

GSD architectural theory seminar January 2017

The Refoundation of Architectural Semiology as Agent-based Parametric Semiology

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Agenda

The seminar presents a theoretical framework and proposes a design medium for the operationalization of the semiological project within architecture. It is at the same time the project that promises to upgrade architecture's capacity to predictably deliver the desired social functionality of the designed/built environment. The initial premise posits that spatial communication in the service of the spatial ordering and framing of social interaction processes is architecture's core competency. Architecture as a design discipline is distinct from the engineering disciplines through the crucial distinction of social functionality from technical functionality. The built environment's social functionality resides in its communicative capacity. The elaboration of spatial complexes as systems-of-signification is promoted as a key to upgrading architecture's core competency. The meaning of the designed architectural code becomes manifest via agent-based life-process modelling.

The seminar will be structured as follows:

- Introductory Lecture by P.S. on 25th October 2016
- 3 day seminar 4th – 6th January 2017: 8 Seminar sessions (3 - 3 - 2), 10am – 6pm based on readings introduced by seminar participants – open to students, staff, guests
- Each session involves up to 4 participants' contributions: total participants is up to 32
- Session 1 – 7 discuss pertinent chapters from 'The Autopoiesis of Architecture Vo.2 - A New Agenda for Architecture'. Session 8 discusses 4 articles from AD 'Parametricism 2.0'

4th January 10am – 12am: **SEMINAR SESSION 1**

- 1.1 **6.2 Order via Organisation and Articulation**
 - 6.2.1 Organisation and Articulation: Historical and Systematic
- 1.2 6.2.2 Architectural Order
- 1.3 6.3 Organisation
 - 6.3.1 Relating Spatial to Social Organisation
- 1.4 6.3.2 Territorialization and Integration

4th January 1pm – 3pm: **SEMINAR SESSION 2**

- 2.1 6.5 Articulation
 - 6.5.1 Articulation vs. Organisation
- 2.2 6.5.2 The Problem of Orientation and the Problematic of Legibility
- 2.3 6.5.3 Articulate vs Inarticulate Organisation
- 2.4 6.5.4 Articulation as the Core Competency of Architecture
 - 6.5.5 Generalising the Concept of Function

4th January 4pm – 6pm: **SEMINAR SESSION 3**

- 3.1 6.6 The Phenomenological vs the Semiological Dimension of Architecture
- 3.2 6.7 The Phenomenological Dimension of Architectural Articulation
 - 6.7.1 The Perceptual Constitution of Objects and Spaces
- 3.3 6.7.2 Cognitive Principles of Gestalt-perception
- 3.4 6.7.3 Parametric Figuration

5th January 10am – 12am: **SEMINAR SESSION 4**

- 4.1 6.8 The Semiological Dimension of Architectural Articulation
 - 6.8.1 The Built Works of Architecture as Framing Communications
- 4.2 6.8.2 Analogy: Language and Built Environment as Media of Communication
- 4.3 6.8.3 Signs as Communications
- 4.4 6.8.4 Territory as Fundamental Semiological Unit

5th January 1pm – 3pm: **SEMINAR SESSION 5**

- 5.1 6.8.5 Sussure's Insight: Language as System of Correlated Differences
- 5.2 6.8.6 Extra-Semiological Demands on Architecture's Medial Substrate
- 5.3 6.8.7 Syntagmatic vs Paradigmatic Relations
- 5.4 6.9 Prolegomenon to Architecture's Semiological Project
 - 6.9.1 The Scope of Architecture's Signified

5th January 4pm – 6pm: **SEMINAR SESSION 6**

- 6.1 6.9.2 The Composite Character of the Architectural Sign
- 6.2 6.9.3 Absolute and Relative Arbitrariness
- 6.3 6.9.4 Natural and Artificial Semiosis
- 6.4 6.9.5 Designing Architecture's Semiological Project

6th January 10am – 12am: **SEMINAR SESSION 7**

- 7.1 6.9.6 Cognitive and Attentional Conditions of Architectural Communication
 - 6.9.7 Speculation: Expanding the Expressive Power of Architectural Sign-systems
- 7.2 6.10 The Semiological Project and the General Project of Architectural Order
 - 6.10.1 Semiological Project in Relation to Organisation and Phenomenological Project
- 7.3 6.10.2 Relationship between Architectural Languages and Architectural Styles
- 7.4 6.10.3 The Requisite Variety of Architectural Articulation

6th January 1pm – 3pm: **SEMINAR SESSION 8**

- 8.1 Parametricism 2.0 Introduction – Gearing up to Impact the Global Built Environment
- 8.2 Advancing Social Functionality via Agent-Based Parametric Semiology
- 8.3 Hegemonic Parametricism Delivers a Market-Based Urban Order
- 8.4 Manuel Delanda, Parametricising the Social

6th January 4pm – 6pm: **SEMINAR SESSION 9**

Final global conversation about what has been learned and discussed, and outlook for further research.

End.