

AUSTIN + MERGOLD

# PEA PRIZE EXHIBITION

Philadelphia Emerging Architects Prize  
Center for Architecture  
The American Institute of Architects  
1218 Arch Street, Philadelphia PA 19107

March 18 - April 12, 2013

© Austin + Mergold with Marc Krawitz

A+M present four years worth of creative work - built, in-progress and contemplative - organized as a landscape of the newly formulated classification of contemporary human habitation: SURAL™ and RURBAN™.

About SURAL™ and RURBAN™:

*Traditionally, the vast majority of non-urban building in the us happens both without architects and without clear continuation of the vernacular tradition; and this territory has remained outside of any architectural discourse. The attributes and amenities of urbanity are spreading further into suburbs, and rural living finds its way into cities. We wonder what shapes this architecture. The clarity of traversing a city, suburb and countryside is now being replaced by a gradient - a hybrid condition of all three territorial designations. This resultant - the in-between- which manifests itself in multiple scales, media and cultural experiences- is a bizarre, almost surreal, liminal condition sculpted by both local and global metrics. Since the old designations - rural, suburban, urban no longer apply here - we call for a new classification: sural™ and rurban™ as the extreme end of the same gradient range.*

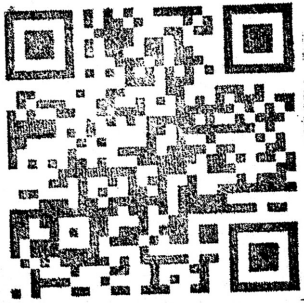


PRESSRELEASE



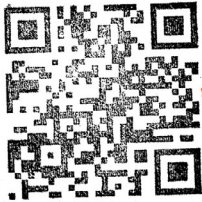
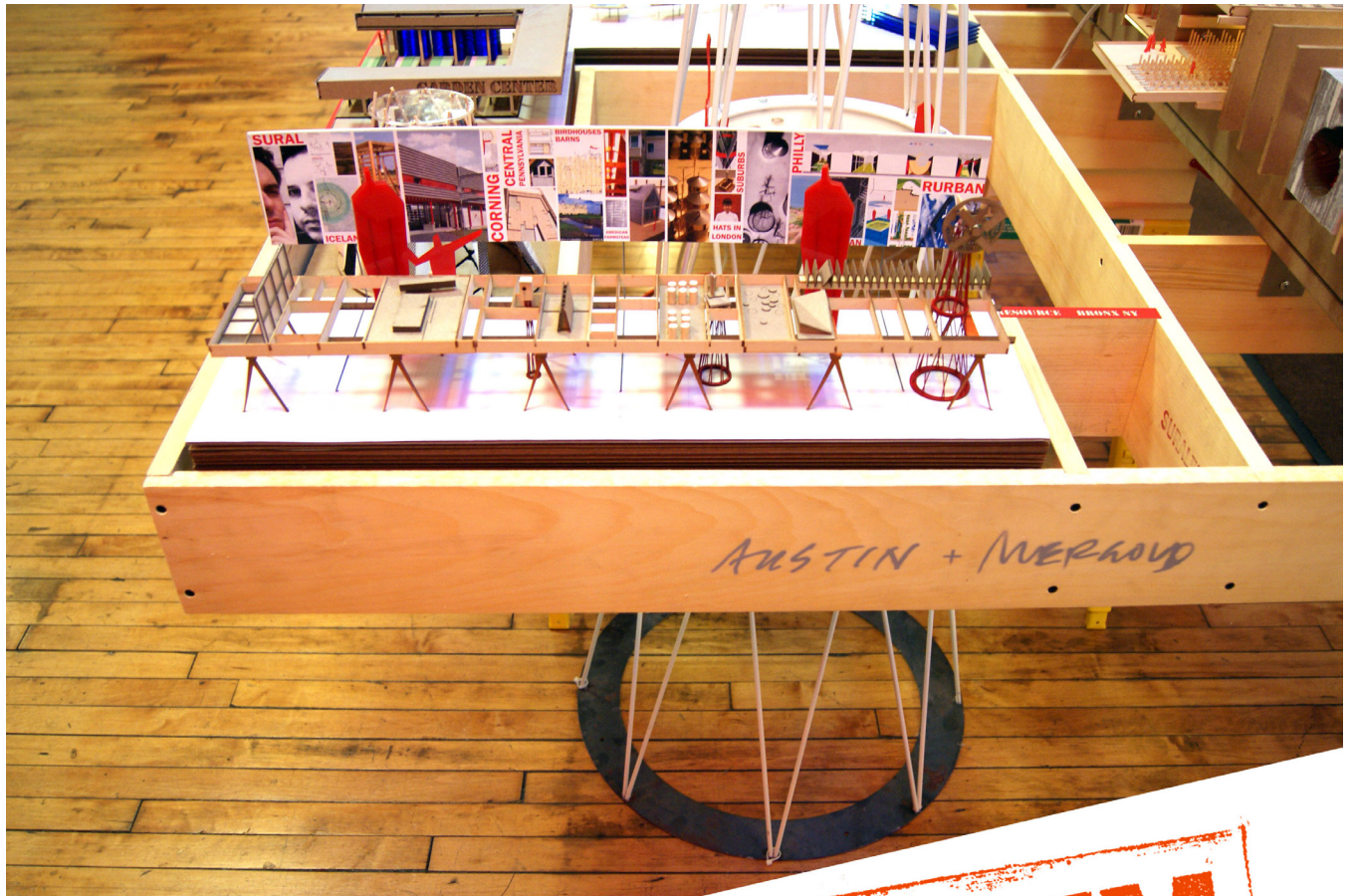
RURBAN™

SURAL™





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**SURAL™**  
**RURBAN™**

Photo by Spencer Lapp

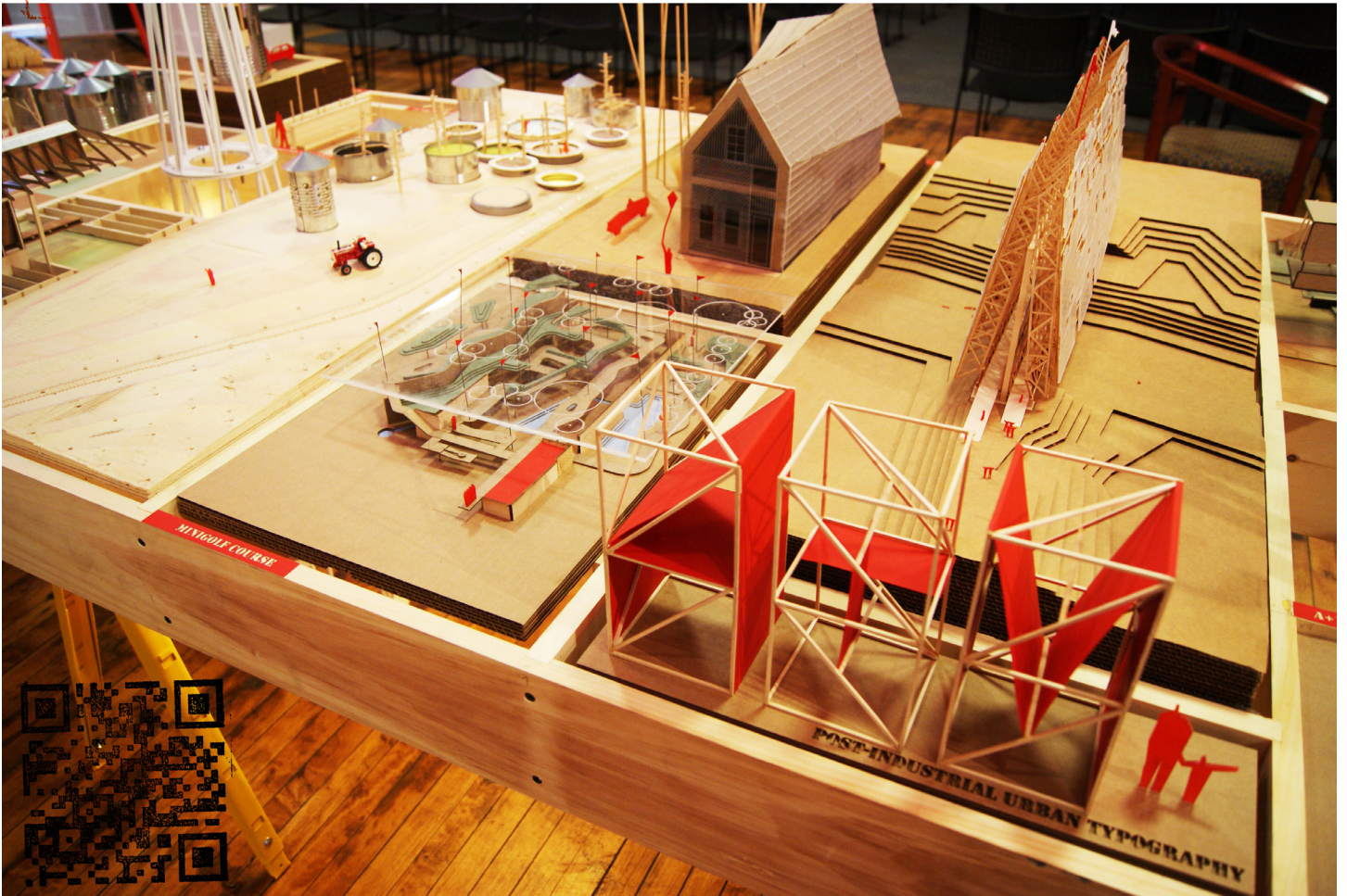
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[www.austin-mergold.com](http://www.austin-mergold.com)



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# SURAL™



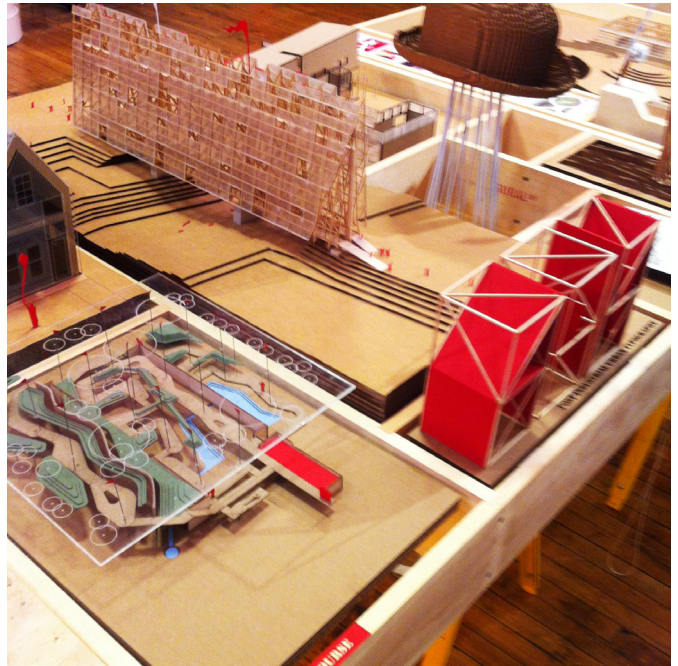
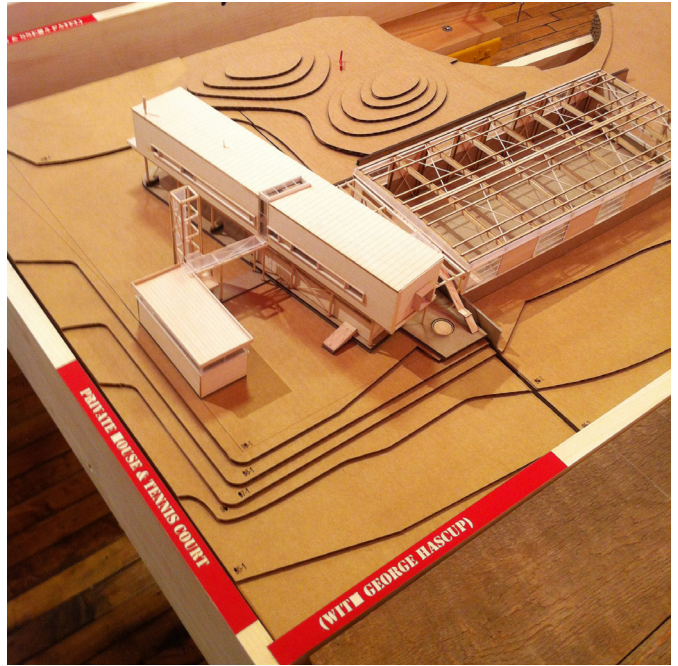
# RURBAN™

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**ON THE GRID**

With the spirit of innovation, Austin made the city an international hub for the creative and entrepreneurial. The city's unique character is a result of its history, its culture, and its people. The city's growth is a result of its location, its climate, and its people. The city's future is a result of its vision, its leadership, and its people.

**Gowanus Low Line**  
**B.Y.O.B. Build Your Own Bridge**

A community bridge experience for environmental education and promoting local ownership.



**CONCEPT**

The bridge spans over the stream with two main spans. It also has two cantilevered bents that are actually part of the bridge's main structure. The bridge is designed to be a landmark and a community asset. It is designed to be a landmark and a community asset. It is designed to be a landmark and a community asset.




**DESIGN**

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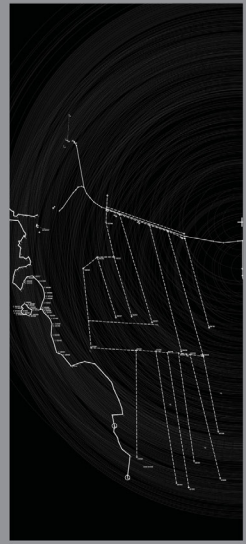


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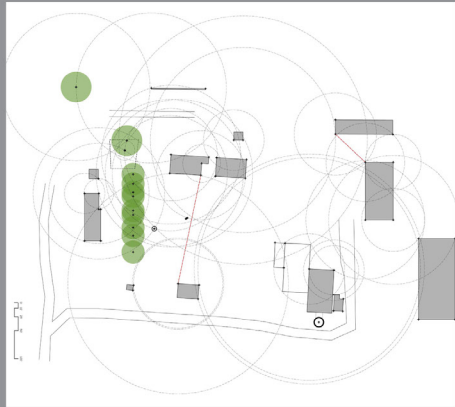
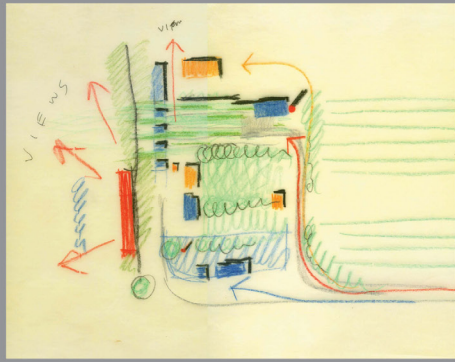


**PHOTO COURTESY OF MORGAN ARCHITECTS**

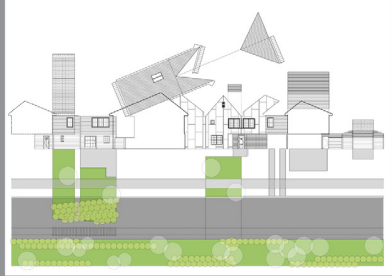
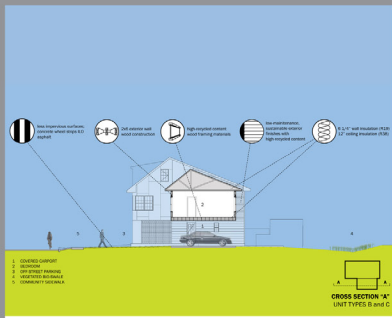


**SURAL™**









**DOMUS AVICULUS PHILADELPHICUS**  
BRIDGE OF THE WREN (ARCHITECT AND KAPLAN) AT PARK  
A PERFECT FOR ART BY THE OPEN 2019

**House Wren**  
PROLOGUES ARCHON

**DESCRIPTION**  
1. 4.75' W. OF 1.0' 0.39' 0.2'

**HABITAT**  
OPEN FOREST EDGES, OPEN WOODLANDS, SWAMPS, CITY PARKS, AND SUBURBAN WILDS. (SEE AN APPROPRIATE SITE BY SELECTED, THE WRENS FILL THE NEST CAVITY WITH COARSE BRUSH, STICKS AND GRASS. THE NEST IS LINED WITH FEATHERS, WOOL, HAIR OR CARBON.)

**HOUSE PREFERENCES**  
SOIL FLOOR: 4' x 4'  
SOIL HEIGHT: 4' x 4'  
ENTRANCE HT.: 4' x 4'  
ENTRANCE DIA.: 2' x 2'  
PLACEMENT: @ 0.35'

**WREHOUSE**  
PROLOGUES ARCHON

LEVEL 1 LEVEL 2



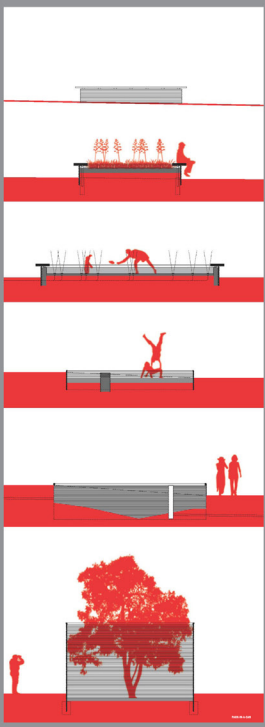

# ARCHITECTURE

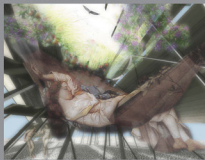



SLOW ARCHITECTURE



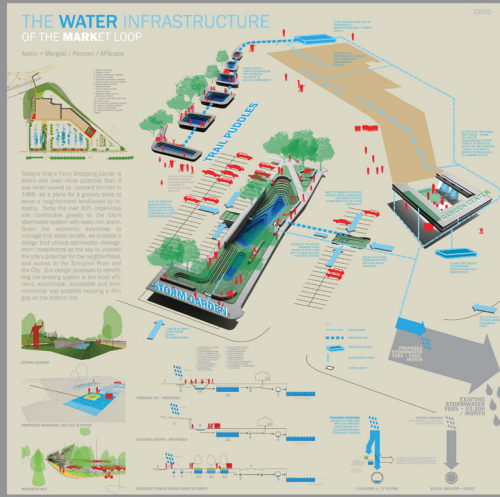
INERACULTURE










### THE WATER INFRASTRUCTURE OF THE MARKET LOOP

*Austin + Mergold / Parsons / AP/Case*







## RURBAN™

TRADITIONALLY, THE VAST MAJORITY OF NON-URBAN BUILDING IN THE US HAPPENS BOTH WITHOUT ARCHITECTS AND WITHOUT CLEAR CONVICTIONS OF THE TERRACONICAL TRADITION, AND THE TERRITORY HAS REMAINED OUTSIDE OF ANY ARCHITECTURAL DISCOURSE. THE ATTRIBUTES AND AGENCIES OF URBANITY ARE SPREADING FURTHER INTO SUBURBS, AND RURAL LIVING FINDS ITS WAY INTO CITIES. WE WONDER WHAT SHAPES THIS ARCHITECTURE. THE CLARITY OF SUBURBAN LOTS, SUBURBS AND CONTEMPORARY IS NOW BEING REPLACED BY A GRADIENT - A HYBRID CONDITION OF ALL THREE TERRITORIAL DESIGNATIONS. THIS RESULTANT - THE IN-BETWEEN - WHICH MANIFESTS ITSELF IN MULTIPLE SCALES, MEDIA AND CULTURAL EXPERIENCES - IS A BIZARRE, ALMOST SURREAL, LINGUAL CONJUNCTION SCULPTED BY BOTH LOCAL AND GLOBAL METRICS. SINCE THE OLD DESIGNATIONALS - RURAL, SUBURBAN, URBAN NO LONGER APPLY HERE - WE CALL FOR A NEW CLASSIFICATION: RURAL™ AND RURBAN™ AS THE EXTREME END OF THE SAME GRADIENT RANGE.

**SURAL™**



**RURBAN™**





## About A+M

Founded in 2007 in Philadelphia, Austin+Mergold LLC is an architecture, landscape and design practice.

We see our work process as slow architecture. Believing that it is preferable to rethink and repurpose existing resources than to tap new ones, we infiltrate existing systems that are responsible for built form, rather than reinvent the wheel each time. We explore local vernacular conditions to discover how an efficient (and economical) reconfiguration of available materials, forms and methods, informed by the latest advances in technology, can result in an improved quality of life for communities and individuals. For us, this is sustainable design—both vis-à-vis the environment and our own business—and it is particularly well-suited to the twinned economic and ecological crises that we face today.

Collectively, A+M has extensive experience in a multitude of disciplines (architecture and landscape, graphic and interior design, development and construction). We thrive on solving design problems around multiple obstacles: time and budget constraints, common (often, unglamorous) materials and long-established local methodologies.

A+M is a winner of 2010 New York Architecture League Prize for Architects and Designers (fka Young Architects Prize) and the 2012 Philadelphia AIA Emerging Architects Prize. A+M's work has appeared in BLDGBLOG, The Architect's Newspaper, Domus, The New York Times, The Philadelphia Inquirer, Cornell Journal of Architecture, 306090 and other publications.

