

## THE PLATFORM CITY

### Disruptive Technologies, Innovation Hubs and the Passion Economy

Projekteinführung: Mo, 16. Oktober 2017, 10-11.30 Uhr

Ort: Seminarraum 264/1, Karls-gasse 13

Continuing our engagement with questions of BUILDING CAPITAL, this year we will link up the courses "Contemporary Culture", "Urban Visual Culture", "Regimes of the Visual" and "New Models of Culture and Art Production" to jointly investigate, both analytically and practically, the neoliberal imperative of "city" as "platform". Using texts, visual material and case studies, we will explore the dynamics and contradictions in today's constellation of capitalist economy, innovation technology, artistic creativity and urban production.

As the composition of economic growth has now shifted toward knowledge-based creative ventures (cloud-based software, social media, mobile applications, etc.), cities around the world are outcompeting each other to attract a strong talent pool of young creatives and innovators in the hope that venture capital will follow in their wake, resulting in crops of fast-growing companies. Successful campaigns often include the invention of new architectural typologies evoking notions of co-working and co-living to suggest a febrile atmosphere of creativity and entrepreneurship. Revolving around "urban rooms", communal spaces and pop-up entertainment, these new architectures focus on the creation of fluid circulation and meeting spaces so that the incoming human capital (millennials and tech professionals) can be "put to work" - interacting and exchanging with investment patrons, clients, customers and peers alike.

The coordinated exchange between the different courses will allow us to address this new form of speculative urbanism from a range of different theoretical and practical perspectives, interrogating ongoing shifts in political thinking, economic frameworks, global connectivity, communication channels, cultural aspirations, as well as building technologies and architectural practices.

To connect these different aspects, we will work across the different courses on a multi-dimensional mapping project that can make tangible the plurality of actors, forces and ideas involved in realising the "Platform City". As a distinctive relation between governmental action and spatial aesthetics is key to this new urban paradigm, in a second step we will seek to develop analytical tools of "architectural reading". Our objective is to develop ways of navigating the civic, social and cultural implications of this speculative approach to city-building, which champions the creation of disruptive "situations" and in which the process is deemed to be more important than the results.

264.093 Gegenwartskultur

#### **Disruptive Technologies**

Beginn: Di, 17. Oktober 2017, 11-15 Uhr

Ort: Seminarraum 264/1, Karls-gasse 13

In dieser Lehrveranstaltung beschäftigen wir uns mit der Produktion von Gegenwartskultur und diskutieren, wie diese in räumlichen Vorgängen, Logiken und Phänomenen Gestalt annimmt. Entlang von internationalen Projekten aus Kunst, Architektur und aktivistischer Raumpraxis reflektieren wir

diese Entwicklung als einen komplexen Prozess, der unsere sozialen Wahrnehmungen in einer Überlagerung von ästhetischer, kultureller und politischer Praxis grundlegend neu organisiert. Wir betrachten die Zirkulation dieser Praxen und die sich verändernde Idee von Kultur selbst anhand ihrer Beziehungen zu wechselnden Konzeptionen von Kunst, Politik, Ökonomie, Raumnutzung, Konflikt, Modernität und Globalisierung. Unsere Diskussion stützt sich dabei auf aktuelle Theorien Visueller Kultur zum Spannungsfeld zeitgenössischer kultureller Erfahrung, insbesondere zu neuen Modellen künstlerischer Produktion, kulturellen Netzwerken und Mobilitäten, Formen kollektiver Kreativität, geokulturellen Konflikträumen, informellen Raumstrukturen und dem Potenzial neuer Bildmedien.

Im Wintersemester 2017/18 wird sich diese Lehrveranstaltung - im Verbund mit den Modulfächern "Visuelle Kultur der Stadt", "Regime des Visuellen" und "Neue Modelle von Kultur und Kunstproduktion" - analytisch und gestalterisch mit der neoliberalen Vorgabe von Stadt als Plattform auseinandersetzen. Anhand von Texten, Videos und Fallstudien beschäftigen wir uns eingehend mit Figurationen und Widersprüchen des heutigen Zusammenhangs von kapitalistischer Ökonomie, Innovationstechnologie, künstlerischer Kreativität und städtischer Raumproduktion.

264.094 Visuelle Kultur der Stadt  
**Innovation Hubs**

Beginn: Di, 17. Oktober 2017, 16-20 Uhr  
 Ort: Seminarraum 264/1, Karls gasse 13

In the course "Urban Visual Culture" we will specifically look at the urban dimensions involved in the creation of "innovation hubs". Through case studies in Vienna and other cities, we will analyse how hybrid urban lifestyle enclaves promoting start-up culture are strategically launched to create new centres of gravity for global equity capital. Produced by small groups of 2-3 students, these case studies will form an important source for the multi-dimensional mapping project, highlighting how carefully curated architectural arrangements combine (or pretend to combine) with certain social values. Our aim is to develop a profound understanding of how a distinct form of architecture participates in furnishing culturally attractive zones that simultaneously function as entrepreneurially benevolent climates.

264.097 Regime des Visuellen  
**The Passion Economy**

Beginn: 16. Oktober 2017, 12.00-14.00 Uhr  
 Seminarraum 264/1, Karls gasse 13

- 1) An Introduction to Neoliberal Capitalism, Biopolitics, and Precarity (The Austrian/ Chicago School and Disaster Capitalism)
- 2) The Architectures of Economic Pressure (Proletariat), Cognitive Pressure (Cognitariat), and Emotional Pressure (Emotariat)
- 3) The Architecture of Time Pressure (Accelerationism/Innovation/ Creative Destruction/ 24/7 Information/ Compression)
- 4) The Architecture of Spatial Pressure (Right to the City/ to the Planet/cBorder Movements)
- 5) The Architecture of Machinic Pressure (Desiring Machines/ De-Signing Machines/ A-signifying

Semiotics/ The Mythological Machine/Techno-fetishism)

6) The Architecture of Biopolitics and Environmental Pressure (Bare Life, Climate Change, Extinctions)

7) EcoDomics, Social Movements, and the Aesthetic(s) of the Common(s): Towards an Art of Living and Making (in) Common(s).

264.095 Neue Modelle von Kultur und Kunstproduktion

**Data Cities**

Beginn: Di, 17. Oktober 2017, 11-15 Uhr

Ort: Seminarraum 264/1, Karlsgasse 13

The course "New Models of Culture and Art Production" takes as its starting point an active understanding of the participation of today's populations in data generation and the shaping of new public spheres. It seeks to dynamically explore the political implications of hybridised data environments in which individual, commercial and governmental agendas and actions are becoming increasingly blurred. Through both theoretical and practical explorations we will inquire into the impact of a "data mentality" on our expectations and articulations of public spheres. In our contribution to the multidimensional mapping project, we will experiment with new visual and cultural modes of transgression within the digital public realm and speculate on new models of governance in the context of self-generating data cities.