

**HM** SETH MCDOWELL



Dear Architecture,

Close your eyes. Do not flip through the glossy spreads of *El Croquis*. Do not search Google. Put a bag over your head and become blissfully ignorant. This is the only way to remain authentic. This is the only way to maintain some resemblance of relevance. PLEASE EMBRACE THE EXCEPTION RATHER THAN THE GENERAL.

Architecture—you are a victim of globalization. You look the same in China as you do in Alabama. You have mastered the game of imitation. You have mastered the game of importation. You have joined in the homogenous mission and I now struggle to decipher any appearance of cultural identity.

I beg you, architecture, to stop! I beg you to close your browser. I beg you to discontinue your subscription. I beg you to remove yourself from the oversaturated information age. Instead, look no further for inspiration than the shadow you cast.

Perhaps if you remove yourself from the global distribution and consumption system you will encounter an invigorating level of originality. You will become Mr. Unfindable Architecture. There will be no Google entry for Mr. Unfindable Architecture. There will be no Pinterest board for Mr. Unfindable Architecture. Mr. Unfindable Architecture is the exception, the special occurrence, the outlier.

Architecture—you will become the exception to “the building.” You will be the manifestation of a particular person, culture or time and not merely the regurgitation of general, generic practices and principles. You will establish yourself as the anomaly.

Architecture—you cannot solve the urgent matters of the world—you have your limitations. It is in your nature to create more problems than you can solve. Your value lies in the ability to offer difference within a homogeneous context. My hope is that Mr. Unfindable Architecture will accept this responsibility and work to celebrate the condition of the exception as a rare moment of authenticity.

I sincerely hope you will accept my challenge Architecture. I hope you will ignore trends and avoid clichés. I hope you will re-emerge as an unconscious, stunningly unique hero. I cannot wait to meet you Mr. Unfindable.

Yours truly,  
The ‘Pataphysician