

Press Release Wednesday July 25, 2007

***SubUrban to SuperRural:* Ireland's Exhibition at the 2006 Venice Architecture Biennale**



On View in Dublin For the First Time

***SubUrban to SuperRural*, Ireland's highly praised entry in last year's Venice Architecture Biennale, can be seen in Dublin for the first time from August 2 to 29 in the OPW Atrium on St. Stephen's Green as it nears the end of its incredibly successful national tour.**

Having already visited Belfast, Cork and Kildare County Council's headquarters in Naas, the exhibition will be formally opened in Dublin on Thursday August 9th with a reception hosted by Mr Seán Benton, Chairman of the Office of Public Works.

SubUrban to SuperRural takes a radical look at where we are going to live in the coming decades. An ambitious exhibition, curated by FKL Architects, it looks ahead at the next 25 years at our national pre-occupation with living on the land beyond the city's hold and arrives at some startling predictions and possible solutions for the next generation.

What might an alternative Ireland look like in 2030? Seaside holiday villages that are only visible when occupied, floating cities complete with shopping and leisure amenities and an efficient railway infrastructure that will halve the commuting time across the country are just some of the new and innovative ideas to emerge from the nine Irish architectural practices involved.

Shane O'Toole, Ireland's Venice Biennale commissioner, says: *'More and more people are feeling increasingly stretched as they attempt to juggle the demands of workplace and home and seek a balance between their standard of living and their quality of life. FKL's exhibition poses serious challenges for Ireland's policy makers and highlights the vital importance of extending our national planning horizon from the lifetime of a single government to 25 or 50 years from now. If we don't do it, and do it now, we will squander the benefits of the Celtic tiger era and fail our children and grandchildren miserably.'*

SUPPORTED BY

Architectural Association of Ireland. The Arts Council/An Comhairle Ealaíon. Department of the Environment, Heritage and Local

45 Merrion Square Dublin 2
T: +353 1 6633055
info@lovingarchitecture.com

SubUrban to SuperRural, widely acknowledged as one of the key exhibits of the 2006 Venice Architecture Biennale, highlights Ireland as a global case study in extreme suburbanisation, but FKL's well-chosen motto also offers hope that the modern regeneration of nature might replace the fragmentary degeneration of the city.

Richard Burdett, Director of the 2006 Venice Architecture Biennale, said of *SubUrban to SuperRural*: *'The context of the planet becoming more urban by the day is extraordinary: for the first time, more than 50% of the world's population now live in cities. What is fascinating about the Irish story is the erosion of rural space, and the fact that the Irish exhibition has dealt with this issue is polemical. To see this exhibition that hits right on the mark of the Cities, Architecture and Society theme makes me very happy, and I feel it is one of the key exhibits in [the] Biennale'*.

The exhibition's Irish tour, presented by the Irish Architecture Foundation and Culture Ireland and supported under the Arts Council's Touring Experiment, is intended to offer plenty of food for thought and spark debate here at home among the general public about how we can improve our quality of life.

A 24-page large-format exhibition brochure will be available free of charge at the exhibition venue.

The *SubUrban to SuperRural* exhibition will end its tour after Dublin at the University of Limerick, where it will be on show during September and October.

For more information, contact

Annette Nugent annettenugent@iol.ie +353.86.6820971
Or visit www.architecturefoundation.ie