

Substance vs. appearance

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"A new formula?" The news was greeted with enthusiasm and excitement, and occasionally with some degree of scepticism. Another one? Well yes, another one, because that is how it goes for a magazine like AA that is always looking for the best formula. And no, not just the right formula. The right word, the one that hits the spot, the one that sells copies, the one that sometimes acts as a smokescreen, like "reinventing" for instance, is a word that a magazine like AA is compelled to pin down and to examine closely. The task falls to the followers and commentators of the architectural scene to distinguish the wood from the trees, honest truth from commercial chimera. So yes indeed, a new formula, to render this vocation ever more readable. A constant: each issue will include a thematic dossier, as in this all-digital age the added value of specialised press undoubtedly lies in the juxtaposition of hypotheses around a particular issue.

The program? A first section, *Aujourd'hui (News)*, which is comprised of bite-sized texts for the impatient reader, is given over to news and AA's regular columns. Then comes the report (*Dossier*), which presents projects selected for the value of their example and according to the chosen theme, without forgetting those who designed them and brought them to fruition. Architects (*Portrait*) but also – because the head of the design team never works alone – client bodies, partners, craftsmen, labourers (*Builders, Expertise*). Allowing more space for pictures, drawings, photos of course, is another challenge for this and future issues. The selected buildings will be lavishly illustrated. As for the format of articles accompanying this selection, AA has decided to open its doors even wider to interviews with architects as well as texts written by the architects themselves. Finally, because stepping outside their field of activity is how architects enrich their work, the last section of the magazine is dedicated to these essential wanderings. Philosophy, art, cinema, economics, design... *Regards (Viewpoints)* is a collection of extracts from books, interviews, photo-reportages, as a source of inspiration.

Designer and builder, the architect above all plays an important role in society. If he cannot work without an enlightened client, a dedicated team and competent workers, he remains the protector of the quality of towns and the last line of defence against all that threatens their beauty. This undertaking is more than ever that of *L'Architecture d'Aujourd'hui* where, rather than just expressing outrage, we exalt constructive vision, sound reflection and salutary architecture. Our thanks go out to all those who have accompanied us in this new adventure, and we welcome those who would like to join us.