With the Fall lecture series and the ResArc course "Staging the Message: The Architecture of Communication" the UMA School of Architecture will investigate - alongside a series of other relevant curriculum lectures - how mediated research can establish a pro-active relation with its audience. In reaction to the virtual realism of the spectacle dominating mainstream media - which prevents a substantive use of word and image, the lecture series and course deals with textual, visual and spatial practices that further more refined, complex and argumentative forms of communication and foreground the constructed nature of their messages in order to solicit the active interpretation of the viewer/reader.

To paraphrase architect Stefano Boeri we are in need of interactive antennas that counter a geopolitics that destroys any chance of communicative action. It is for this reason that the lectures and course focuses on the practices of a narrative language use in text, image, spatial and electronic media with emphasis on the potentialities and richness of the 'reflexive' or 'dialogic approach'. It tries to recuperate the specificity of its progressive and participatory practice - due to its role in the socio-cultural context producing meaning and symbolic values - by concentrating on the editing and making process. Which is to say that the course will introduce a way of directing that structures the collection of information and its editing in such a way that the staging, the 'mise-en-page' of the message gets the complementary sensitivity its content deserves.

STAGING THE MESSAGE
THE ARCHITECTURE OF COMMUNICATION

Today it is important to design and install antennas in the place of the world that are symbolically impoverished by the geopolitics of clichés. Antennas that not only receive but also transmit richer information on the social and cultural conditions of places in which they are installed. Interactive antennas is the most effective means to counter a geopolitics that destroys - as Jürgen Habermas would say - "any chance of communicative interaction.

Stefano Boeri
UMEÅ SCHOOL OF ARCHITECTURE, SWEDEN

Neelkanth Chaya
September 16 | An Indian Architect’s Search for Appropriateness

Jan Richard Kikkert
September 19 | Real Architecture, the Works of John Lautner

Javier Rodrigo & Aida Sanchez de Serdio
October 1 | Antagonism and Collaboration in Urban Processes

Els Kuijpers
October 15 | A Dialectic History of Mentalities in Communication

Jimenez Lai
October 23 | Cartoonish Worlds

Lars Lerup
October 31 | The Strange (and Possibly Happy) Life of Objects

Nader Vossoughian
November 14 | Architecture as Visual Argument

Sven-Olov Wallenstein
December 12 | Noopolitics

Dana Cuff
January 15 | Architecture and Other Extreme Sports

Kevin Daley
January 16 | Fitness

Michael Rock
January 23 | Empire of Screens

Andreas Ruby
January 24 | Strategies of Estrangement

ALL LECTURES ARE LIVE STREAMED AND AVAILABLE AT WWW.ARCH.UMU.SE/EN
Staging the Message

The Architecture of Communication

UNDERGRADUATE PROGRAM IN ARCHITECTURE
Sustainable Urban Regeneration Strategies

"Suddenly we stood there"

NEW SCHOOL OF ARCHITECTURE IN SWEDEN

LABORATORY OF IMMEDIATE ARCHITECTURAL INTERVENTION
Apparatuses, Things and People in the Making of the City and the World

Luis Varo

LABORATORY OF SUSTAINABLE ARCHITECTURAL PRODUCTION
Sustainable Architecture Versus Green Wash

Javier Rodrigo & Aida Sanchez

CALENDAR

FINAL REVIEWS AUTUMN SEMESTER 2013

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