

ARCHITECTURE PRESENTS

# MARCO HEMMERLING

Discussant: Luigi Cocchiarella (DASTU)

## INFORMED ARCHITECTURE

Regardless of their content, new technologies cause changes in our perception and thinking. They create new realities. Or, as the Canadian media theorist Marshall McLuhan put it: "We shape our tools and then our tools shape us". For McLuhan, the development of media technologies thereby acts as a driving force for social change. This development has resulted not only in a radical transformation of our environment, but has also created a new environment for architects. Hence, the Digital is becoming a catalyst for a new architectural vision. Against this background the computer is certainly the most comprehensive and dynamic medium that has ever been available for an architect and his/her work. Activating this potential, however, requires an understanding of the artificial intelligence involved as an extension of our creativity. Architects should be encouraged to fulfil this role in our information society, because the ability to deal with digital media will allow architectural quality to remain within the skill set of the architect.

Building 14 (Nave), Aula B.6.1

Campus Leonardo

December 2<sup>nd</sup>  
Open Lecture - 3:30 pm



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SCUOLA DI ARCHITETTURA URBANISTICA  
INGEGNERIA DELLE COSTRUZIONI

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