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.

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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.