

Ferdinand de Saussure

What is language?

What is a sign?

What is the difference between language and speech? Architecture and building?

What is essential to language?

What is semiology?

Why are signs arbitrary? What makes them arbitrary?

Why are signs both mutable and immutable?

Is there anything that is not language?

How and “why can a street be completely rebuilt and still be the same?”

Is there, can there be thought without language?

In what sense can language “be compared with a sheet of paper”?

Why does the combination of thought and sound produce “a form, not a substance”?

What is linguistic value? What makes the signifier and the signified exchangeable?

Why is the linguistic value “purely negative and differential”?

What is meant by “in language there are only differences *without positive terms*”? What are the ramifications?

What is the difference between language and the linguistic system?

Lévi-Struass

What is Structuralism?

How does the traffic light come to be? What is the connection between stop and go and red and green, i.e., what is the equivalency between the two? In other words, what makes them exchangeable?

Is there a correlation between how the human brain perceives/constructs the color spectrum and how it perceives/constructs space/architecture?

What are the universals and particulars of human culture?

According to Lévi-Struass, why do we cook? By analogy - should there be one, why do we build?

Does cooking and architecture have anything in common?

Can you identify a system in architecture similar to the structural system Lévi-Struass identifies in cooking?

Alan Colquhoun

What is the difference between form and figure as Colquhoun defines them?

Can a thing or anything have a natural meaning? No meaning at all?

What are the genesis of form and figure?

Are form and figure mutually exclusive? Why?

What do form and figure have in common?

What would Saussure say of the distinction between form and figure?

What should we make of a tradition that seemingly organizes itself around two opposing theories of signification?

Vitruvius

What is the difference between theory and practice in Vitruvius' perspective?

Does Vitruvius' theory of architecture assume a linguistic theory?

What are the fundamental principles of Architecture?

Of Durability, Convenience and Beauty, why is the last a requirement?

What is – should be – the relationship between architecture and beauty?