The digital vanguard’s much touted campaign to “dematerialize” our physical bodies and environments wasn’t nearly as extensive as many early cyberculture theorists had predicted. We have not traded in our corporeality for virtuality—nor have we exchanged all of our brick-and-mortar schools, churches, and communities for virtual versions. In fact, many architectural theorists, sociologists, psychologists, geographers, and scholars in related disciplines argue that as our media have become ever more virtual, the design and development of our physical spaces—through architecture, landscape design, and urban and regional planning—have become even more important. If our media and our built spaces do not follow parallel evolutionary patterns, what is the relationship between these two human productions? This course examines the dynamic and complex relationship between media and architecture. We will look at architecture as media, symbols and embodiments of particular ideas and values—and at the impact that communication media have had on the practice of architecture and the way we experience our environments. In laying the groundwork for the course, we will first address theories of architecture as text, as language or semiotic system, and architecture as mass media. We will then turn our attention to models of production and consumption that apply to both architecture and media. After equipping ourselves with a vocabulary and a theoretical framework, we will trace the contemporaneous development of media and architecture from the scribal era in the Middle Ages to the digital era of today and tomorrow.

In addition to introducing a comparative method of studying history, this course is designed to foster an appreciation of media and architecture as embodiments of cultural values and as records of social history. Furthermore, we will find that underlying and inspiring these two systems of cultural production throughout history are certain foundational elements—particular value systems and stages of consciousness, epistemologies and ontologies, cultural perspectives and worldviews.

OUR TOOLS

A course reader is available on reserve in the Fisher Fine Arts Library. The reader contains excerpts from the following works:

entry by noon on Monday. I do recommend that you write a total of two pages. Please email me each week's reading log. Subsequent absences will impact your grade, and more than four absences may prevent you from passing the course.

Attendance. It’s a small class; we’ll miss you when you’re gone! Besides, showing up—and staying awake and engaged—are the very least you can do. You will be permitted two excused absences during the semester. Subsequent absences will impact your grade, and more than four absences may prevent you from passing the course. Attendance is worth 10% of your final grade.

Participation. Because this class is a seminar, your thoughtful participation is essential to its success. You are encouraged to contribute—courteously and meaningfully—to class discussions; your reading log will help you to prepare. However, if you are uncomfortable speaking in class, we can discuss other ways for you to contribute. Participation is worth 10% of your final grade.

First Writing Assignment/Revision. This first paper, a 2-3-page essay, will address pre-electronic age spaces. A more detailed description of the assignment will be provided at least two weeks before the due date, on February 17, 2003. Please email me your papers in two formats: (1) as a Word/Word Perfect attachment to the email message, and (2) cut-and-pasted into the body of the message. During the following two weeks, I will assist you in revising the
paper, and you will submit your revised version on February 24. The original draft is worth 10% of your final grade, and the revision, 10%.

**Second Writing Assignment.** The second paper, a 3-4-page essay, will address imaging spaces. As with the first paper, a more detailed description of the assignment will be provided at least two weeks before the due date, on March 24. Because you will not have the opportunity to revise and resubmit this paper, it is your responsibility to seek assistance in writing the paper before the March 24 deadline. Again, I ask that you please email the paper as an attachment to an email message, and cut-and-pasted into the body of the email. This second paper is worth 20% of your final grade.

**Final Project.** Throughout the semester, you will most likely come across several ideas, arenas, individuals, etc., about which or whom you would like to know more. This final project will give you the opportunity to delve deeply into a research area of personal interest. You should begin thinking about potential topics immediately—but you must make sure to email me a one-paragraph proposal before April 14. This research project, which should be presented in a 8-10-page paper, is worth 25% of your final grade.

**OUR SCHEDULE**

**January 13**  
So...What Do Architecture and Media Have to Do with One Another?  
Innis,Giedeon, McLuhan, Carey, Eco, Lefebvre  

Readings:  
Harold Innis, “The Problem of Space” In *The Bias of Communication* (8 pp.)  
James Carey, Section V of “Space, Time, and Communication” In *Communication as Culture* (4 pp.)  
Adrian Forty, “Language Metaphors” In *Words and Buildings* (~21 pp.)  
Jonathan Hale, “Systems of Communication” In *Building Ideas* (~26 pp.)  
Marshall McLuhan, “Housing” In *Understanding Media* (8 pp.)  
Horace M. Newcomb, “Media as Environment.” *Center* 4 (1988): 10-17 (8 pp.)  

**January 20**  
Martin Luther King Day—NO CLASS

**January 27**  
Inscribing Space: Architecture in the Scribal Era, Architecture as Inscription  

Readings:  
James Burke, “Communication in the Middle Ages” In Crowley & Heyer, Eds., *Communication in History* (10 pp.)  
Umberto Eco, excerpts from *The Name of the Rose* (~14 pp.)  
Steen Eiler Rasmussen, “Hearing Architecture” In *Experiencing Architecture* (~11 pp.)  
Siegfried Giedion, excerpt from *Mechanization Takes Command* (~17 pp.)  
Robin Evans, “Translations from Drawing to Building” In *Translations from Drawing to Building* (~24 pp.)  
Adrian Forty, “Language and Drawing” In *Words and Buildings* (~12 pp.)  

Excursion:  
Penn Architectural Archives, Lower Level of Fisher Fine Arts Library  

Film:  
excerpts from *The Name of the Rose*

**February 3**  
Talking Points: The Stage and The Public Sphere  

Readings:  
Sir Peter Hall, “The World as Stage” In *Cities in Civilization* (~45 pp.)  
Jurgen Habermas, “Institutions of the Public Sphere” and “The Bourgeois Family and the Institutionalization of a Privateness Oriented to an Audience” In *The Structural Transformation of the Public Sphere* (21 pp.)  
Jane Jacobs, “The Uses of Sidewalks: Contact” In *The Death and Life of Great American Cities* (~19 pp.)  
George Simmel, “The Metropolis and Mental Life” In Richard Sennet, Ed., *Classic Essays on the Culture of Cities* (14 pp.)

*Recommended: Rosalyn Deutsche, “Agoraphobia” In *Evictions*

Films: Excerpts from *Ridicule* and *The Social Life of Urban Spaces*

**February 10**

*“This Will Kill That”: Print and Place*

Readings: Walter Ong, “Print, Space, and Closure” In Crowley & Heyer, Eds., *Communication in History* (10 pp.)

    Mario Carpo, excerpts from *Architecture in the Age of Printing* (~48 pp.)

    Gunther Barth, “The Metropolitan Press” In *City People* (~27 pp.)

    Michael Schudson, “The New Journalism” In Crowley & Heyer, Eds., *Communication in History* (~6 pp.)

Films: excerpts from *The Day the Universe Changed* (Program 4: “Printing Transforms Knowledge”), *The Hunchback of Notre Dame*, Ric Burns’ *New York: A Documentary Film* (Disc 2: “Order and Disorder”), and *Fahrenheit 451*

**February 17**

*Radio City: Wireless Technologies, Untethered Spaces*

Readings: James W. Carey, “Technology and Ideology: The Case of the Telegraph” In *Communication as Culture* (~22 pp.)


    Susan Douglas, Broadcasting Begins” In Crowley & Heyer, Eds., *Communication in History* (8 pp.)


    Ellen Lupton, “The Voice with a Smile” In *Mechanical Brides* (~10 pp.)


Film: excerpts from *New York: A Documentary Film* (Disc 4: “Cosmopolis”)

**FIRST WRITING ASSIGNMENT DUE**

**February 24**

*Manufacturing Desires: Plan Books, Packaged Design*


    Gwendolyn Wright, “Populist Visions” In *Moralism and the Model Home* (~30 pp.)

    Gwendolyn Wright, “The New Suburban Expansion and the American Dream” In *Building the Dream* (~19 pp.)


    Neil Leach, “Wallpaper Person: Notes on the Behaviour of New Species” In *This Is Not Architecture*, pp. 231-243 (~11 pp.)


Excursion: Philadelphia Athenaeum, 219 S. Sixth St.—Please arrive by 2:30pm!!

Film: The Films of Charles and Ray Eames

**REVISION OF FIRST ASSIGNMENT DUE**

**March 3**

*Collapsing Dimensions: Photography and Space*


    Shelley Rice, “Introduction: Times Zones” and “Parisian Views” In *Parisian Views* (~47 pp.)

    Beatriz Colomina, “Archive” In *Privacy and Publicity* (15 pp.)
March 10

Spring Break—NO CLASS

March 17

Mise-en-Scene: Cinematic Spaces

Readings:
- Patrick Keiller, “Architectural Cinematography” in This Is Not Architecture, pp. 37-44 (7 pp.)
- Sir Peter Hall, “The Dream Factory: Los Angeles, 1910-1945” in Cities in Civilization (33 pp.)
- Sir Peter Hall, “Cinema,” “Graphic Art,” and “Critics, Media, Patrons, Public” in “The Invention of the Twentieth Century: Berlin, 1918-1933” in Cities in Civilization (~10 pp.)
- Douglas Gomery, “Nickelodeons to Movie Palaces” in Communication in History (6 pp.)
- Peter Wollen, “Blade Runner: ’Ridleyville’ and Los Angeles” in The Hieroglyphics of Space (8 pp.)

Films:
- excerpts from Metropolis, Welcome to the Dollhouse

March 24

Boxed In: Televisual Spaces

Readings:
- SKIM Joshua Meyrowitz, “The Merging of Public Spheres” and “The Separation of Social Place form Physical Place” in No Sense of Place (31 pp.)
- Lynn Spigel, “The Home Theater” in Make Room for TV (~34 pp.)
- Terence Riley, “The Un-Private House” in The Un-Private House (~29 pp.)
- Sanford Kwinter & Daniela Fabricus, “Television: The Infrastructural Revolution” in Mutations (4 pp.)


Films:
- excerpts from Brazil and The Truman Show

SECOND WRITING ASSIGNMENT DUE

March 31

Spaces for Books and Barter:
Libraries and Commercial Space Through the Media Ages

Readings:
- Shannon Mattern, excerpts from “A History of Library: Its Values and Physical Forms” in Building Ideologies (11 pp.)
- Rosalynd Williams, “Dream Worlds of Consumption” in Communication in History (6 pp.)
- Walter Benjamin, “Fourier, of the Arcades,” “Granville, or the World Exhibitions,” and “Baudelaire, or the Streets of Paris” in Reflections (9 pp.)
- Gunther Barth, “Department Store” in City People (~37 pp.)
- Project on the City, “Evolution of Retail Types” in Harvard Design School Guide to Shopping (22 pp.)
April 7  
Folds, Weaves, & Layers: Spaces of and for Today’s Sciences and Technologies  

By today you should have visited the Intricacy exhibit, curated by architect Greg Lynn, at the Institute of Contemporary Art, 118 South 36th Street at Sansom  
ICA’s Hours  
Wednesday through Friday, 12 p.m. - 8 p.m.  
Saturday and Sunday, 11 a.m. - 5 p.m.  
Closed Monday and Tuesday  
Free with PENNCard  

Readings:  
Ben van Berkel and Caroline Bos, “Diagrams: Interactive Instruments in Operation” In This Is Not Architecture, pp. 99-109 (~8 pp.)  
Philip Campbell, “The Height of the Kick” In This Is Not Architecture, pp. 110-120 (~9 pp.)  
FAT, “Everything Counts in Large Amounts (The Sound of Geography Collapsing” In This Is Not Architecture, pp. 244-251 (~7 pp.)  
Beatriz Colomina, “The House That Built Gehry” In Frank Gehry, Architect (~17 pp.)  

Films:  
excerpts from Frank Gehry: Bilbao and Before or Frank Gehry: Architecture in Motion  

April 14  
NO CLASS  

April 18 (Friday)  
From the Whitney's website:  
For the past two decades, the New York architects and artists Elizabeth Diller and Ricardo Scofidio have drawn on installation art, time-based media, and architecture to redefine attitudes toward the body, the city, and everyday spaces. This exhibition presents an astonishing range of their site-specific installations, video works, performance pieces, and buildings. Diller + Scofidio’s work crosses all media boundaries to explore how technology defines identity, how rituals can offer either imprisonment or liberation, and how we can build devices that allow us to be at home in an ever more artificial and confusing world.  

April 21  
Physical Space in a Virtual World  

Readings:  
Neil Leach, “Saturation of the Image” and “Architecture of the Catwalk” In The Anaesthetics of Architecture (~27 pp.)  
Constantin Petcon, “Media-polis / Media-city” In Neil Leach, Ed., The Hieroglyphics of Space (7 pp.)  
William J. Mitchell, “The Revenge of Place” In This Is Not Architecture, pp. 45-53 (9 pp.)  
Mitchell L. Moss and Anthony M. Townsend, “How Telecommunications Systems are Transforming Urban Spaces” In Cities in the Telecommunications Age (10 pp.)  
Visit and skim William Mitchell’s City of Bits: http://mitpress2.mit.edu/e-books/City_of_Bits  

Films: excerpts from *The Matrix, Minority Report*

April 30

**FINAL PAPER DUE**