

# A Manifesto for the Storefront

- We denounce the jury selections of White House Redux as unimaginatively derivative and ideologically vacuous (except for the joint 3rd prize which we sort of like).
- We announce this manifesto as a *cri de coeur* aimed at all thinkers who still believe design can change the world and that the world needs changing.
  
- We reject architectural sound bytes and visual one-liners.
- We embrace design that offers probing critique and thoughtful commentary.
  
- We stand against design that masks political detachment with snarky cynicism.
- We stand for design that is sincere and patriotic--have no fear: we are dissenters, not flag-wavers.
  
- We oppose neutral datastream and market-driven branding as design.
- We propose re-politicizing architecture to change architecture.
  
- We disregard the society of the spectacle (although we watched the VP debate at the Storefront).
- We acknowledge the materiality of the present (because at 3 a.m. wheat pasting is damn near phenomenological).
  
- We decry the reduction of architecture to cinematic effects.
- We salute the continuation of architecture that bodily inhabits the physical world.
  
- We disavow the mendacity of an architecture of complacency.
- We celebrate the audacity of an architecture of hope.
  
- We strip away postmodern laissez-faire indifference.
- We strap on modernist reformist engagement.
  
- Thus armed, we remember Corbusier's own war cry:  
"Architecture or revolution; revolution can be avoided!"

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