Moving Images - Static Spaces: Architectures, Art, Media, Film, Digital Art and Design

• Paper / Proposal Title:
The Painting and the Painted

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• Presentation Method. I would like to:
i. present in person (with/without a written paper)

• Abstract (300 words):
Does the iconography of architecture in films make the architecture itself subjective over time? Film, being a very visual medium, and a very accessible one has the power to change the perspective of how a person views and associates with architectural space. The phenomenon can be seen unfolding on a global spectrum in films from all backgrounds. A widely known example being of the Alnwick castle becoming an icon and face of the British bastion after being projected as the Hogwarts school of witchcraft in the films of Harry Potter. Similarly, ‘Ladakh’ rose to an iconic status after the release of the famous Bollywood film 3 idiots becoming more iconic for its projection in the film as compared to its real reality.
The paper looks into how architecture, when projected through films sometimes becomes symbolic for specific reasons. An example being of the Eiffel tower, initially a wrought iron lattice tower representing industrial prowess, became a romantic symbol over time because it has been projected so in countless films.
Whether a space is ‘good’ or ‘bad’, an ordinary person perceives as shown in films depending on how the space is projected in it, no matter its actuality in real life. An example being of the Colosseum in Rome. Had it not been for the medium of film, would people have known that a couple hundred years ago, the architecture itself was used for chariot races and men fighting each other to death for glory? Or would it had been known just as the largest built amphitheater in the world that hosts concerts and plays in the present day?

The paper examines how Architecture is subjected to two possibilities, the reality versus the interpreted fiction. Because of the world being a global market now, architecture is visually accessible at a single touch. But there’s a difference between looking at space and experiencing space. The experiencing happens in person, the absolute truth of space and architecture in totality, keeping into account - spirituality, scale and presence of space. Whereas, the ‘looking’ happens through visual mediums, which film is a big part of. The experience of a space becomes larger than life in comparison to a 4"x6" photograph or a 60" flat screen. And depending on how the viewer is subjected to the space, depending on which aspect is on display, does the reality of architecture really change?

• Author(s) Biography (200 words each):

Areeba is a 5th year Architecture student at Beacon house National University in Lahore, Pakistan. She has been a part of multiple interdisciplinary workshops internationally, including the Design, Make and Place workshop from Architectural Association in London. Having been trained in architecture, she has explored fields like furniture design, film-making, photography, graphic design and writing. She believes that architecture is more than just design, it encompasses all art forms within itself if one is willing to dig deeper.