

# Formula New Ljubljana



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The concept 'Formula New Ljubljana' is used as a means to explore the city's development as a constant and dynamic process. Rather than being in a state of frozen identity, Slovenia's capital inspires new visions. Formulas state concepts applied to architectural products. They are used as the communication tool in the office while developing a particular product, in discussions with the client and presentations to the public. More than one product can be defined by one formula. Formulas exist regardless of typologies, program, location, budget, time of execution symbolic power, or any other parameter that outline the 'uniqueness' of an architectural product. Formulas aim to become generic phrases and to provide a user friendly tool for communicating architectural products. Formulas communicate architectural products away from their technical or typological categories. A formula captures the character of an architectural product and its effect on the observer and the user.

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