

PostDigital
NeoBaroque
:
New-Normality

VU 1:
Art, Design & Cross-Disciplinary Science

by
Marjan Colletti and **Andreas Körner**

UIBK
Department for Experimental Architecture

“The term ‘**Post-Digital**’ was coined as a means of thinking about the aesthetics of the time beyond the digital revolution (Negroponte 1998), in particular in music (Cascone 2000), in the arts and in architecture.

An **evolution of the digital**, rather than an anti-digital stance, it strives for the **hybridization** of the physical, artificial, crafted **material world** with innovative, hi-tech, cutting-edge technologies, of natural, biological, and organic media with VR, AR, AI and ML.

Consequently, Post-Digitality has the great potential to trigger **transdisciplinary cultural production**, that involves and affects a plethora of disciplines, arts, crafts and science.”

Marjan Colletti, 2020

Team

Prof. Marjan Colletti

www.exparch.at

www.designingfuturerealities.com/lecturers/marjan-colletti

Andreas Körner

www.andreaskoerner.at

www.designingfuturerealities.com/lecturers/andreas-koerner

www.exparch.at

Context

Post-Digital

The term was coined in 2000 as a means of thinking about the aesthetics of the time beyond the digital revolution, in particular in music, in the arts and in design. An evolution of the digital, rather than an anti-digital stance, it strives for the hybridization of the physical and the artificial, of crafted materials with innovative/hi-tech/cutting-edge technologies, of natural/biological/organic media with virtual reality/augmented reality artificial intelligence and machine learning. Consequently, Post-digitality has the great potential to trigger an intensification of transdisciplinary, cultural, design production.

Neo-Baroque

Neo-baroque does not refer to the late 19th century architectural style of the Second Empire architecture in France, aka the Baroque Revival. Instead, the term denotes a growing scholarly and transdisciplinary discourse that started in the 1980s. It reflects the ambiguity, the uncertainty, and the insecurity of our contemporary, transcultural and transhistorical time. Its capacity to bring together unlike approaches blurs disciplinary boundaries and silos. Alchemy becomes the new normal.

New-Normality

Currently, uncertainty is certain – now more accentuated than ever due to the glitch in normality drastically brought upon us by Covid19. We do not know what the ‘new-normal’ post-Corona life might be like, how we will slowly transition back into quotidianity. How will we deal with the loss of hyper-agile free movement? Will we gain a higher awareness of the fragile ecosystem of our planet? Will it be times of hyper-hybridity, of complex overlaps, and of fragmentary shifts between extremes? Will creative thinkers grasp this challenge and opportunity for designing future realities?



Plantolith,
Marjan
Colletti, 2013.

Theme:

We will explore and design digital immersive spaces, focussing on the role of texture, colour, and materiality to create *Post-digital delights* and *Neo-baroque milieus*. We will produce complex artificial environments that derive from digital tools in an additive process where detail is rigorously added to existing models, resulting in an evolutionary chamber, a cabin of curiosities, a garden of delight, a hybrid grotto... We will explore 2D and 3D drawing techniques, animations, simulations and video, and other forms of media that can trigger physical responses. The design work is accompanied by seminars and lectures.

Brief:

Design your new-normal home-office

- **2D:** create an image that represents you
(the background as new façade)
- **3D:** create a space that suits you
(a hybrid real-virtual office)
- **4D:** create an immersive space for yourself and others
(an agile social space)



*Procedural
Sinter,
Andreas
Körner, 2020.*

Methods & Process

The course will be taught via digital platforms and distant learning using a variety of tools. All tools will be open-source, freeware or accessible without additional costs with an academic email address. Throughout the VU the students will be asked to actively engage with their natural and cultural environment and gather multi-media assets from it. In the VU students will extrapolate captured fragments of their environment (images, videos, digital 3d objects) and create a portfolio of post-digital artefacts, which will form the basis for further research on ways to creating neo-baroque environments and compositions. The three tasks build upon each other, increasing in complexity. In this VU students will familiarize with an agile artistic-research method. They will explore a series of techniques that focus on creative production, drawing inspiration from a plethora of disciplines and references. This will allow students from different backgrounds to develop their design work from their very own perspective.

