

MODEL(ING)

REPRESENTATION + THEORY SEMINAR

UNIVERSITY OF ILLINOIS URBANA - CHAMPAIGN

ARCH 490MOD | SPRING 2025

PROF. GIDEON SCHWARTZMAN

IMAGE: MODELED LECTURE SERIES AD | GIDEON SCHWARTZMAN | 2024

Course Context

Over the past decade, a camp of architects has co-authored a movement emerging in response to the growing pervasive influence that digital technology holds over our everyday lives. The post-digital architectural movement represents a shift in design philosophy which looks inwardly to the tools we use as architects, extracting aesthetic pursuits from an ever growing digital world. Architecturally, post-digital designs aim to conflate the gap between physical and digital environments, emphasizing the integration of analog and digital processes. This trend asserts the importance of materiality, sensory experience, and above all craft.

In recent years, largely in part to a global pandemic, a cohort of digi-architects has practiced and perfected the art of remote architectural representation. Exchanging the laborious processes of hand crafting physical models, this group of designers prioritized the creation of digital doppelgangers. Rendered in high fidelity to their physical counterparts, these mischievous models are partly motivated by a deep

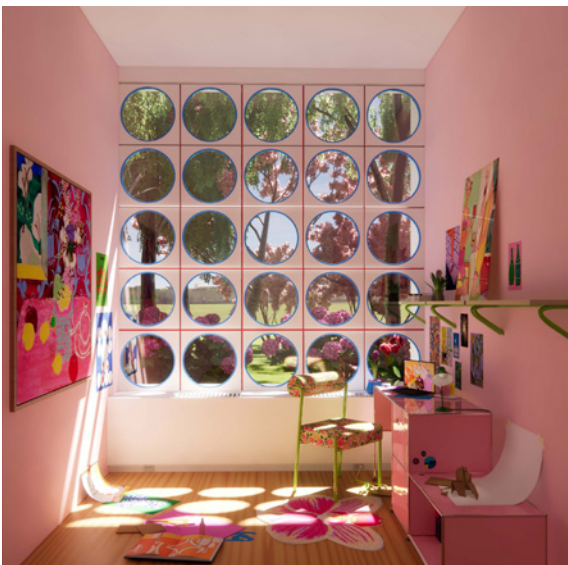


IMAGE: STUDIO STILL LIFE | GRACE HUNT | 2024

IMAGE: STUDIO MODEL
SAMRUDDHI SHIRDHANKAR, ANISH SAHU | 2024



rooted painterly desire of deception. Beginning with Zeuxis in the 5th century, a mastery of painterly craft and technique was measured by the ability to successfully mimic reality. Fifteen centuries later not much has changed. With architects mounting photo realistic renderings on construction fences, who's to say the architectural model can't be replicated in digital form?

Throughout this seminar students will prioritize the little details; testing means of representation with the goal of establishing a mimicked reality through carefully crafted renderings. It is expected that students use Rhinoceros and Enscape in order to accomplish the assignments. Tutorials will be given throughout the seminar in order to establish literacy with the prescribed programs. Alongside the carefully crafted images produced throughout the duration of the seminar, students will participate through a discussion portion in which relevant contemporary readings will be absorbed, shared, and critiqued.