

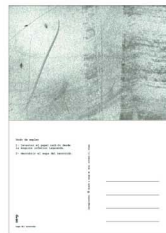
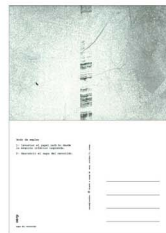


/map1: MADRID-  
BARCELONE/

/map2: MADRID-  
STOCKHOLM/

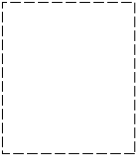
/map4: MADRID-  
PARIS/

/map5: MADRID-  
MILAN/

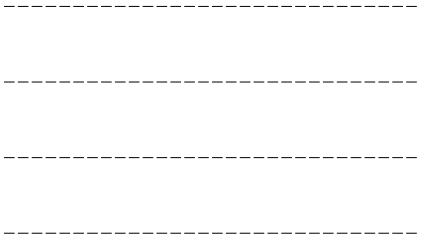


**"ARCHI-GEOGRAPHY" NEOLOGISM FOR CHICAGO.**

**[First Prize] Zoom: Neologism for Chicago. ETSAM and Spanish Department of Public Works. Presented at the IIT**  
 //////////////////////////////////////  
**Size:** 10x15 cm // **Type:** Postcard //  
**Structure:** carbon paper over cardboard // **Project description:** Zoom competition" asked for the definition of four invented words: archi-geography, eco-materic, neo-explorer, proto-tourist, over postcards. Five postcards covered with carbon paper werw sent to five addressees who lived in five different cities: Barcelona, Stockholm, Paris, Salamanca and Milan. The addresse's action was about detaching carbon paper from bottom right corner and uncovering the travel map.////////////////////////////////////



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**2002**