



Project author or developer:  
**Bjarke Ingels**

Where:  
**DK / Danimarca / Copenhagen**

Website:  
**[www.big.dk/#projects](http://www.big.dk/#projects)**

BIG is a Copenhagen and New York based group of architects, designers, builders and thinkers operating within the fields of architecture, urbanism, research and development. The office is currently involved in a large number of projects throughout Europe, North America, Asia and the Middle East. BIG's architecture emerges out of a careful analysis of how contemporary life constantly evolves and changes. Not least due to the influence from multicultural exchange, global economical flows and communication technologies that all together require new ways of architectural and urban organization. We believe that in order to deal with today's challenges, architecture can profitably move into a field that has been largely unexplored. A pragmatic utopian architecture that steers clear of the petrifying pragmatism of boring boxes and the naïve utopian ideas of digital formalism.

In our projects we test the effects of size and the balance of programmatic mixtures on the triple bottom line of the social, economic and ecological outcome. Like a form of programmatic alchemy we create architecture by mixing conventional ingredients such as living, leisure, working, parking and shopping. By hitting the fertile overlap between pragmatic and utopia, we architects once again find the freedom to change the surface of our planet, to better fit contemporary life forms. In all our actions we try to move the focus from the small details to the BIG picture.

