

## WONDERLAND - New Architecture Magazine

arises from the WONDERLAND Exhibition Tour  
on sale since May 2006

[www.wonderland.cx](http://www.wonderland.cx)

**WONDERLAND - a magazine about the 'how' of the architecture profession**

*There are many Architecture magazines, nearly all of them deal mainly with the "what": what is being built, planned or celebrated. WONDERLAND is a new type of magazine, one which does not feature a single building, focusing instead on the "how" of the Architect's every-day life. It is a manual published in instalments, appearing over the course of the next few years, dealing with questions and problems from within the industry.*

The WONDERLAND magazine uses the knowledge gained by the editors through their participation in the „WONDERLAND architecture network“. The network developed from the EU-supported travelling exhibition of the same name (2004 to 2006), that was created by a group of 11 Austrian architectural teams and has now grown to incorporate 99 teams from nine European countries. **WONDERLAND magazine serves as a platform for the exchange of ideas and experiences between architects at different starting points, using different strategies. An exchange that normally could only thrive in the limited arena of personal relations.**

All of the 99 participating teams on the WONDERLAND exhibition tour completed a wide ranging 37 point questionnaire. The results were used to gain an insight into the status-quo of young European architects. Although nothing concrete can be said, they serve as a very interesting snap-shot and basis for discussion.



The „**Getting Started**“ chapter kicks off a chronological progression, examining how to start up an architecture office. Possible answers and starting points are presented across three chapters: the first chapter „Choosing a Location“ discusses the pro’s and contra’s of a city versus country office location. “Finding Your Profile” presents various experiences and strategies. The third part, “Staying In Business”, deals with the problem areas of Money, Quality and Time.

The WONDERLAND magazine will be published in English due to its European network and the international character of its readers. Articles will feature guest experts and specialists on particular topics.

The magazine’s structure is a loose order of interviews, reports, statistics and articles.

WONDERLAND is a surprisingly entertaining and enjoyable read, while still delivering a host of information. This succeeds, not only through the well researched and authentic texts, but also because of the fantastic graphic design by the Austrian “Drahtzieher” agency winners of a competition for the graphic design of the magazine.

The magazine is a growing network, where people are invited to contribute articles, ideas and suggestions.

## DATA

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