Manifesto

1
Architecture is more accessible than ever before.

In the space of one day we see buildings in Norway, Spain, Japan and Sydney. Precedents at work, inspiration at uni and 1:5 structural steel details at home.

Photos of fenestrations on **Facebook**, buildings on **blogs**, videos about buildings on **vlogs**. We check **Archdaily** daily and we are addicted to **Supercolossal**.

The internet and social media have opened the doors and lifted the roofs of thousands of buildings to millions of people and **we think this is a good thing!**

2
We want to examine the way a building is experienced through online media and to compare this with the old corporeal inhabitation.

We will focus on one building, the most photographed, most blogged about building in Venice. **Basilica San Marco.**

The building exists online as a blur of tens of thousands of holiday snaps on **Facebook**, videos on **Vimeo** and aerial views on **Google Maps**.

We want to capture this digital form, pin it down and look at it up close.

Everyone is familiar with being tagged on Facebook, we are going to bring tagging to the real world.

We are going to tag Venice. We will tag its tourists, its gondoliers and its cats.

The tags will be small stickers inviting people who have been tagged or who stumble across them to contribute their photos and videos to our project.

These photos will become the basis for the **pavilion**.

3
The pavilion for the Melbourne Architecture Conference attempts to capture the form of this online version of San Marco.

The **photos will dictate the form** of the pavilion and will become its cladding.

Areas of the building captured by a large number of photos and video stills, such as the ornate arch above the entrance, will be expressed in the pavilion with more detail and at a larger scale.

Areas that are ignored by happy snappers will shrink away and have less surface detail.

The building and its bell tower will be mapped in this way, inside and out and built at **1:20**.