VISUALISING ATMOSPHERES: DIGITAL PLACEMAKING IN THE 21ST CENTURY

19-31 AUGUST 2013

THE BUILDING CENTRE
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buildingcentre.co.uk

In the so-called 'experience economy', architecture and urban design have become vital to place-making and urban branding strategies, as cities re-invent themselves on a global stage. Digital visualisations of buildings and places are crucial tools for imagining and designing new urban developments, as well as for projecting what they will feel like. They have become an ubiquitous part of the urban visual landscape, and now constitute the main platform for interaction and communication between architects, developers, planners, and the public.

This exhibition takes a closer look at digital visualisations. It explores what lies behind the glossy surface of the images we see, and how they are changing the way in which architects work. Focusing on a large-scale urban transformation project in Doha, Qatar, designed by British and US architects, the exhibition explores the complex processes of digital image production. It examines how these images circulate between architects, visualisers and their client; it explores the impact they have on design development; and it interrogates their attempt to shape how people will experience urban spaces in the future across the globe.

A conference open to all will be held at the Building Centre on 31 August from 10am — 5pm, bringing together a range of design professionals and urban academics to discuss these issues.

Places are free but please register to attend at goo.gl/QCpCC.

'Visualising Atmospheres' is curated by Monica Degen, Clare Melhuish and Gillian Rose. It is based on the ESRC research project 'Architectural atmospheres: The impact of digital visualising technologies on contemporary architectural practice' (RES-062-23-3305), at The Open University and Brunel University.

Exhibition design —— Studio DA
Graphic design —— BCMH

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