturally into its cultural dynamics and that the neighbours, many of whom had been members of the cooperative, could recognise themselves in it.

Old and new windows connecting the Bar with the Vestibule. Photo by Adrià Goula. / Courtesy of Flores & Prats. ▼

■ The state of ruin in which we found this building interested us, not to return it to its initial state but to carry the ruin forward, and to make it participant, with its unfinished character of superimposed periods, in a new reality that would continue to be updated on this foundation. For the director of the Sala Beckett, the "ghosts" of the building are a help in developing experimental theater activity, with actors and playwrights finding inspiration in the history contained within these walls. For them, it will be easier to approach that open story, to touch those walls and act on them if they need to. The challenge of this project was to adapt the building to its new use without banishing its ghosts.



KR3N

(Pronounced: kren)

www.kr3n.com

1. We are a **London-Vienna** based studio.

2. The built environment plays an active role within its diverse ecosystem. There is a social necessity for design to strengthen community and contribute to culture. Fusing fiction with fabrication we seek planet conscious architecture that is both intelligent and a pleasure to engage with. Using forward looking methods of architectural expression, we look to **design, improve and sustain** the experience of our shared environment.

KR3N. Kren

Kren, a horseradish sauce, is a popular condiment in Austrian dishes. Its sharpness adds depth and complexity to the taste profile of foods it accompanies. Here's a simple recipe to make your own **KR3N.Kren** at home:

Ingredients:

(x1) cup grated fresh horseradish root
 (x0.25) cup white vinegar
 1.5 (x1) teaspoon salt
 (x1) teaspoon sugar

Do THIS IN WELL VENTILATED AREA, THE FUMES CAN BE STRONG AND MAY CAUSE IRRITATION TO YOUR EYES AND NOSE.

Instructions:

- 01 Peel the horseradish root and grate it finely using a grater or food processor.
- 02 In a bowl, mix together the grated horseradish, white vinegar, salt, and sugar until well combined.
- 03 Transfer the mixture to a clean **KR3N.Kren** glass jar and tightly fit the lid.
- 04 Store the **KR3N.Kren** in the refrigerator for at least 24 hours before serving to allow the flavors to meld together.
- 05 Serve the **KR3N.Kren** as a condiment with meats, fish, sandwiches, or as a flavor enhancer in other dishes.

Adjust the ingredients to suit your taste preferences.

Some people like their kren spicier, so you can add more horseradish or adjust the amount of vinegar, salt, and sugar accordingly.

Enjoy your homemade **KR3N.Kren**!

the point. 02

LICKABLE WALLPAPER

01. KR3N

02. Bompas & Parr

03. Flores & Prats

04. Holloway Li

05. ODAiA Design Studio

06. John Clayson

07. David Kohn

08. BC Architects

09. Ivy Aris & John Clayson

10. Andrei Dinu

11. Hazem Talaat

12. Louis Duvoisin

13. Joseph Zeal-Henry & Deborah Garcia

14. Lion Tautz

15. Chadha Ranch + Non Office

LONDON_VIENNA WINTER 2024

From KR3N.

John Clayson

Andrei Dinu