



Michel Rojkind, a "design challenger" architect

Challenge, excitement or experience are common words for Michel Rojkind, the architect from Mexico. rojkind arquitectos was considered as one of the best 10 "Design Vanguard" firms of the year in 2005 by Architectural Record, Michel is a constant invited professor at different universities and is called the "Rising Star" by Apple and Graphisoft. As a user of ArchiCAD and Artlantis, he tells us how 3D entered his architect's life.

Can you define your architectural identity ?

rojkind arquitectos seeks new directions in the architectural practice that evoke common identities through the exploration of uncharted geometries, implementing the use of new technologies and materials as well as rethinking the prevailing discourses that respond to the specific needs of the user in a playful and naïve way. I try to stay away of tags or definitions because everything is shifting all the time, and that's the main reason why we are not specialized in any particular field and therefore take on anything that is design challenging ! We do not have a set of materials, functional solutions, structural criteria's, massing explorations that we are stuck with !

What do 3D images bring to your career and your projects ?

From the start, I see 3D as a tool to make the client understand my thoughts, because I have a very good relationship with most of my clients. I try to make our journey as clear as possible so there are no misunderstanding. And then for me it became the closest way of seeing all the things that I was going to face on the construction site, it became the closest you could get to the actual physical building.

Do you draw by hand ? do you use the softwares yourself ?

Everything comes out of sketch, a photograph, thoughts written on whatever was available at the time. We use all the means possible to understand our buildings in the best way possible. I still use them but less and less, as we have so many things going on at the same time, it

would be very time-consuming if I still wanted to build the 3D model and render myself ! Even though I try to keep up, when the models are done, I go over them before the renderings ! I control everything...
I am a control freak !

How do you see your project evolving on the computer ?

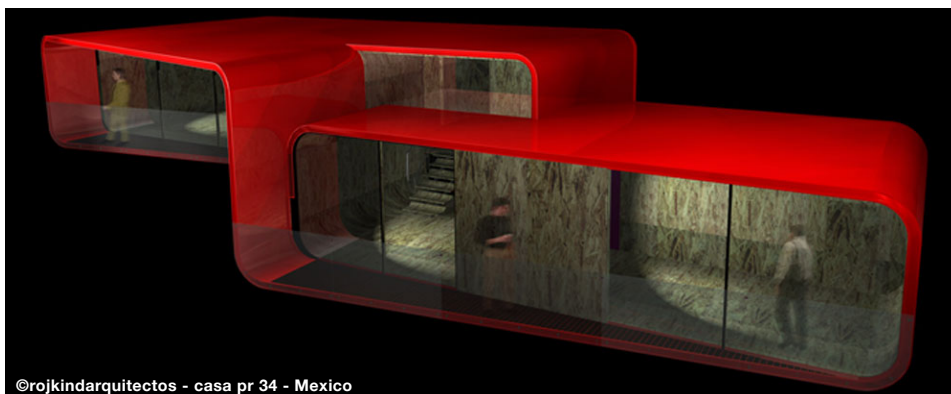
I believe architecture is about the experience of the physical space where you can smell, touch, hear, feel and see the project. And the ability to solve the construction and its details with the same magic ! But because as architects we can imagine and live these spaces in our head before construction, that to me is the driving force to browsing them until they are built, even though a lot of factors come into play for a building to see the stages of construction.

Can you quote a building that you particularly like among your realizations ?

I can tell you that all our designs have had almost the same level of enjoyment, we don't design anything that does not excite us as an experience!

How do you see your future ?

I see myself on the same evolving track trying to understand the shifts in lifestyle, the way we now work, the way cities have transformed, trying to predict what lies ahead and see what elements come to play to work with more accurate research !



Michel Rojkind

1969 : born in México City
1989-1994 : studies Architecture and Urbanism at Universidad Iberoamericana
1998 : he establishes "Adria+Broid+Rojkind"
Editor of the technology section FWD of Arquine architecture magazine.
2002 : creates rojkind arquitectos

While studying architecture, Michel Rojkind was a... professional musician who released 4 albums with Virgin records. *"Back then I was sleeping 4 hours a day, studying, doing my first design and touring ! The band gave me the economical stability to have total freedom on my design proposals that allowed me later on not to compromise my believes in what every project should be".*

links : <http://www.rojkindarquitectos.com> / <http://www.archrecord.com> / <http://www.artlantis.com>