COMMUNICATING ARCHITECTURE

FROM THE ORIGINS OF MODERNITY TO THE DIGITAL AGE

IV INTERNATIONAL CONFERENCE

CULTURA Y CIUDAD

January 24-26, 2024

GRANADA

ESCUELA TÉCNICA SUPERIOR DE ARQUITECTURA-UGR
http://www.granadacongresos.com/culturayciudad

THEMES

1 Journals, books, texts: Written communication

Written texts, often supported by visual media, have been the classic format for specialized architectural communication and debate. From early modern treatises to Enlightenment era manuals and early 20th-century illustrated magazines, history offers a wide range of examples for architectural knowledge transmission, innovation, and judgment mainly based on written communication. The most relevant architectural manifestos and theoretical proposals also pertain to the written media, as well as retrospective publications, historiographical arguments, technical handbooks and educational coursebooks. This thematic block invites scholarly reflections on the formats and methods through which architectural written communication is articulated, on its integration with other kinds of media and editorial criteria, and on its impact on the professional reality. Some topics that may be included in this theme are:

– Books, unfinished editorial projects, manifestos, manuscript compilations, monographs, and other single-authored publications of particular interest for their approach to architectural communication

– Journals and other seasonal publications of particular interest for their approach to architectural communication

– Architecture in literature

– Editorial challenges and debates for architecture

THEMES

2 Photography, cinema, advertising: visual communication

From its very origin, architecture is a discipline linked to visual image: architecture is thought, expressed, built, and even inhabited around images. On a different front, painting, photography, cinema, and advertising are eminently visual media that appropriate the communication and synthesis capabilities of image, providing access to architecture either directly or peripherally to an increasingly extensive and heterogeneous audiences that largely overcome the restricted professional field of architecture. Innumerable visual testimonies have portrait architecture either as narrative background or starring protagonist; all of them treasured records not only for their documentary value but also for their visionary and transformative potential. Within the current consumer society, dominated by visual slogans and immediate contents, we suggest considering the ways in which the architectural imagery is consolidated, that is, how architecture is transmitted through image, and how that projection gathers and/or influences the collective identities of each historical period, including how contemporary ways of living are built today. Some research topics that may be included in this topic are:

– The construction of the architectural imagery through visual arts: painting, photography, cinema

– Architecture in advertisement: media, narrative resources, and objects of consumption

– Utopian and dystopian architectures: fiction as instrument for reading the past, communicating the present and thinking the future

THEMES

3 **To conserve, to order, to disseminate: Archives, museums, and exhibitions**

Contemporary architectural history cannot be thought without considering the new institutions and events that prioritized the necessity of establishing communication channels between the architectural discipline and the general public. Since their foundation in 1928, the CIAM assumed this communication as their main task, shared with exhibitions such as those in Weissenhof in 1927 or in New York's MoMA in 1932. Architecture is also beginning to occupy a space in the museum sector that had been denied until just recently. Not only history museums are shifting their attention towards architecture, but the creation of museums specifically dedicated to architecture is under debate at this very moment. Finally, the communication of architecture is today intimately linked to the heritage debate on how to manage the multiple aspects of architectural memory, discussing the role of architecture archives, foundations, and institutions, as well as their role towards the audience. In this sense, we propose the following research lines:

– Exhibitions of architecture. Their role in the construction of the historical narrative of contemporary architecture. Current problems of architecture exhibitions. Virtual exhibitions

– Preservation, management, and dissemination of the memory of architecture. Architecture archives: specificities of their materials, their treatment, and their communication. The role of foundations and institutions for architectural memory

– Virtual memory: documentation and digital tools for their management and dissemination

– What is an architecture museum? State of the art, concepts for debate and case studies

THEMES

4 Architecture in the age of digital communication

The methods, media, and spaces for the dissemination of contemporary culture have experienced great change in the last few decades, affecting the ways in which architecture is edited and communicated. Despite their undoubted validity, traditional communication media and their related institutions are progressively being overcome by digital media. We can find an influx of materials focused on architecture among the sea of contents offered by podcasters, streamers, agents in the metaverse and content creators in Facebook, Twitter, Instagram, TikTok, Youtube, Twitch, and other platforms. These contents are often controlled directly by their own creators, appealing either to specialized audiences or to the general public. Without disregarding the issues linked to this technological mutation, we invite researchers to reflect on how the production, thinking and processes of contemporary architecture are edited and communicated through digital media, emphasizing on the following topics:

– How the relentless circulation of images affects to the wider set of practices and languages of contemporary architecture. How the new networks affect the logics of the institutional and commercial system for architecture

– How the digital identity of architecture professionals is created and managed

– Which are the roles of the curator, the critic, and the content manager of architecture in online media. What are the keys for the definition of their professional figure

– How the archive of contemporary digital creative processes is created. How the production of architectural content in social media is valued and selected. How to manage architectural digital heritage

CALENDAR

Registration and abstract submission opening:
January 24, 2023

Abstract submission deadline:
March 24, 2023

Notification of abstract acceptance/rejection:
April 21, 2023

Deadline for early bird registration:
July 21, 2023

Deadline for full paper submission:
July 21, 2023

Deadline for speakers registration:
November 1, 2023

Conference program announcement:
November 15, 2023

Deadline for the submission of presentation files:
January 15, 2024

Conference dates:
From Wednesday, January 24, to Friday, January 26, 2024

LOCATION

Escuela Técnica Superior de Arquitectura de Granada
Campo del Príncipe s/n – Palacio del Almirante de Aragón
18071 Granada, España

REGISTRATION FEES

Speakers standard registration: **250€**

Speakers early bird registration (before July 21, 2023): **220€**

General fee for attendees: **150 €**

To register, use the integrated registration platform on the Conference website (**link**).

CALL FOR CONFERENCE PAPERS

Conference paper proposals will be presented either in Spanish or English, with a maximum extension of 500 words. Abstracts will be submitted through the conference online platform, following this **link**. All proposals will be subjected to peer-review. Only those considered of interest for the topics of the congress, and fulfilling the required quality standards, will be accepted. Their authors will be invited to present a full paper, following the style guide and complying with the established deadlines.

CONFERENCE PAPERS

Full papers will be accepted either in Spanish or English. The full text will be between 3000 and 4000 words long. It will adhere to the format of the "Template_paper" (**link**) and to the style guide (**link**) that are specified therein. Papers not complying with the style guide will be rejected, without any right to registration fee refunds.

CONFERENCE PRESENTATIONS

During the conference, the authors of all accepted papers will have a maximum of **15 minutes** to present their work, either in Spanish or English. PPT or PDF slide presentations are suggested. It is mandatory to follow the "Template_Oral Presentation" (**link**) provided by the organization.

TEMPLATES DOWNLOAD

Full paper template

Presentation template

Style and format guidelines

ORGANIZERS

Organizing institution

Área de Composición Arquitectónica de la Universidad de Granada
Proyecto de Investigación "Dinámicas Contemporáneas de Comunicación en Arte y Arquitectura" (B-HUM-294-UGR20). Proyectos I+D+i del Programa Operativo FEDER 2020

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CONFERENCE PROCEEDINGS

All selected papers will be included in the Conference proceedings, published in both printed and digital formats by a prestigious academic editorial house, including ISBN number and all other requirements to be officially acknowledged as a research product. One printed copy of the conference proceedings will be gifted to all registered speakers and attendees when they present themselves at the registration desk.

CONTACT

For any questions related to the management and organization of the conference, please email **culturayciudad@granadacongresos.com** or send a message through the conferecen contact platform (**link**).