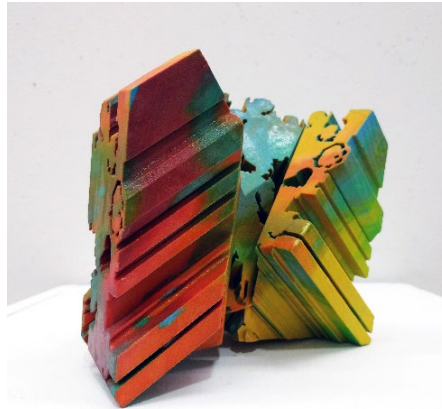University of Pennsylvania Weitzman School of Design
Department of Architecture
ARCH 7440 DIGITAL FABRICATION
Instructor: Assoc. Prof. Ferda Kolatan

IMAGE, OBJECT, ARCHITECTURE

Instructor: Assoc. Prof. Ferda Kolatan
Semester: Spring 2024
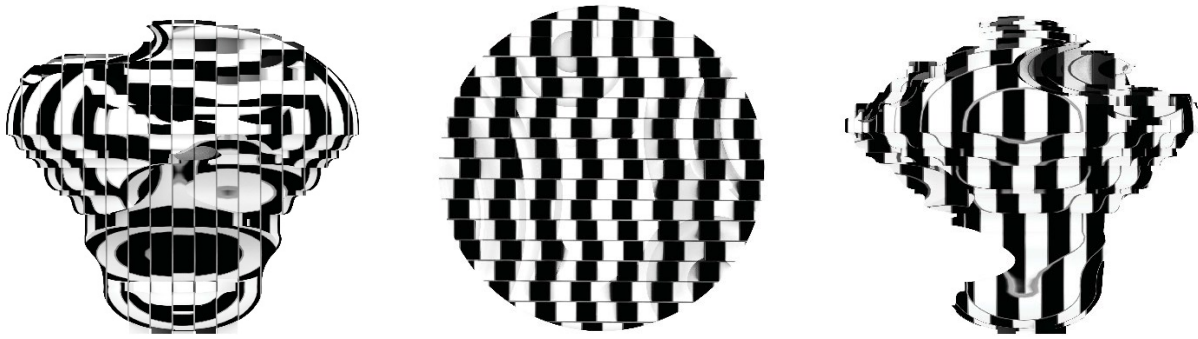Time: Mon 7:00pm-10:00pm
Location: MEYH, B13

Image/Object/Architecture Models (7440)

SEMINAR DESCRIPTION

Architecture is intrinsically linked to objects and images. Since the earliest days of prehistoric monuments and painted caves, architecture has developed an inherently iconographic function. This function can be described as follows: Immaterial ideas about the world are physically embodied through material practices such as drawing, painting, and form-making. In simpler terms, architecture serves as a means to express cultural trends, interests, and desires. This representational quality was traditionally aided by integrating painting and sculpting directly into architecture. The confluence of these different mediums and the specific techniques and technologies from which they derive were understood as essential to good design. However, in modern times, there was a shift in the iconographic function of architecture towards abstraction. The emphasis was now placed on separating image, object, and architecture rather than treating them as a unified entity.

This seminar will critically reassess the alliance between image, object, and architecture in the context of diverse cultural ideas and advanced digital technologies. Students will research, explore, and develop novel entwinements between architectural artifacts and contemporary iconographies.

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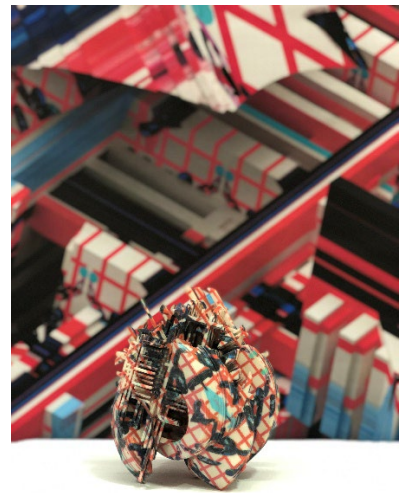Instructor: Assoc. Prof. Ferda Kolatan

Image/Object/Architecture Studies (7440)

LEARNING OBJECTIVES

The interest of this seminar is located at the intersection of design, architectural history, and digital technology. The four main objectives can be summarized as follows:

1. The students will learn about the rich disciplinary lineage that is rooted in the various relationships conjured by the interplay of images, objects, and architecture. These relationships are manifest across different eras and cultures and an essential marker of most architecture throughout history.
2. The students will familiarize themselves with current digital imaging technologies and explore their potential to translate into (or impact) physical form. Notions of color, figuration, texture, or pattern will be reexamined through the lens of these technologies.
3. The students will develop and test unique design techniques that incorporate images into objects and vice versa. The project component of the seminar will grow from these exercises.
4. The students will experiment with new forms of representation both in model and image form. The final project will be showcased in the format of a small exhibition, requiring the students to conceptualize their presentations.

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SEMINAR FORMAT

The seminar will convene once a week, with sessions divided between instructor-led lectures and student presentations. Student projects will evolve through individual research, encompassing activities such as modeling, rendering, and fabrication. Weekly discussions, presentations, and critiques will steer the development of projects. The seminar necessitates students to work independently on their models and images. Therefore, it is advisable for students participating in the seminar to possess proficiency in 3-D modeling, rendering, and fabrication techniques, or be willing to develop these skills during the course. Depending on the total number of students, collaborative efforts may be encouraged to enhance the productivity of critique sessions.

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SCHEDULE

WEEK	DAYS	CLASS
1	Mon, Jan 22	Seminar Introduction
2	Mon, Jan 29	Lecture 1. A Brief Survey of the Role of Images in Architecture
3	Mon, Feb 5	Session 1. Pinup/Discussion
4	Mon, Feb 12	Session 2. Pinup/Discussion
5	Mon, Feb 19	Travel Week
6	Fri, Mar 1	Session 3. Pinup/Discussion
7	Mon, Mar 4	Spring Break
8	Mon, Mar 11	Lecture 2. The Technological Image in Architecture
9	Mon, Mar 18	Session 4. Pinup/Discussion
10	Mon, Mar 25	Session 5. Pinup/Discussion
11	Mon, Apr 1	Lecture 3. The Digital Transmutation of the Image
12	Mon, Apr 8	Session 6. Pinup/Discussion
13	Mon, Apr 15	Session 7. Pinup/Discussion
14	Mon, Apr 22	Session 8. Pinup/Discussion
15	Mon, Apr 29	Final/Exhibition