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THE GREAT INDOORS

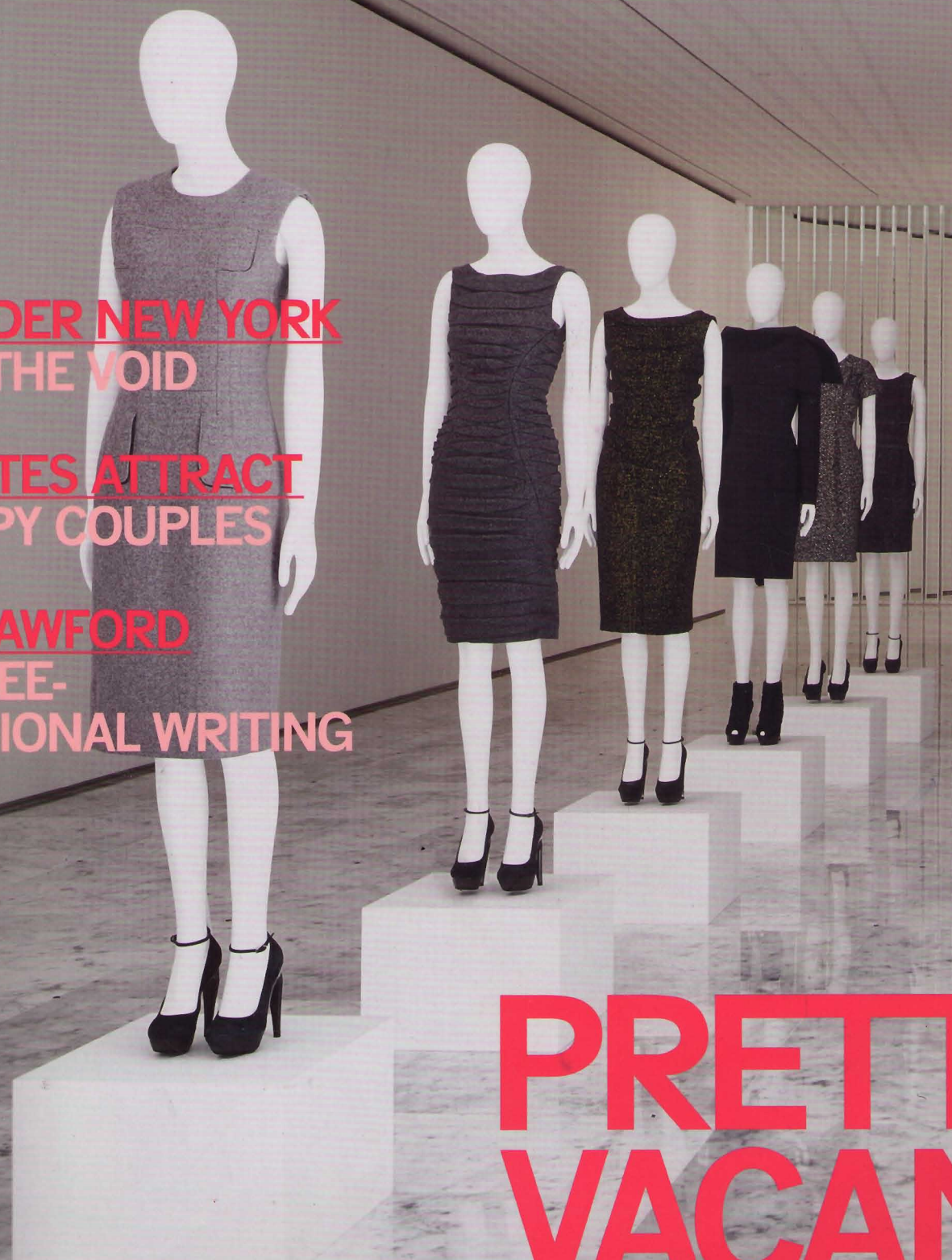
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JIL SANDER NEW YORK  
ENTER THE VOID

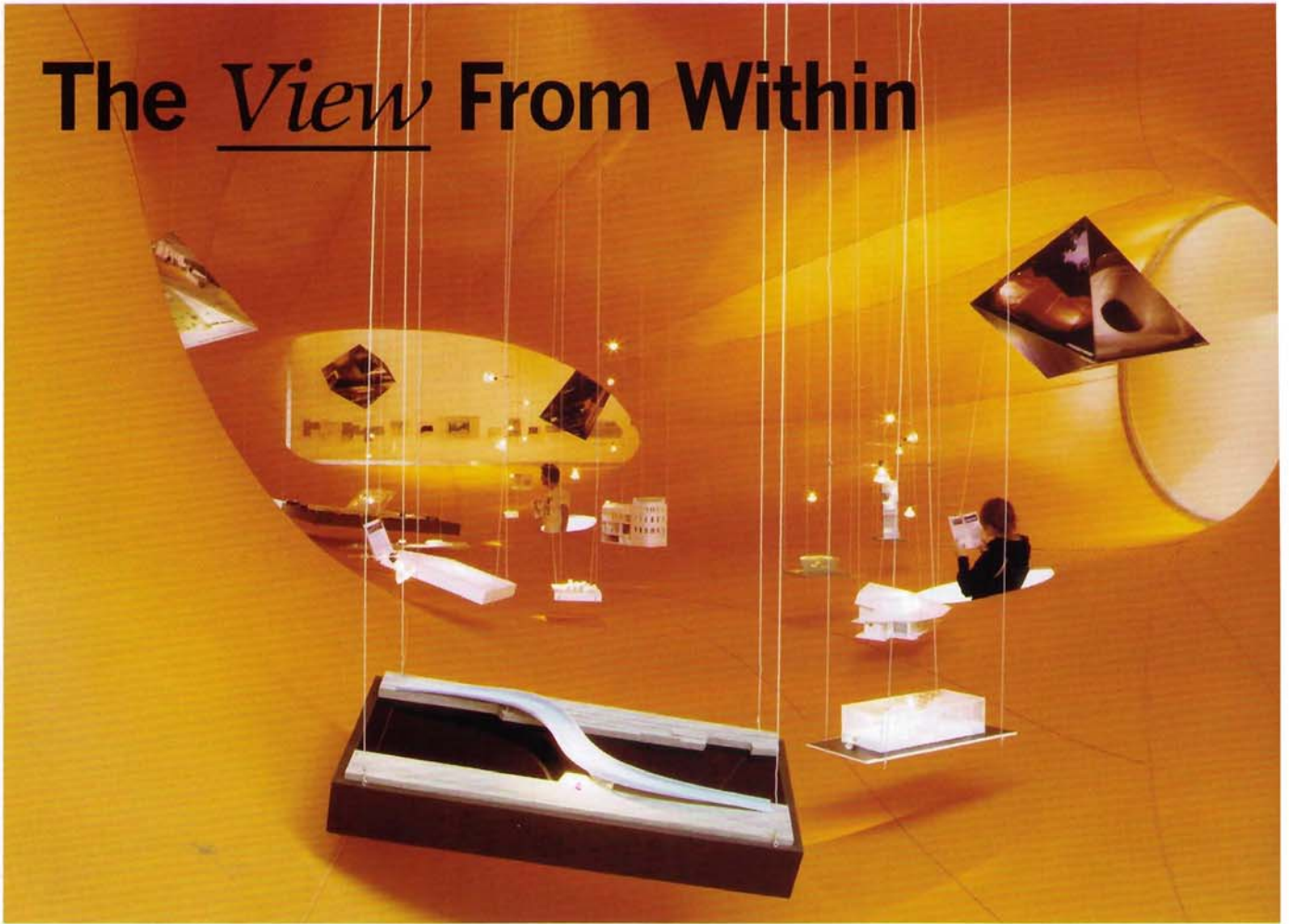
OPPOSITES ATTRACT  
16 HAPPY COUPLES

ILSE CRAWFORD  
ON THREE-  
DIMENSIONAL WRITING



# PRETTY VACANT

# The View From Within



**Design** Magma Architects  
**Exhibition** Head In / Im Kopf  
**Venue** Berlinische Galerie  
**City** Berlin  
**Duration** Four months

Head and shoulders above visitors to the Berlinische Galerie, Magma Architects' aptly titled Head In installation – the 11<sup>th</sup> exhibition of the gallery's jetzt/now series, a project devoted to contemporary art and architecture and those who create it – featured an orange expanse of stretchy fabric that enveloped walls and partially concealed the ceiling. Models of Magma's proposed and realized projects hovered inside the curvaceous translucent volume, which was punctured here and there by spherical openings on its underside that invited visitors to view the interior. Not ones to prevent anyone from taking a peek, the architects positioned several step stools on the floor beneath these portholes for those not tall enough to see unaided. In a process done with neither drawing board nor computer, Magma took an empirical approach to the development of its

custom-made spatial structure, an operation that entailed extensive experimentation with material, form, light and colour. The studio often bases its designs on complex geometric shapes devised to generate unexpected experiences for users. Since architectural models and drawings of complex structures are not easy for many laypersons to understand, Magma crafted a display for the Berlin exhibition that characterized the way its architects work. Testament to the success of the installation is the second prize the exhibition received from contractworld.award 2008.

Words [Clare Lowther](#)  
 Photos [Johanna Diehl](#)



Head Over Heels: Magma Architects' Head In exhibition showcased the firm's projects inside a vast expanse of orange fabric that formed an organic volume hanging in midair.