

## QUESTIONS OF REPRESENTATIONS IN ARCHITECTURE Symposium og masterclass i København fra 26. til 28. januar 2011.

Mange arkitekttegnestuer har i de senere år fået øget interesse for gengivelsesstrategier og investerer i dag omfattende ressourcer i deres billedpolitik. Samtidig ser vi, at studier af visuelle teknikker og repræsentationer i stigende grad dyrkes på arkitektskoler rundt omkring i verden. Tendensen til at repræsentationsstrategier, mediefærdigheder og visuel profilering er afgørende for vores oplevelse af arkitektur slår i øjeblikket igennem i såvel markedsføring, forslagsudvikling, uddannelsesforløb som den offentlige formidling af arkitektur.

Vi ønsker at tage denne tendens op til diskussion. Hvad opnås der ved denne udvikling, og hvad går eventuelt tabt? Hvad er de politiske konsekvenser, og hvad kan vi lære af historien og udviklingen indenfor andre relaterede fagfelter? Hvordan kan vi udforske fænomenet, og hvorledes bør vi formidle og repræsentere resultaterne.

Symposium og masterclass har til formål at give deltagende ph.d.-studerende, forskere, arkitekter og kunstnere en bedre forståelse for repræsentationers og visuelle mediers betydning for arkitektoniske strategier. Keynote speakernes tilgang til emnet er differentieret, eftersom disse omfatter udøvende billedkunstnere, praktiserende arkitekter og fremtrædende teoretikere i krydsfeltet mellem kunst og arkitektur.

Der vil være oplæg af:

**Stan Allen**, praktiserende arkitekt, professor og rektor ved Princeton University School of Architecture, leder af SAA/Stan Allen Architect, har i flere teoretiske arbejder diskuteret repræsentationers og visuelle mediers betydning for arkitekters arbejde.

Hans urbane projekter er publicerede i *Points and Lines: Diagrams and Projects for the City*, 1999 og hans teoretiske essays i *Practice: Architecture, Technique and Representation*, 2000.

**Victor Burgin** har, sideløbende med en markant karriere som kunstner, undervist og forsket i kunst og kunsthistorie. I sin konceptkunst arbejder Burgin primært med fotografi og film. Hans teoretiske essays er samlede i bl.a. *The End of Art Theory. Criticism and Postmodernity*, 1986.

**Beatriz Colomina**, arkitekt, professor i arkitekturhistorie og teori ved Princeton University School of Architecture, har gennem mange år teoretiseret arkitekturens mediering. Hendes publikationer tæller bl.a. *Privacy and Publicity: Modern Architecture as Mass Media*, 1994, *Sexuality and Space*, 1992 og *Architectureproduction*, 1988.

**Reinier de Graaf**, praktiserende arkitekt, har siden 2002 ledet OMA/AMOs "tænketank" og forskningsafdeling, der primært beskæftiger sig med design og rådgivning indenfor branding, medier, politik, sociologi, teknologi, mode, udstilling og grafisk design. For OMA/AMOs billedpolitik, se bl.a. *SMLXL*, 1995 og *Content*, 2004.

**Walter Niedermayr**, fotograf bosiddende i Italien, er bl.a. kendt for sit tætte samarbejde med tegnestuen SANAA. Dette samarbejde præsenteres bl.a. i bogen *Walter Niedermayr / Kazuyo Sejima + Ryue Nishizawa / SANAA* fra 2007. Bogen giver indblik i SANAAs gengivelsesstrategier, og peger på arkitekturfotografiets betydning for tegnestuens selviscenesættelse.

**Philip Ursprung**, professor i kunsthistorie ved Universität Zürich, har i bogen *Herzog & de Meuron: Naturgeschichte*, 2002, beskæftiget sig indgående med tegnestuen Herzog & de Meurons design- og billedunivers. Ursprung har kurateret flere internationale kunst- og arkitekturudstillinger, hvor fokus i vid udstrækning har været på repræsentationer og på udstillingen som medium og

diskurs. Hans forfatterskab tæller ud over *Herzog & de Meuron: Naturgeschichte* bl.a. også *Grenzen der Kunst: Allan Kaprow und das Happening*, *Robert Smithson und die Land Art*, 2003 og *Images: A Picture Book of Architecture*, 2004.

Symposiet og masterclassen finder sted på Kunstakademiets Arkitektskole i København.

**Foreløbigt program:**

Onsdag den 26. januar 2011:

Eftermiddag: Registrering og åbningsforelæsning om aftenen ved Reinier de Graaf

Torsdag den 27. januar 2011:

Symposium

Fredag den 28. januar 2011:

Masterclass for ph.d.-studerende med deltagelse af keynote speakers.

En *Proceedings Publication* vil blive udgivet i forlængelse af symposiet. Publikationen vil præsentere artikler af oplægsholdere og peer-reviewed manuskripter af ph.d.-studerende, som har deltaget i den forberedende studiekreds, masterclass og symposium.

Symposiet er tilrettelagt i samarbejde med Anne Elisabeth Toft og Christina Capetillo, projektledere i EAAE Network on Representation.

## QUESTIONS OF REPRESENTATIONS IN ARCHITECTURE

### Symposium and masterclass Copenhagen 26 - 28 January 2011

In recent years, we have seen many architectural offices invest increasingly in imaging policies. At the same time, we find that architectural schools prioritize more and more the study of visual techniques and representations.

We cannot deny that representational strategies, the media assemblage and visual technique exercise imperious powers upon our experience and interpretation of architecture. There is a tendency that these powers have a hold on market branding devices as well as on architectural learning and public dissemination.

We wish to address and discuss this tendency. What is gained with this development, and what is lost? What are the effects on a political level and what, if anything, can we learn from history and other related areas? How should we research the phenomenon and what are the apposite ways to disseminate the results?

The symposium and masterclass aim to provide participating Ph.D.-students, researchers, architects, and artists with a better understanding of the agency of representation and visual media in architectural strategies.

The keynote speakers approach to the topic is differentiated, as the group includes artists and architects as well as seminal researchers and theoreticians in the field of art and architecture.

Key note speakers are:

**Stan Allen**, practicing architect, professor and dean at Princeton University, School of Architecture, principal of SAA/Stan Allen Architect. Allen has in a number of theoretical works discussed representations and the significance of visual media to the work of architects. His urban projects have been published in *Points and Lines: Diagrams and Projects for the City*, 1999, and his theoretical essays in *Practice: Architecture, Technique and Representation*, 2000.

**Victor Burgin** has, concurrently with a notable career as an artist, been teaching and carried out research in art and the history of art. In his conceptual art, Burgin works primarily with photography and film. His theoretical essays are compiled in among others *The End of Art Theory. Criticism and Postmodernity*, 1986.

**Beatriz Colomina**, architect, professor in architectural history and theory at Princeton University, School of Architecture. Colomina has for many years theorized on the mediation of architecture. Among her publications are *Privacy and Publicity: Modern Architecture as Mass Media*, 1994, *Sexuality and Space*, 1992, and *Architectureproduction*, 1988.

**Reinier de Graaf**, practicing architect. Since 2002 de Graaf has been the director of OMA/AMO's "think tank" and research department that primarily deals with design and counselling within branding, media, politics, sociology, technology, fashion, exhibition and graphic design. For OMA/AMO's representational strategies see among others *SMLXL*, 1995, and *Content*, 2004.

**Walter Niedermayr**, photographer, living in Italy. Niedermayr is among other things known for his close cooperation with the architectural practice SANAA. This cooperation is described in among others the book *Walter Niedermayr / Kazuyo Sejima + Ryue Nishizawa / SANAA* from 2007. The book provides an insight into SANAA's representational strategies and points out the significance of architectural photography for the branding of the architectural practice.

**Philip Ursprung**, professor in history of art at Universität Zürich. Ursprung has in his book *Herzog & de Meuron: Naturgeschichte*, 2002, been thoroughly occupied with Herzog & de Meuron's imagery and design practice. Ursprung has curated a number of international exhibitions on art and

architecture, with focus to a large extent on representations and the exhibition as medium and discourse. In addition to *Herzog & de Meuron: Naturgeschichte*, his writings also include among others *Grenzen der Kunst: Allan Kaprow und das Happening*, *Robert Smithson und die Land Art*, 2003 and *Images: A Picture Book of Architecture*, 2004.

The venue is The Royal Danish Academy of Fine Arts, School of Architecture in Copenhagen.

**Preliminary program**

Wednesday 26 January 2011:

Afternoon: Registration and keynote lecture by Reinier de Graaf

Thursday 27 January 2011:

Symposium

Friday 28 January 2011:

Master-class for Ph.D. students

*A Proceedings Publication* will be produced in continuation of the symposium. It will present articles by keynote speakers and peer-reviewed papers by Ph.D.-students who participated in the preparing study circle, the masterclass and the symposium.

The symposium is organized in collaboration with Anne Elisabeth Toft and Christina Capetillo, EAAE projectleaders, Network on Representation