

an augmented scale

On April 15th 2012, the audience attending the Coachella music festival was stunned as the dead rapper Tupac Shakur was resurrected as a hologram and joined Snoop Dogg on stage to perform a duet. Publicly uniting the physical and digital realms.

Embodied in the rise of technology, particularly augmented realities, is the risk of a loss of a sense of place and culture as physical truths are shifted and our lives are split between two realities, one virtual one physical.

We have hypothesized that the architect's role will be to decipher these boundaries and in a sense defend and promote what must remain as a physical manifestation.

It can be assumed that as technology progresses it will take up less space, even no space. Architecture will then be able to become focused on a human scale, rather than being dictated by services and technological infrastructure. What we have envisaged is that architecture can become less responsive to technology and more responsive to actual human scales and experiences, in a sense being liberated from technology.

Fossil fuels will not last into the future. The population will continue to age and grow. The size of the world however, will remain constant.

Redundant non-essential physical space previously defined by the technology it supported, such as roads, carparks and office buildings may be enriched and given back to humans.

Advancements in technologies will enable the architect to re-claim + re-purpose non-essential physical space and also to preserve and maintain culturally significant built forms. Relocating office space to the virtual realm will liberate valuable physical space in city centres for more meaningful dwellings and the expansion of public spaces. Active infill within extinct buildings will be necessary to cut down on waste and to ensure future sustainability of cities.

There exists an opportunity for the role of physical architecture to take on greater significance as the amount of total build-able space decreases and it becomes once again focused on the human...

Venice - Our act of gonzo architecture will employ augmented reality applications as a contemporary medium to demonstrate how technologies can digitally alter, enhance + maintain the physical realm in the coming centuries around Venice.

Melbourne - Our event space in Melbourne continues to explore the usage and reinvigoration of dormant space. Enabling the cyclists of the 'Critical Mass Movement' to augment various Melbourne cultural icons along the way, finishing at a car park on Flinders Lane, here we have reclaimed a floor of the car park and marked out a plan of le Corbusier's 'Cabanon' to illustrate just how much potential residential accommodation could be housed within valuable physical space. Whilst also exhibiting our Venetian intervention through augmented reality on the exhibition walls.