

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