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Mediated Interiors

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ARCHITECTURE IS PRODUCED, DISSEMINATED, AND CONSUMED THROUGH IMAGES. THE WIDESPREAD USE OF IMAGES AS A MEANS OF COMMUNICATION, TOGETHER WITH THE EXTENSIVE USE OF NEW TECHNOLOGIES, HAS CREATED A SPACE FOR SHARED ENCOUNTERS AND DIALOGUE AMONG DISCIPLINES. THROUGH THE USE OF A COMMON LANGUAGE, THESE DISCIPLINES GENERATE A VISUAL CULTURE THAT IS INFLUENCED BY ALGORITHMIC RELATIONSHIPS OF SIMILARITY AND AFFINITY. WE CONSUME IT CONSTANTLY, ALMOST UNCONSCIOUSLY, IN OUR DAILY LIVES.

SOCIAL MEDIA HAVE BECOME AN ESSENTIAL PART OF THE ANALOG REALITY AS AN INDISPENSABLE CONDITION OF THE CREATIVE PROCESS: A TOOL FOR COMMUNICATION AND DISSEMINATION THAT AIMS TO SATISFY THE DESIRE FOR LIKES. THIS DESIRE IS LINKED TO THE CONSTRUCTION OF DIGITAL IDENTITIES AND THEREFORE SEEKS RECOGNITION AND ADMIRATION FROM OTHERS IN ORDER TO GRANT AUTHENTICITY. BUT AT THE SAME TIME, THIS DESIRE TENDS TO EXCLUDE ANYTHING THAT IS DIFFERENT

AND UNCOMFORTABLE, LIMITING CRITICISM AND ALTERNATIVE IDEOLOGICAL POSITIONS. HOW DO WE MAKE THE EYE OF THE 21ST CENTURY, ADDICTED TO THE TRANSCIENCE AND OBSCENITY OF IMAGES, UNDERSTAND THEM AS A VEHICLE FOR UNVEILING INTIMATE STORIES THAT REQUIRE TWO LOST QUALITIES: REFLECTION AND CRITICISM?

THE CONSTRUCTION OF A MESSAGE, OF WHAT COMES NEXT, OF THE POST, AND AT THE SAME TIME, THE REJECTION OF BEING MERELY CONSUMABLE, IS WHAT VALIDATES THE IMAGE ITSELF AND PROVIDES IT WITH MEANING. THIS FACT IS PARTICULARLY RELEVANT DUE TO THE CONSTRUCTIVE NATURE

OF ARCHITECTURE. CONFRONTING THE CURRENT ENVIRONMENTAL ISSUES GENERATES A NEW ANTHROPOCENIC AWARENESS THAT QUESTIONS THE HEGEMONIC ARCHITECTURAL DISCOURSE, EMPHASIZING THE MATERIAL PROCESSES AND THE INHERENT POLITICAL, ECONOMIC, AND CLIMATIC IMPLICATIONS OF EACH PROJECT.

THE 1ST BIENNIAL OF YOUNG ARCHITECTURE SEEKS TO HARNESS THE POWER

OF IMAGES TO REVEAL STORIES THAT DELVE INTO ARCHITECTURAL REFLECTION AND CRITICISM.

BOTH THE CONTENT OF THE EXHIBITION AND THE ACTIVITIES GENERATED AROUND THE BIENNIAL ADOPT THIS CHARACTERISTIC ANALOG-DIGITAL DYNAMIC OF CONTEMPORARY CULTURE, CHALLENGING THE PARADIGMS OF SOCIAL NETWORKS AND ADDRESSING THE CONCERNS THAT DIRECTLY AFFECT OUR GLOBAL SOCIETY THROUGH ARCHITECTURE.

AGENDA

THURSDAY 5		FRIDAY 6		SATURDAY 7	
19.00 - 23.00 H	<u>OPENING</u> VIDEO ART BY AGNETE MORELL KITCHEN INSTALLATION BY SOCIEDAD 0 GASTRONOMIC PERFORMANCE BY TIBERI CLUB POP UP CLUB BY TECHO BEYOND IMAGES EXHIBITION (5-22 OCT) NAMELESS MODELS EXHIBITION (5-10 OCT)	18.00 - 19.00 H	<u>MOST INTERACTED WITH #1</u> PACHÓN-PAREDES + ANDREA I JOAN	11.30 - 19.30 H	<u>CONFESSIONS (BY AJAC)</u>
		19.30 - 21.00 H	<u>LECTURE SERIES #1</u> JAVIER FERNÁNDEZ CONTRERAS	12.30 - 14.00 H	<u>NAMELESS MODELS</u> REVEALING MODEL AUTHORS - VERMUT
				18.00 - 19.00 H	<u>UNVEILING STORIES</u> TALLER11, OJO ESTUDIO, ESTUDI BIGA, RUBEN CASQUERO, CRISTINA Y NICOLÁS
				19.30 - 21.00 H	<u>MOST INTERACTED WITH #2</u> MACIVER-EK CHEVROULET + ATIENZA MAURE
SUNDAY 8		MONDAY 9		TUESDAY 10	
12.00 - 14.00 H	<u>BELLOCH VISIT BY SANTA & COLE</u> GUIDED TOUR TO THE SANTA & COLE HEADQUARTERS (CARDEDEU) WITH JAVIER NIETO SANTA, CO-FOUNDER OF SANTA & COLE, AND JOSEP M ^a SERRA, VICEPRESIDENT OF URBIDERMIS.	18.00 - 19.00 H	<u>MOST INTERACTED WITH #3</u> DYVIK KAHLÉN + BAJET GIRAMÉ	11.30 - 14.30 H	<u>CORRECCIONS CREUADES #1</u> ETSAV + EPS-UDG
		19.30 - 21.00 H	<u>LECTURE SERIES #2</u> LLUÍS ALEXANDRE CASANOVAS + NÚRIA MOLINER	18.00 - 19.00 H	<u>MOST INTERACTED WITH #4</u> BEATRIZ ALÉS ATELIER + HI HA STUDIO
				19.30 - 21.00 H	<u>LECTURE SERIES #3</u> MAXIME DELVAUX + URTZI GRAU
WEDNESDAY 11		THURSDAY 12		FRIDAY 13	
11.30 - 14.30 H	<u>CORRECCIONS CREUADES #2</u> ETSAV + ETSAB	COAC WILL BE CLOSED.		10.00 - 13.00 H	<u>CORRECCIONS CREUADES #3</u> UIC + IAAC + EIXAMPLE RESPIRA
18.00 - 19.00 H	<u>UNVEILING STORIES</u> ARJUB, TALLER LOCI, ARQ. DE CONTACTE, JAVIER GAVÍN, GERARD ROMEU, MARIA AUCEJO			11.00 - 14.00 H	(MIES VAN DER ROHE PAVILION) <u>TERÀPIA A LA MIES - LINK FREE</u> PSYCHOLOGICAL COUNSELING SERVICE
19.30 - 21.00 H	<u>LECTURE SERIES #4</u> L.DRAPÉAUD (TRAUMNOVELLE) + G.LÓPEZ (MAIO)			18.00 - 19.30 H	<u>EL DRET A NO FER RES / UNLIMITED</u> <u>SCROLL - LINK</u> ETHEL BARAONA, EUDALD ESPLUGA, MANUELA VALTCHANOVA, VALENTÍ AGUSTÍ
				20.00 - 22.00 H	<u>CINEMA: JULIA IST</u> (MARTA CRUAÑAS)
SATURDAY 14		SUNDAY 15		MONDAY 16	
	<u>INTERIORS OCULTS (AROUND BARCELONA)</u>		<u>INTERIORS OCULTS (AROUND BARCELONA)</u>	19.00 - 23.00 H	<u>CLOSING</u> MUSIC PERFORMANCE LAST DINNER
10.30 - 11.30 H	METRÒNOM - MAS DE MIQUEL	12.00 - 14.00 H	H30 - PARLAMENT APARTMENT		MANY THANKS TO ALL OF YOU <3
12.30 - 13.30 H	ATIENZA MAURE - NAVE EN LA PAU	16.00 - 17.00 H	ARAMÉ - RED HOUSE <u>LINK</u>		
14.30 - 16.00 H	MACH - CASA COLLUMPIO - BBQ!	17.30 - 18.30 H	BAJET GIRAME - BLURRING 2 ATTICS <u>LINK</u>		PD: UPCOMING PUBLICATION
17.00 - 18.00 H	MESURA - VASTO GALLERY				

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