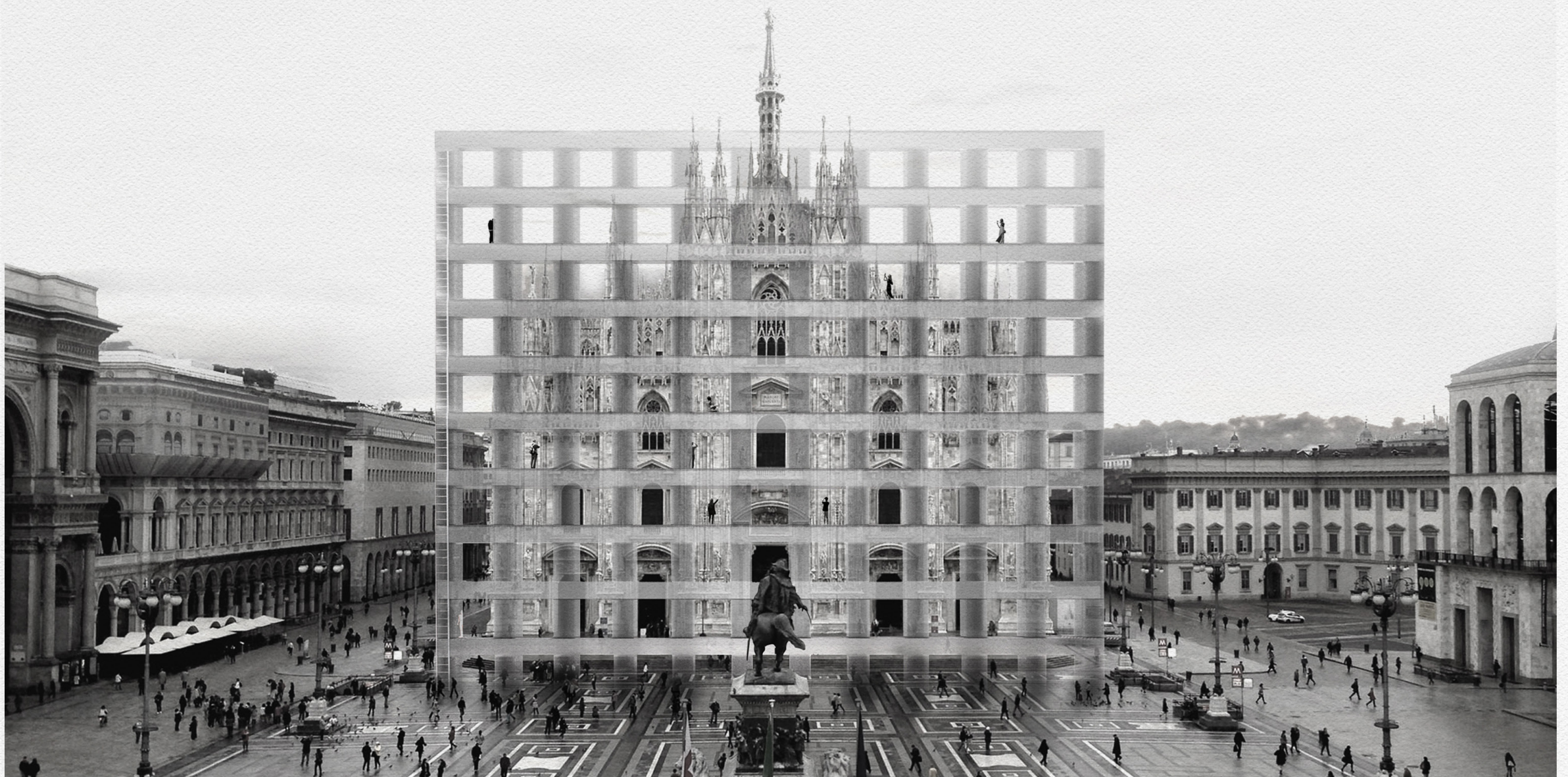


ARCHITECTURE OF MENTAL SPACE

BOOK OF MINI-PROJECTS



THE INSTAGRAM FEED

Milano, Italy
#Hashtag

concept:

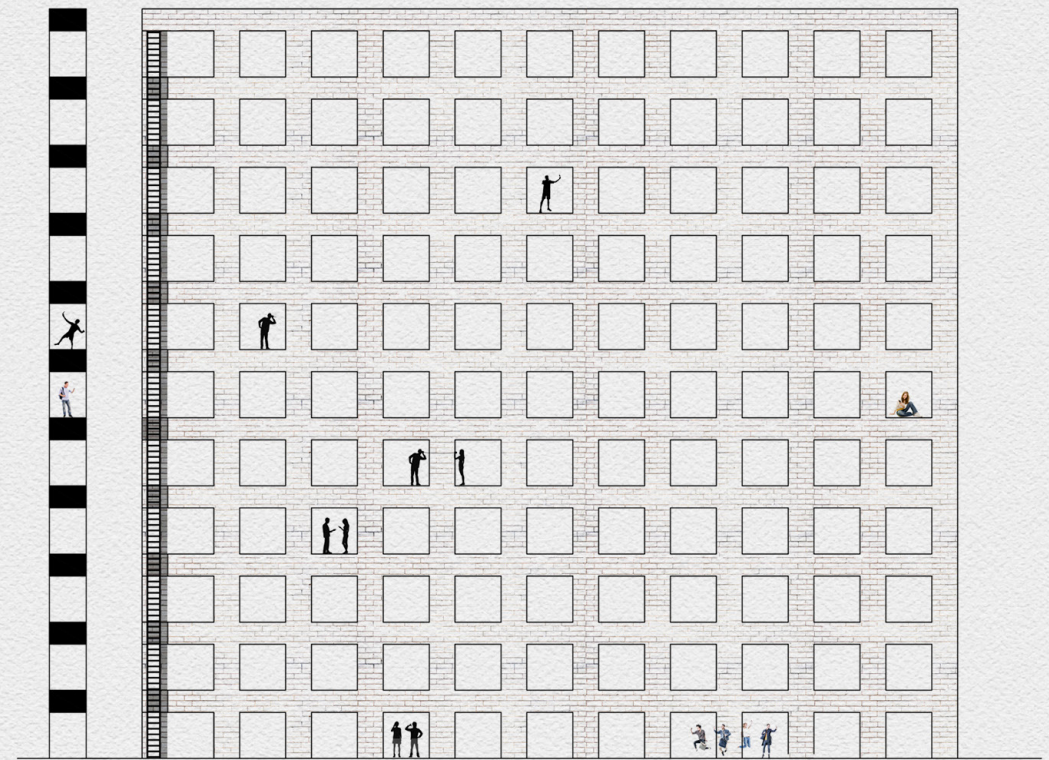
Framing of reality/ Interactivity of space/ "Helpers"

Placed in piazza Duomo, where the most popular view of the cathedral is the facade one. That's how it's seen, and that's how it's photographed.

"The wall" helps to understand what a "popular" image of architecture is. Framing the reality, it's constructed in a comfortable format of an old polaroid camera, that famous social networks, such as Instagram took as a reference.

Principle of working:

The project works for re-contextualisation of the place. Multiple levels and activated zones of the "Instagram Wall" provide visitors with the new experience of the already known place, creates new possibilities of talking selfies, generates multiple views. Placed in the right position in the piazza, it perfectly responds to its functions - picture taking. Duomo cathedral is divided into fragments already that eases the collage making. The comfortable opening's size helps to take perfectly framed pictures, when inside the structure, and shows a collage of fragments when standing far.



Facade



Masterplan







THE PLACE OF SELF

Paris, France

concept:

space of self/ loneliness / Personal transparent niche/ new Privacy

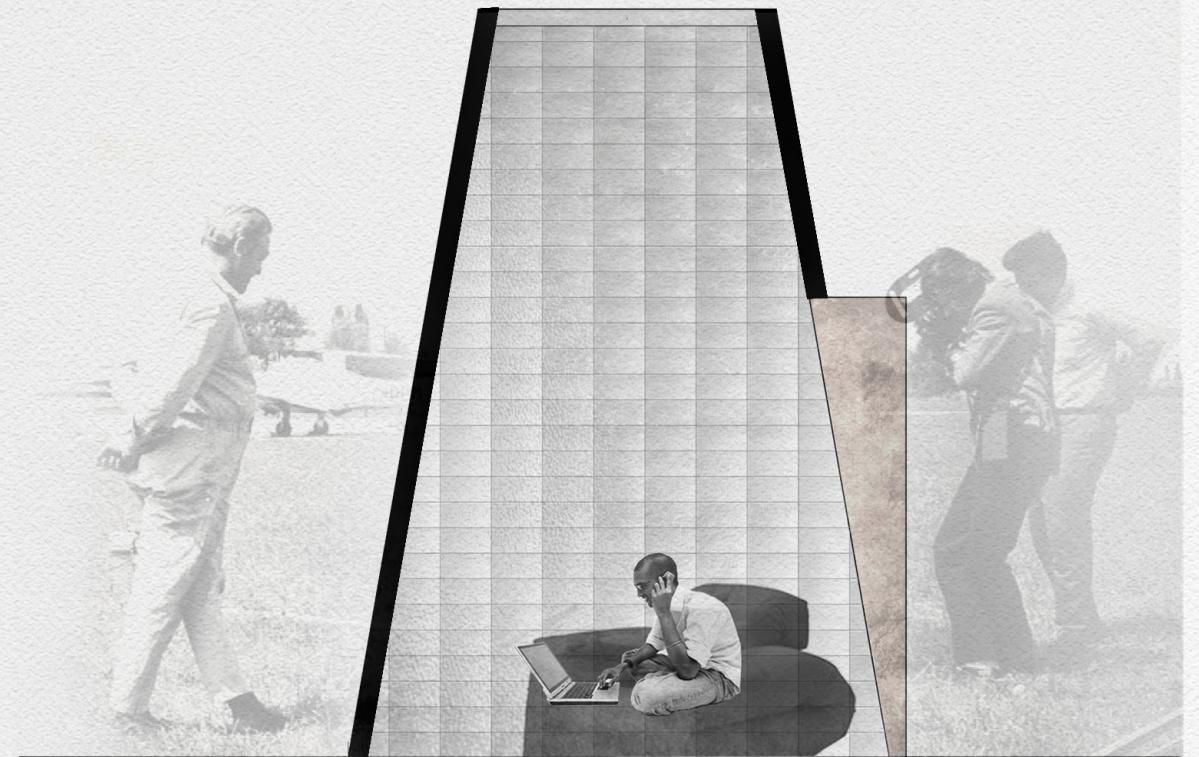
The simple separator preventing leakage between two adjacent atmospheres - the solid and virtual. The project represents reconsidered ideas of Bukminster Fuller's "Standard of living Package" placed under a glass dome and Yves Klein projects about "new atmosphere of human intimacy."

In order to make architecture visible again, to people who constantly stare at their screens, and through it at the floor. - we changed the rules. This is an experiment. Let's imagine that there's no internet connection in places with high cultural levels - old piazzas, museums, cathedrals etc. Except for small "places of hopes", distributed accordingly among the visitors.

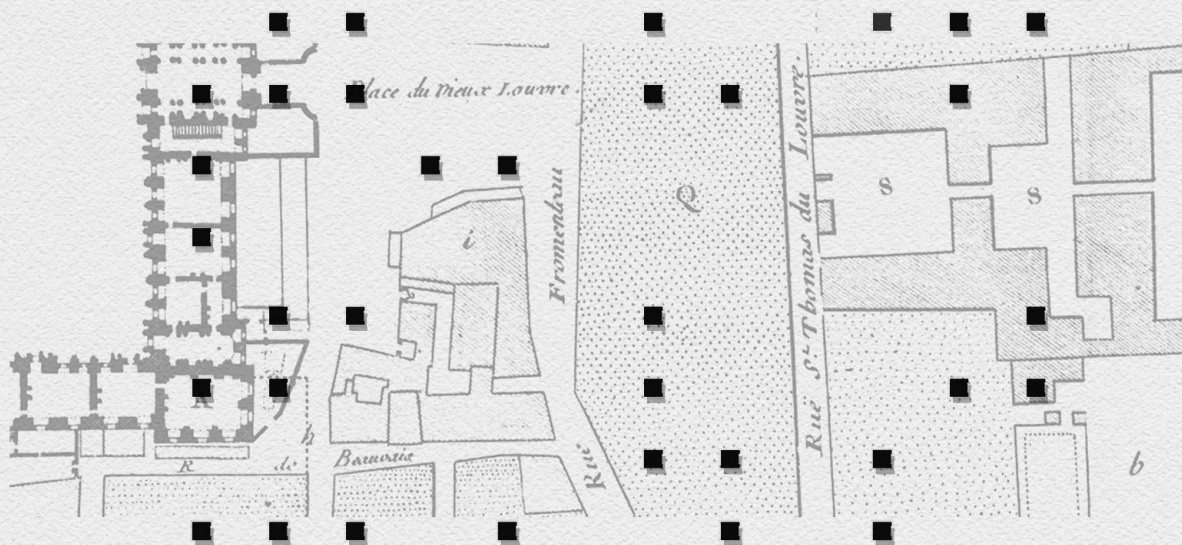
Principle of working

The small pavilion, placed in these places is an envelope to serve the human needs, somehow a public bathroom, but with different purpose: it consists of 4 translucent walls, opening in the roof, comfortable bed, wi-fi distribution inside, socket to charge your phone. It is a physical representation of a "Place of hope", a small paradise that everyone needs.

A series of "paradises", distributed in public places, help not to get anxious without your device while exploring the city or museum.



Section



Plan





NEWS FEED

Prague, Czeck Republic

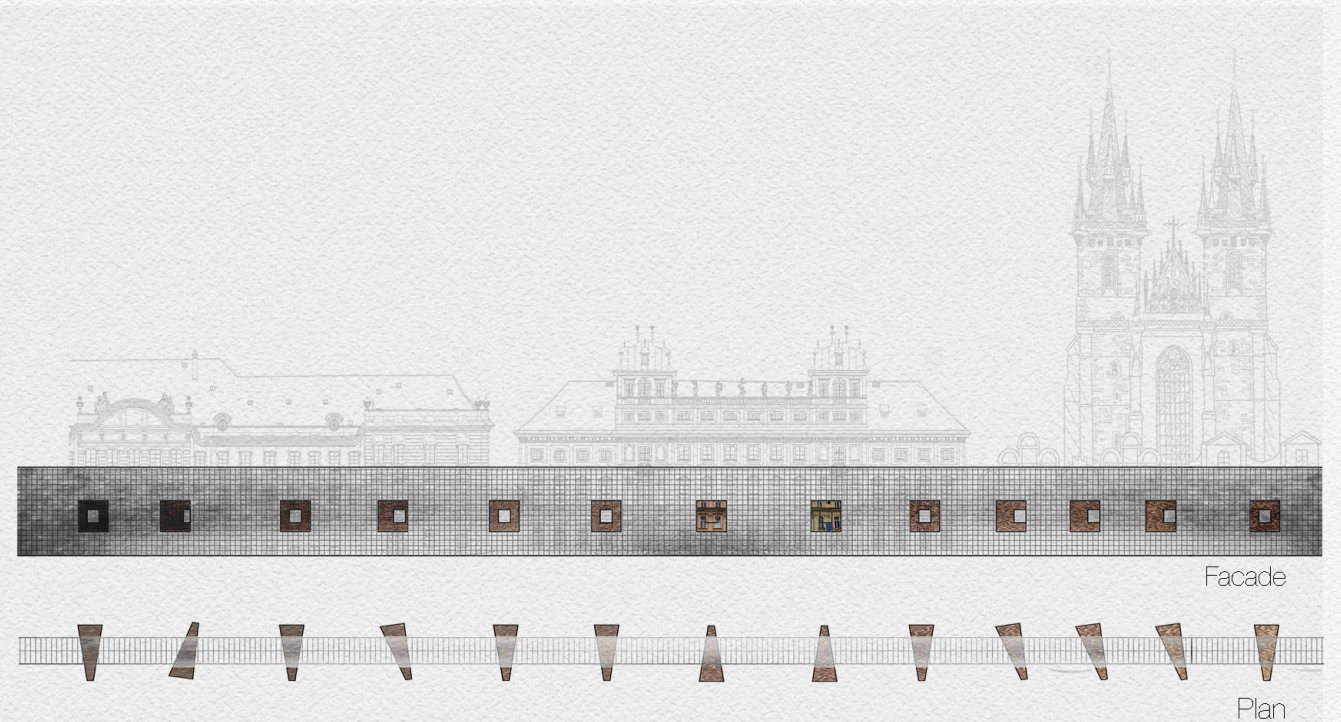
concept

Scrolling/ Framing/ new Perceprions

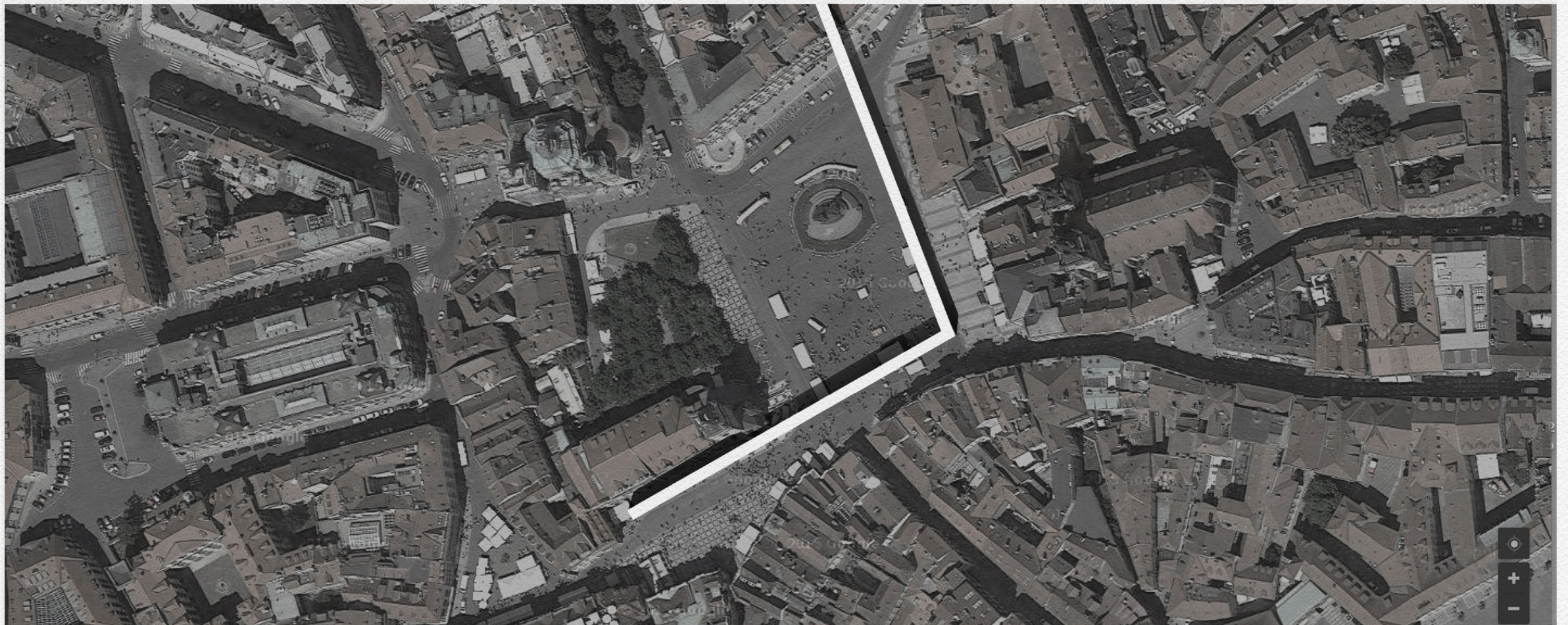
The perfect example of Pseudo Environment. Exaggerated amount of openings represent the modern era of scrolling the phone searching for the right link. It creates a buffer to reality, to existing architecture, gives more speed and comfort to your existence in the city.

Principle of working:

The continuous corridor passing through the city works by the same principle of scrolling the time-line in your phone, the coordination stripe shows the mini-images of what is there on the other side for one to stop, if grabs the interest.



"I wonder how many miles I scrolled with my thumb"



Masterplan





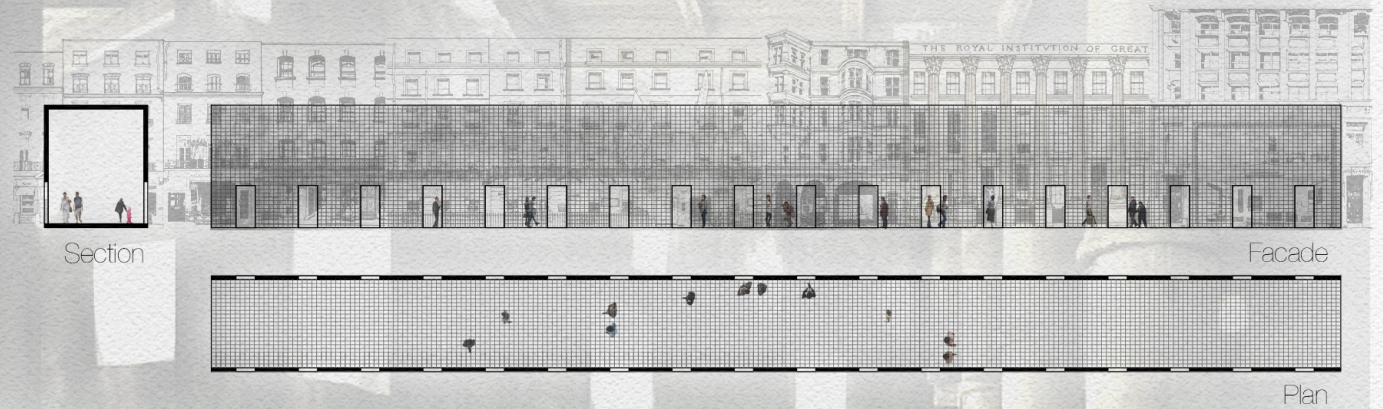


CONSUMISM CORRIDOR
Vienna, Austria

concept
Surfing the Internet/ Web Links / Mediator

Perfectly straight corridor, where walls, floor and ceiling are constructed of the same glass bricks with doors on both sides can be placed in the existing historical city, for example in the pedestrian street. It creates so called pseudo-environment, a buffer between the people and the surroundings.

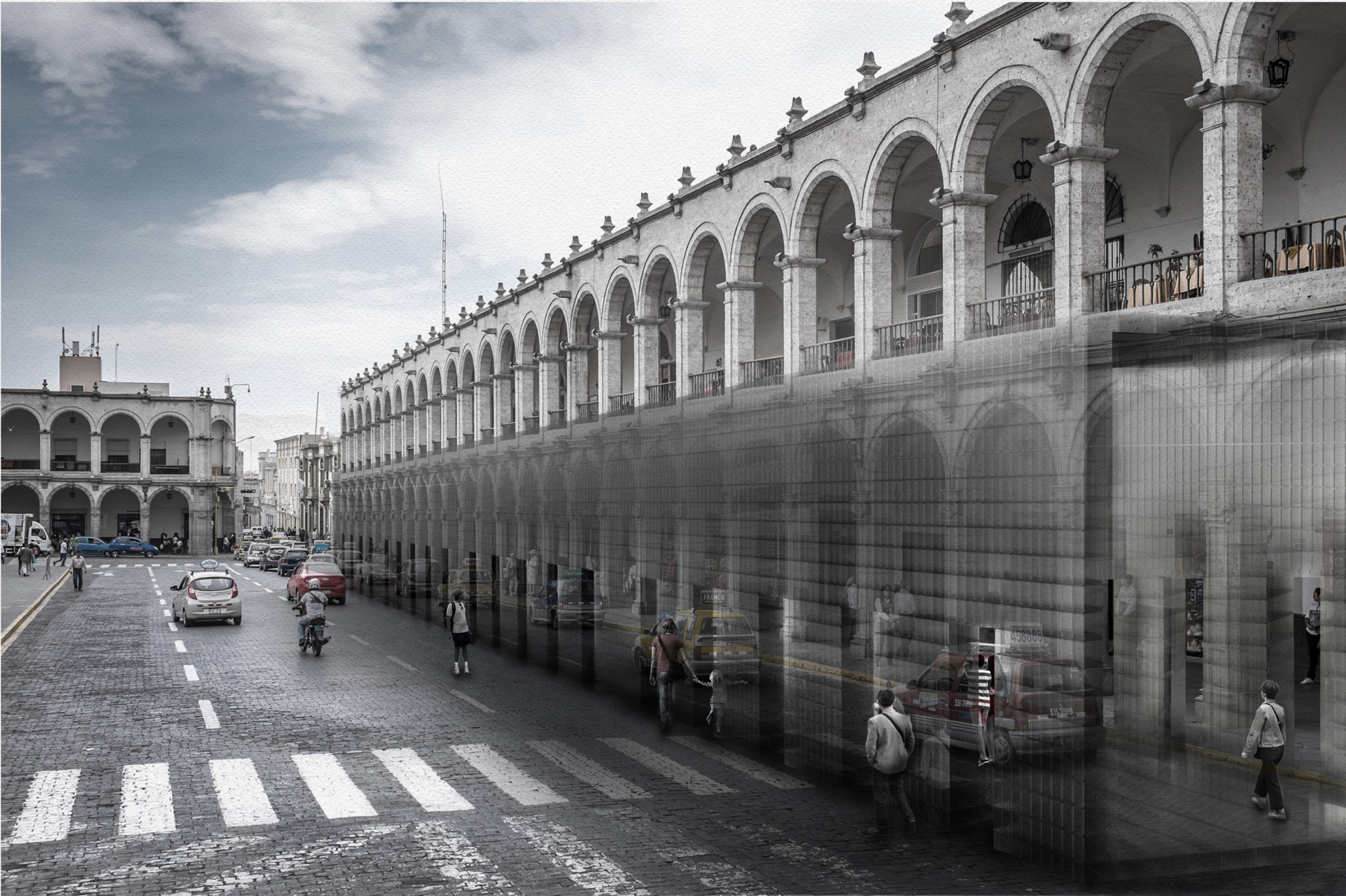
Principle of working:
Liquid ephemeral architecture of the structure is to represent the needs of people, it opens doors to places of entertainment only and blocks others, at the same time it blocks the view to "beautiful" historical context. It reminds opening the links, while surfing in Internet. Doors work as attractors, inviting with their views, smells and sounds, like links in social networks do.

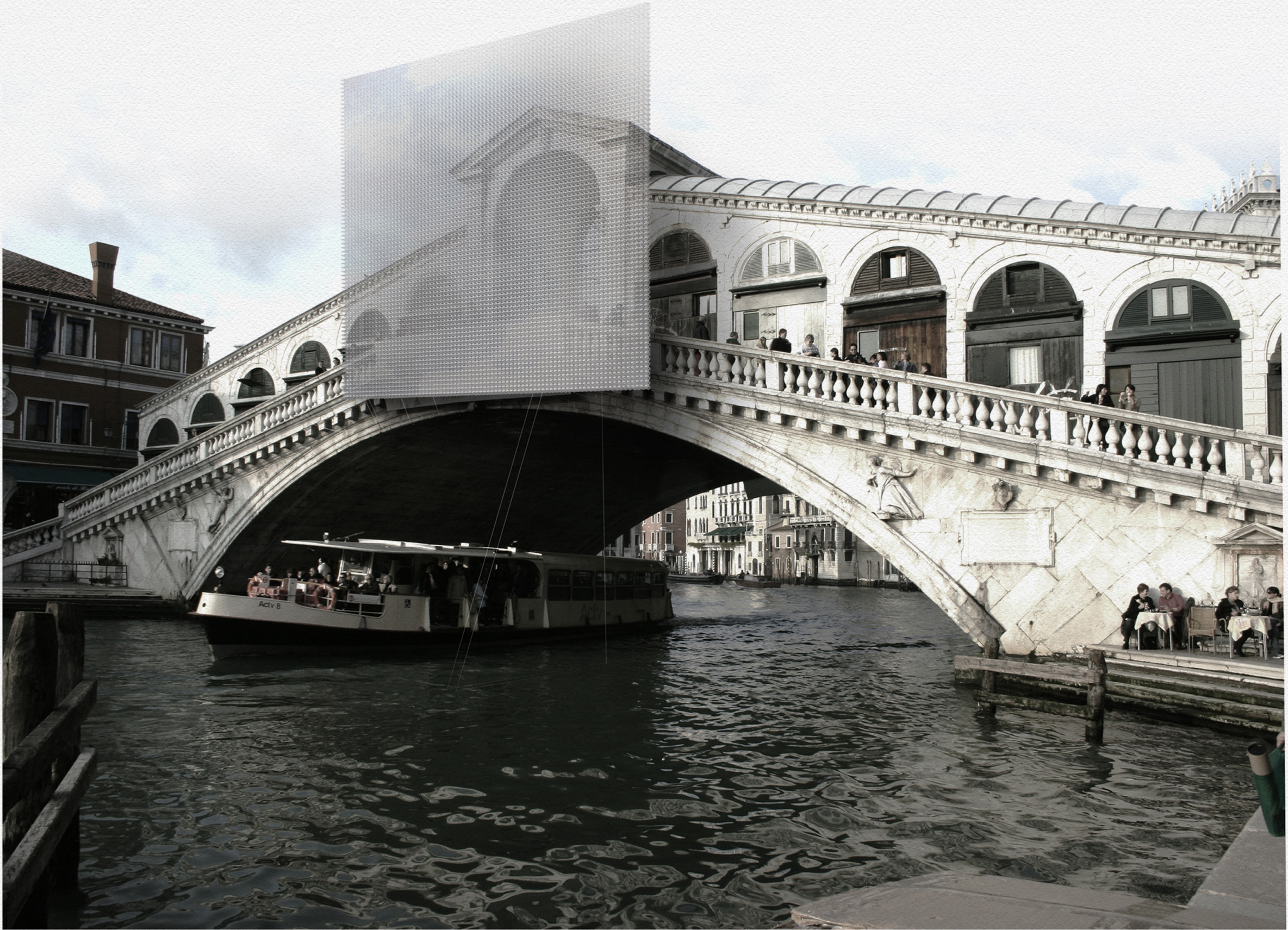


*Well, in Russian there is this special word that means something like "the wall that separates something from something". It's not abstract, it's a very physical, practical thing. I would say architecture is the poetry of these separating walls.
A. Brodsky*



Masterplan





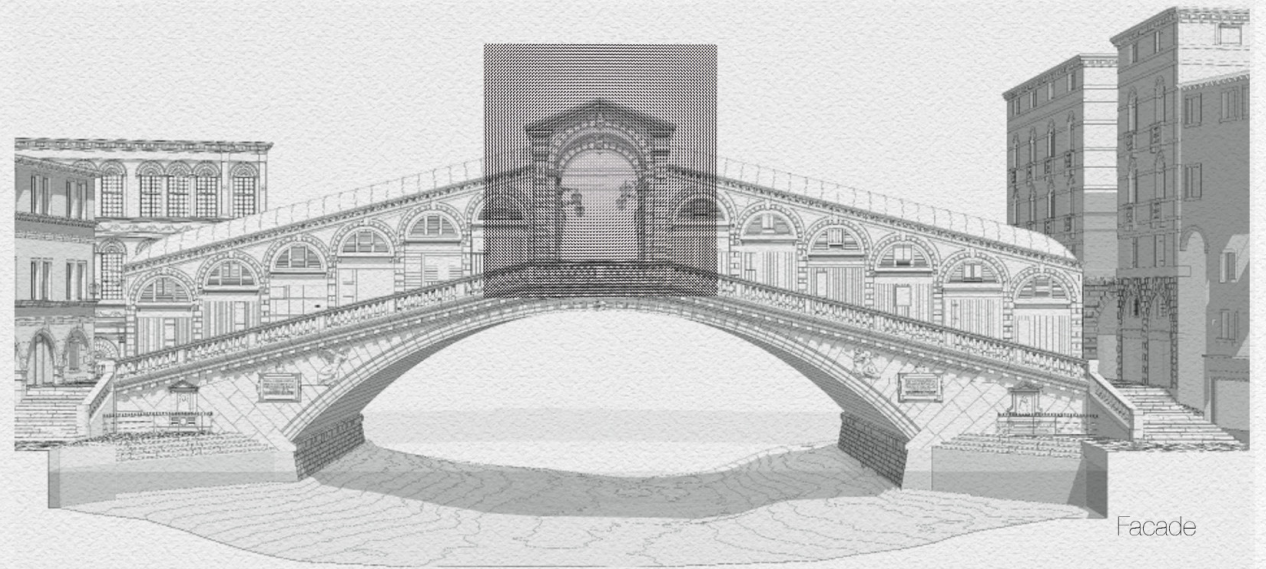
THE SCREEN
Venice, Italy

concept
Flat Vision/ Framed View / the Screen as fundamental attribute of new culture/

What do we see, what don't we see? Like any screen that provides you with extremely limited perception, the same does to you media, once you know the "postcard views" you don't search for more.

The project is constructed in bridge Rialto in Venice, in this case location plays the principal role. One of the most "pop" touristic views is distorted, pixelized and was given another perceptual meaning.

The screen is made of of glass "bottles"- cylinders, narrowing from the river towards the person standing in the bridge. Taking as reference spacial framing of communicational context, spatial framing of the this one is demanded its extreme abstraction, isolation from meaningful content, semantic neutrality.

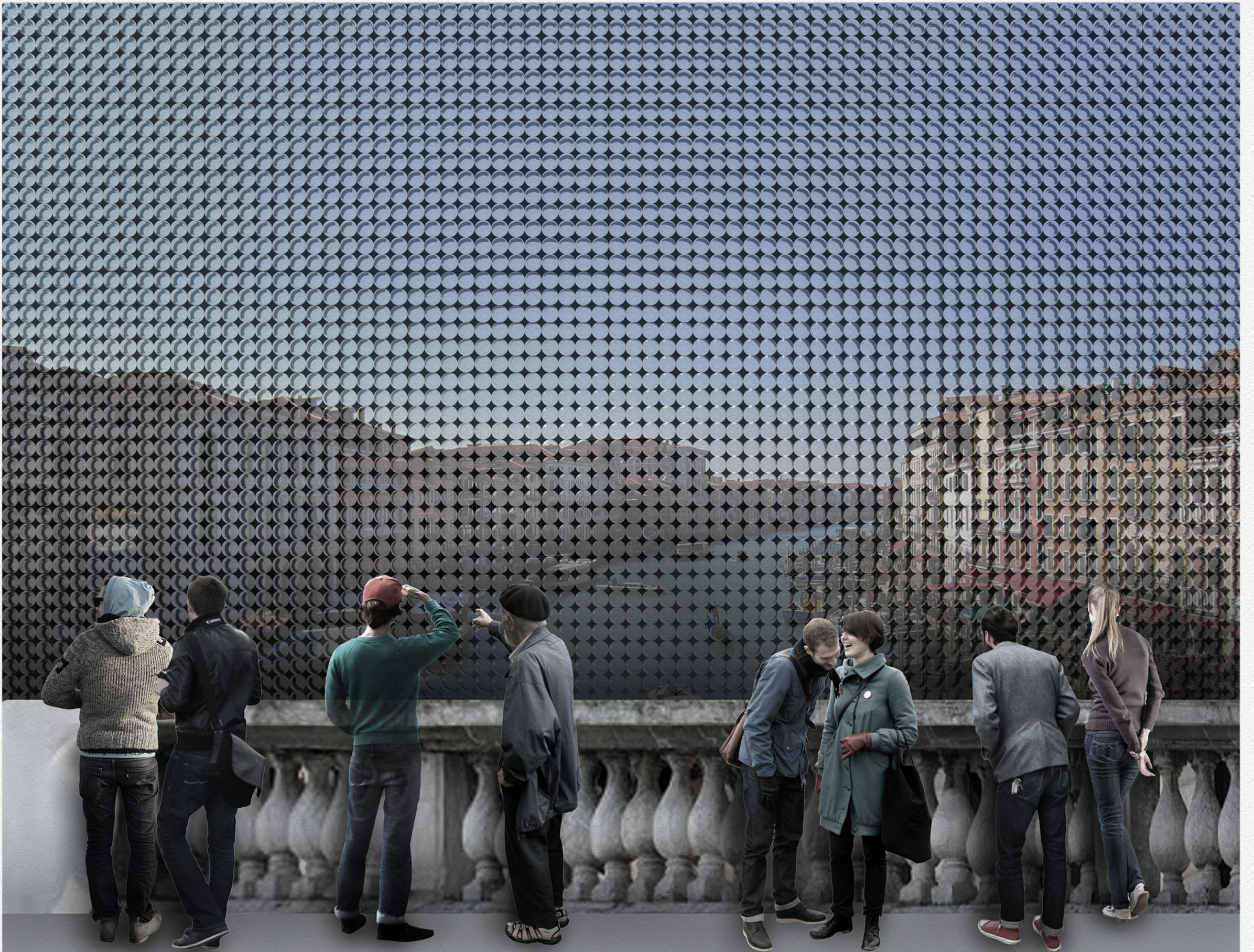


*"Just when you think you know something, you have to look at in another way.
Even though it may seem silly or wrong, you must try."*

Dead Poets Society



Masterplan





The SPIDER_1
Havana, Cuba

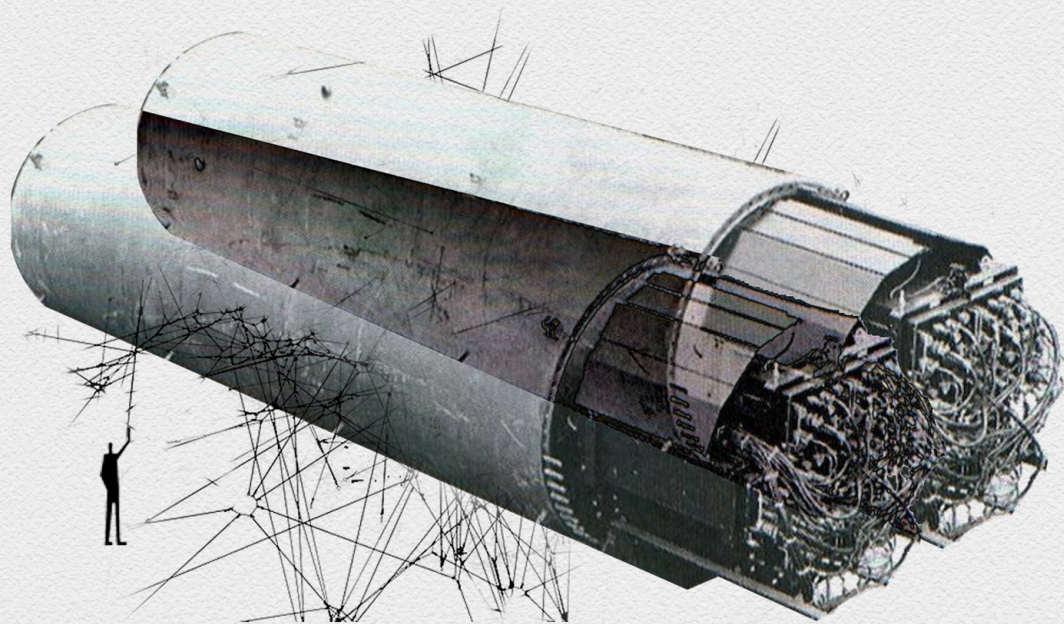
concept

*Wi-Fi Generator/ Bipolarity of Conscious Space/ Social Web /
inverting virtual and real*

The project takes place in an internet and wifi free city. The access to the "web" is very limited and the "virtual" is not present. What if we inserted a spider-like structure/object that would emit a wifi signal. This object would spread its "legs" in different directions all around the city. Like the tubes of canalization under the city, above go the pipes, containing wires. This imposed element in/on the city would generate a change in the way the city is used. It would become a strong attractor provoking a strong concentration of "users" around it and a sort of illegal-home made "connection" wherever it passes. The visual effect represents more than ever the idea of one's "connection", "attachment" and "utensils".

Principle of working:

Mega structure of tubes containing wires, that provides Internet signal, crosses the city of Havana.



Structural detail



Plan detail





The SPIDER_2
Moscow, Russia

concept
Wi-fi, 3G blocker

This vision is the antithesis of the "Spider_1", its opposite, its contradiction.

A metal mega-structure that blocks any wi-fi and 3G signal, is placed in one of the busiest megapolis in the world. It "grows" throughout the city reaching places that theoretically require an "internet-free" existence. Situated in strategic points, such as big roads - magistrali, park zones, along the river shores and peaceful yards, it co-works with the scale of the city. Its monumentality highlights the importance of freedom of devices in particular situations. This version of the "spider" would generate a completely new and different reaction in its "users". Instead of being an attractor this object would certainly become a "repeller" inside the city. Its attempt to "fix" our constant presence in the virtual world maybe cause just a shifting of "users" towards other areas.

Principle of working:

A system of metallic plates attached to facades, buildings trees...etc, with the purpose to block any signals.

"Communications carry information, that is not integrated into the spacial form, its alienated from it, by its capacity of being turned off or on. Carriers of information are aggressive in their potentiality and magnetic seductiveness - a turned off TV seems pointless hence scary."

E.Asse



Masterplan





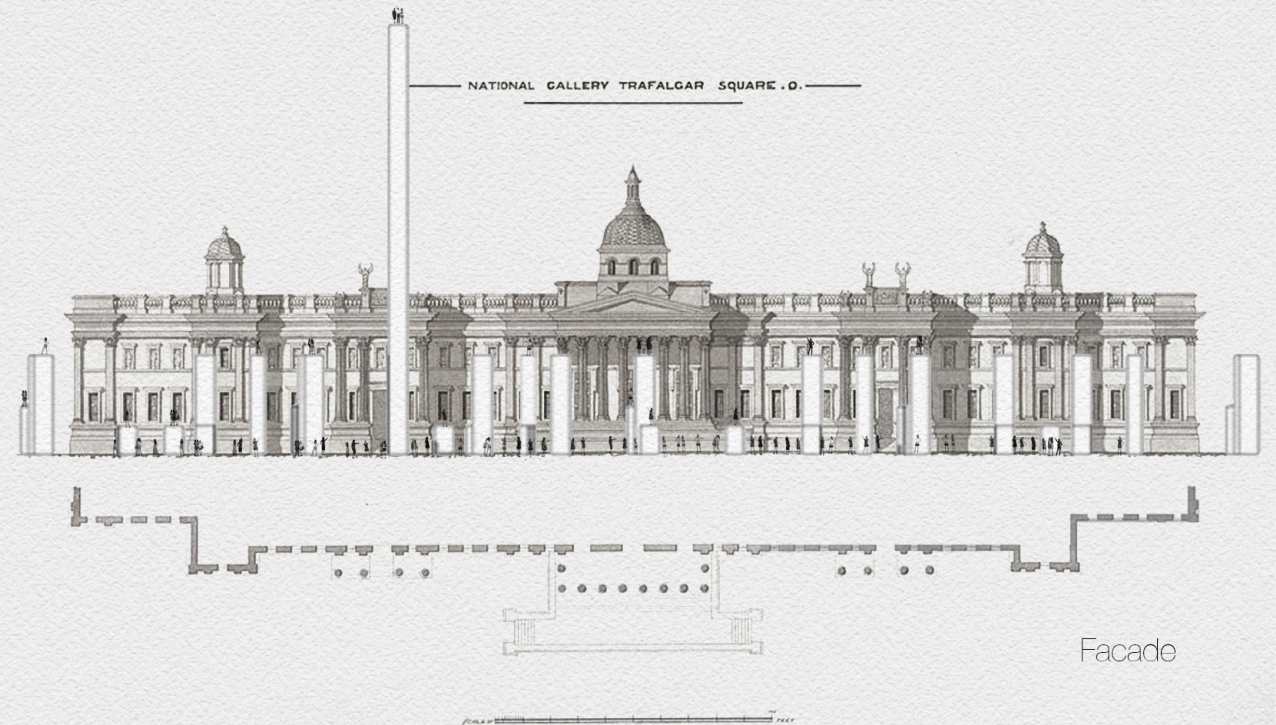
PEDESTAL ME
London, Great Britain

concept
Performance/Staging/Happening/Motivation

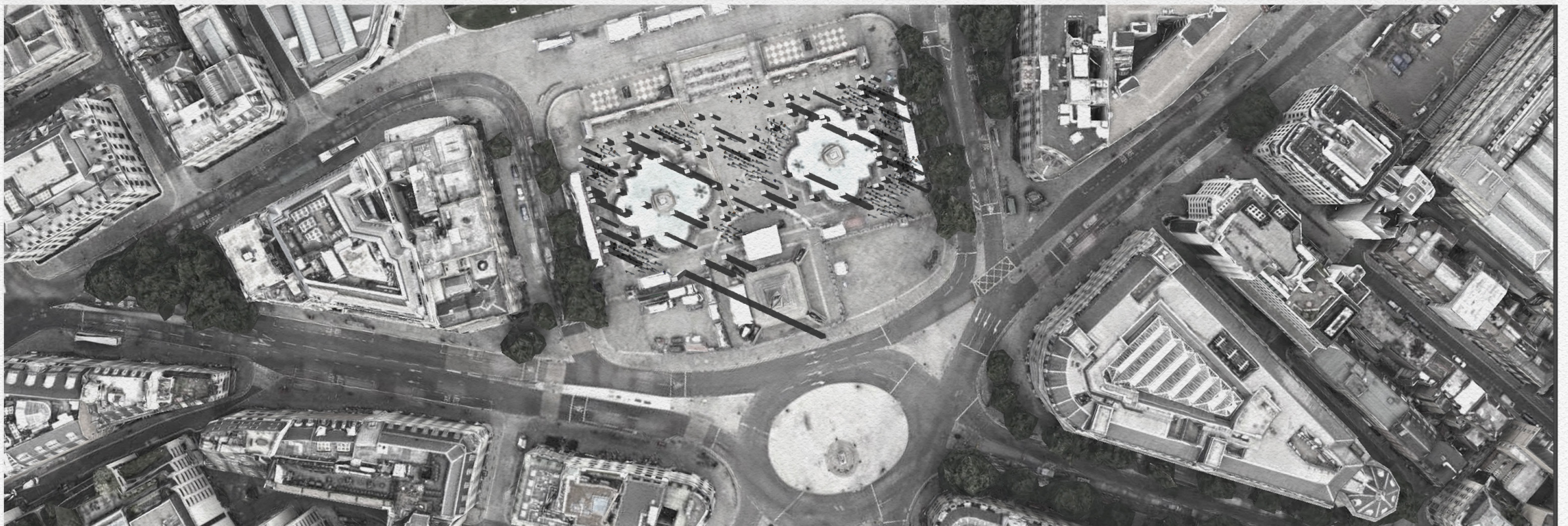
The self-expression acts used to take place since very old times. Now the concept of showing what you are became totally different with the development of media and your ability to share anything, not leaving a house. If before streets worked as a medium for proving what you stand for, than now a medium is your device.

The principle of working:

Series of pedestals, made out of memory storage devices, pen drives and hard drives, placed in a place of public use are to serve for expressing your thoughts, talents, beliefs. The amount and height are growing all the time with the increasing needs of people. But your voice is lost in a choir of other "lost souls". While the mountains of physical representation of information are growing your voice is distinguished less and less.

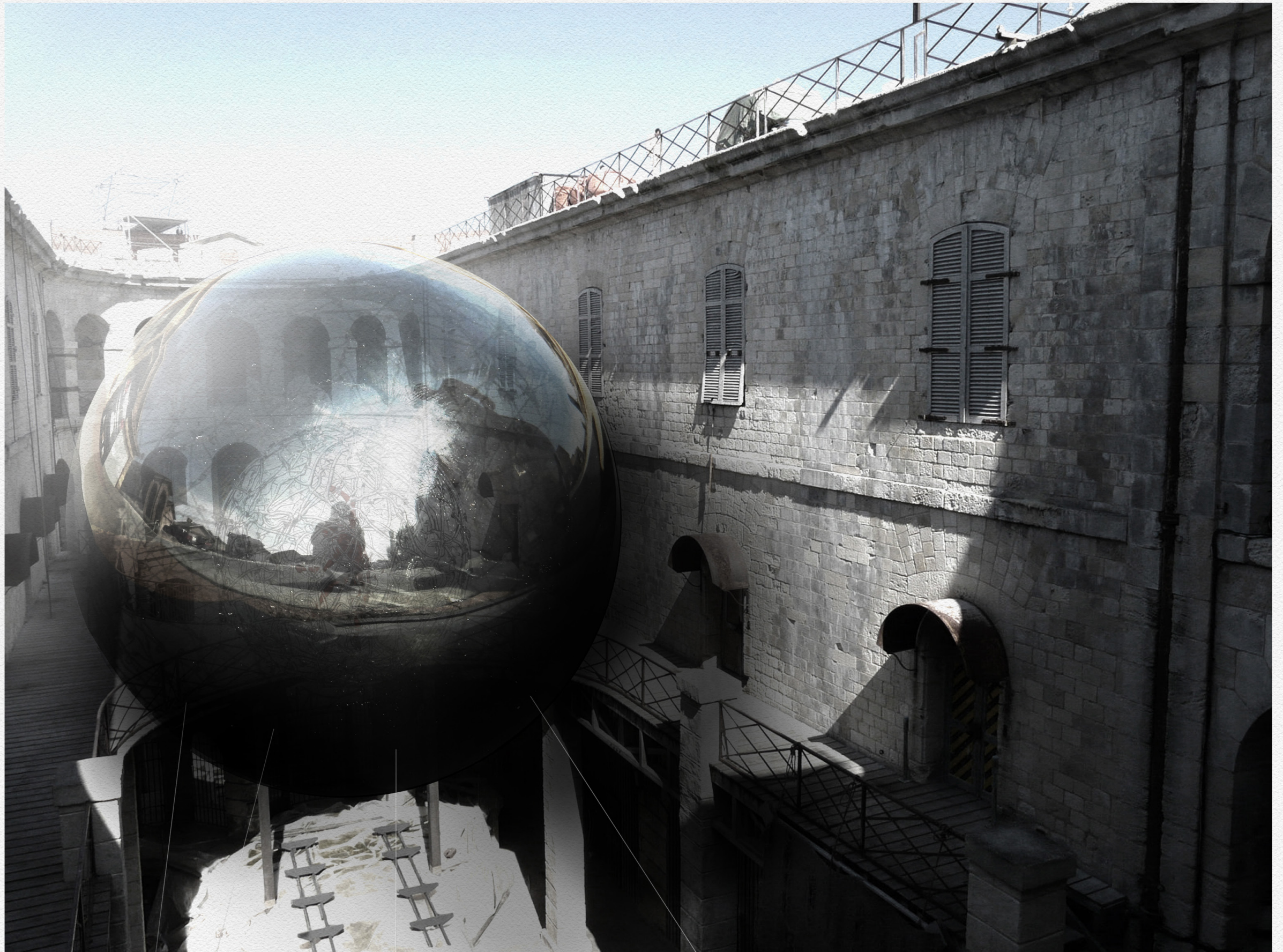


I think we are still stuck with this idea of the street and the plaza as a public domain, but the public domain is radically changing. I don't want to respond in clichés, but with television and the media and a whole series of other inventions, you could say that the public domain is lost. But you could also say that it's now so pervasive it does not need physical articulation any more. I think the truth is somewhere in between.
(Rem Koolhaas 1991)



Masterplan





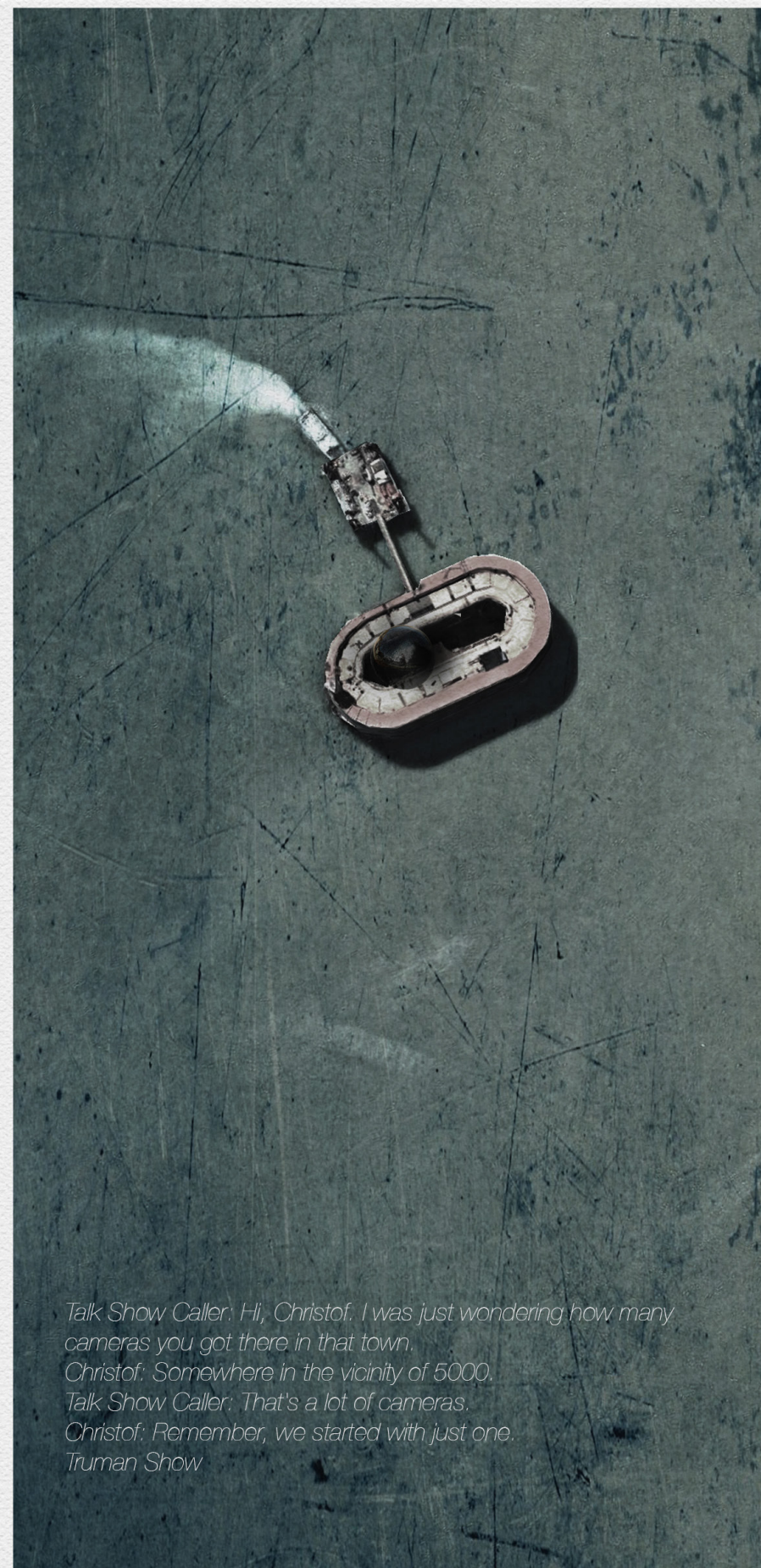
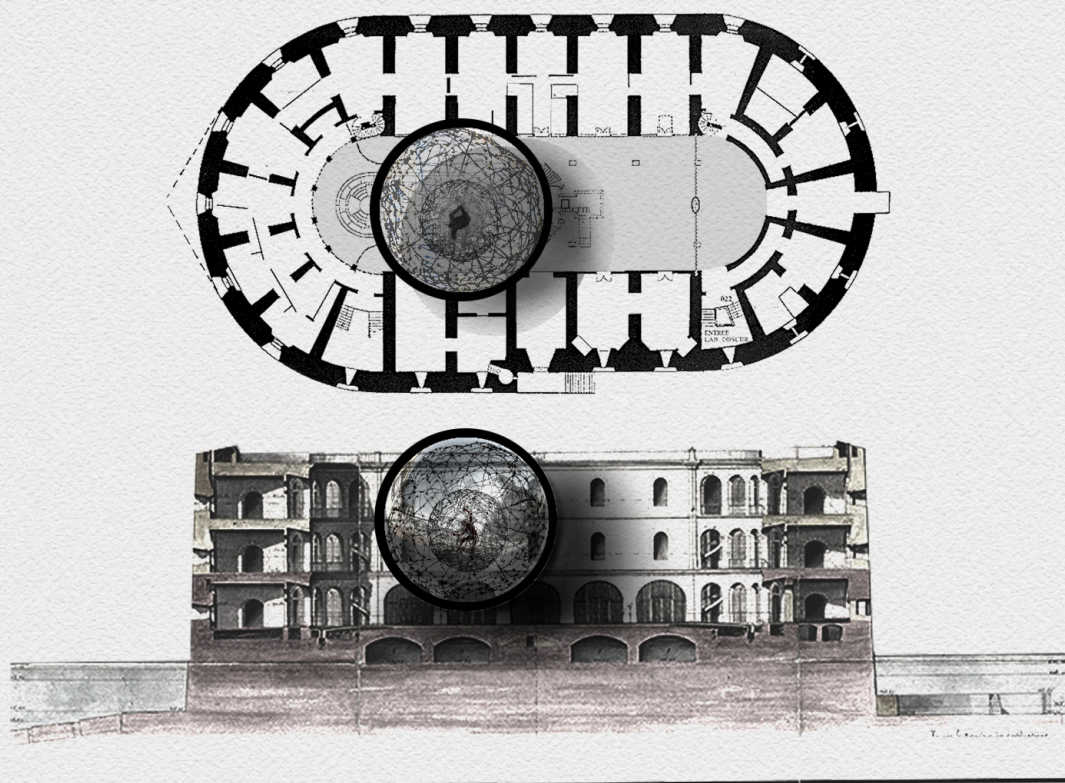
PRISON BY CHOICE
Fortress "Fort Boyard", France

concept
Home/ Stability/ Location

In modern world, when the term of "location" is not actual anymore and one has an ability to be wherever he wants with only a condition of existing connection, many people might choose being alone physically while attached to their devices.

Difficult accessibility of the new spacial living form, "bubble", sound and thermal insulation create the perfect ambient for those finding their presence in a new non-existing reality. Shell created for body opposes to infinite universe to the holder of a portal to another world. People are lonely. The network is seductive. But if we are always on, we may deny ourselves the rewards of solitude. Project is creating a pure space where there is nothing but its demands.

"Nowadays our body often becomes useless, spare in its acts, in the multiplicity and complexity of its organs, fabrics and functions; everything is built-in inside the brain and its genetical codes. They define the operability of being." E.Asse



Talk Show Caller: Hi, Christof. I was just wondering how many cameras you got there in that town.
Christof: Somewhere in the vicinity of 5000.
Talk Show Caller: That's a lot of cameras.
Christof: Remember, we started with just one.
Truman Show