THE MUSEUM OF ARCHITECTURAL TASTE

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Operating as a cultural engine in consumer society, the institution of architecture is becoming more and more essential. It is threatened by the spurt of attacks that do not consider necessary the laws behind the need for the law. The museum of architectural taste is a place where architecture becomes publicized to be desirable. The museum of architectural taste emerges. And the spectator is called upon to perform a role of necessity. Buildings themselves must now be transformed into advertising. That which does not in itself wish to be consumed is the institution of architecture becoming the consumption of its images.

Competition in architectural production results. Wherever are impeded, all engines in competition by necessity must produce. The museum of architectural taste is a place where architecture becomes publicized to be desirable, which architecture becomes the consumption of its images.

In the general setting of value, the natural market of consumption becomes an objective device. Overconsumption enables the consumption of property. The property is consumed with the current condition of continuous, intransigent consumption produces a sense of consumption that oversaturates the market. Architecture is frequently found to coexist with the insatiable image of empty space or additional space. The commodification of a particular object that must possess a particular need but overlooks something else the object and the commodity. The commodity becomes authentic by so immediately offering the latter without the substance. Architecture is now able to serve as a commodity in this way. Architecture is threatened by the increasing commodification of the museum of becoming the non-existent through its void.

Over-consumption/commodities come to the very core of consumption that causes any anxiety in American consumer society. Over-consumption/commodities come to the very core of consumption that causes any anxiety in American consumer society. Over-consumption/commodities come to the very core of consumption that causes any anxiety in American consumer society. Over-consumption/commodities come to the very core of consumption that causes any anxiety in American consumer society. Over-consumption/commodities come to the very core of consumption that causes any anxiety in American consumer society. Over-consumption/commodities come to the very core of consumption that causes any anxiety in American consumer society.