



Research Area: MAKE: Exploring Innovative Approaches to the Ideation of Artefacts and Spaces | Project Timespan: 2021-ongoing

## **SIMULARCH. ARCHitectures of the Non-place in the Age of the Digital SIMULacrum**

A consideration of the way in which modern technologies of digital interaction determine the relationship between individuals and public space, architecturally understood.

### **Team:**

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SIMULARCH has as its object a consideration of the way in which modern technologies of digital interaction determine the relationship between individuals and public space, architecturally understood.

The main elements involved are therefore two: the character of the image in the current age and the architecture of the public space.

SIMULARCH assumes a discussion of these two elements starting (1) from the theorization of the concept of image made by Lyotard and Baudrillard in the poststructuralist context and (2) from a critical discussion of the concept of non-place proposed by Marc Augé.

The approaches listed in (1) and (2) have some historical and theoretical limitations, which make both perspectives insufficient to address the research topic on which SIMULARCH is focused.

SIMULARCH therefore proposes to rearticulate the relationship between image and urban space by resorting to the concept of bigness developed

by Rem Koolhaas, and reconceiving the simulacrum in the light of modern digital technologies. In this sense, critically with respect to the state of the art, SIMULARCH proposes to elaborate a theory of the fruition and production of digital images in the contemporary form of the non-place concretely articulated by bigness.



SIMULARCH does not want to be a generic theoretical study, but applied to some specific realities in which the contemporary architectural space is declined: the mall, the airport, high-traffic stations, tourist or museum locations, the shopping area in the metropolitan context. The investigation is functional to the collaboration with the photographer Alberto Petrò and to the realization, on the basis of the theoretical coordinates that will be defined through an academic research workshop, of a specific photographic project, culminating in an art exhibition.



