



Architecture is Already an Image

From Spaces to Frames: Preserving Facades, Removing Context

Student: Salinthip Jirasrirungrueng

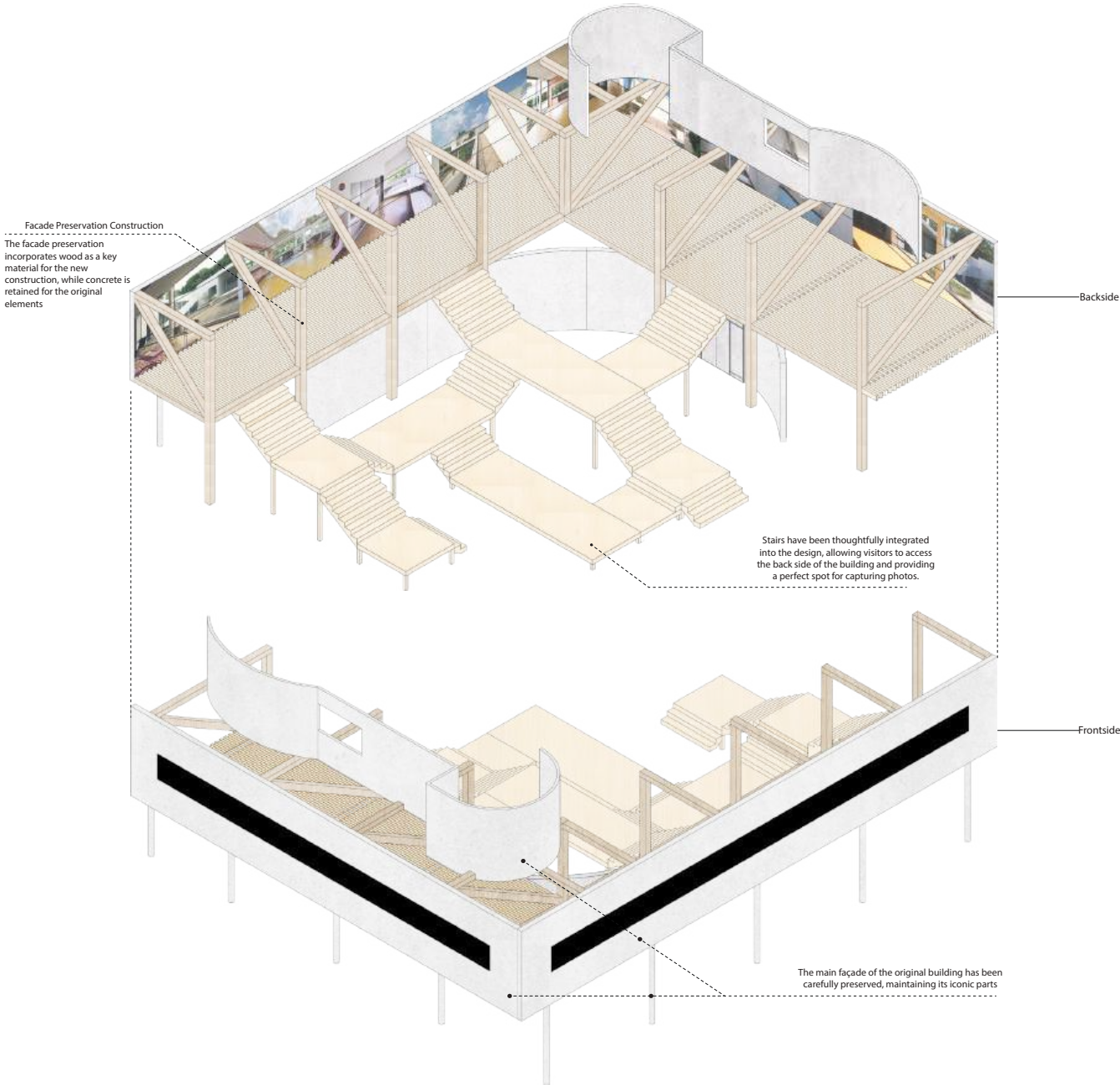
Instructor: Joris Putteneers

This project explores the concept of “domesticity,” which I define as a sense of safety and comfort. To reflect this idea, I selected a café as a setting where Instagram influencers frequently visit—not so much for the coffee, but to capture photos for social media. This behavior parallels the “Cargo Culture” phenomenon, where individuals adopt trends to project a desired image without deeper understanding or interest. In this context, domesticity emerges as a feeling of security when people emulate successful influencers, avoiding risks of mistakes or judgment by simply following others.

Villa Savoye serves as the case study for this project due to its strikingly similar pattern. My research revealed that the building is most often captured from just two angles: the front and the isometric view. This mirrors the café, where images repeatedly focus on a single corner from one or two specific angles. These observations inspired my design concept, where camera angles become a key element in critiquing influencer culture.

The device I developed offers a playful yet critical perspective, using humor and sarcasm to highlight how people prioritize photographing cafés over enjoying their offerings. Extending this idea to Villa Savoye, I reimagined the building to emphasize its iconic views. The reconstruction preserves only the famous facade angles—those most frequently photographed—while introducing new architectural elements made of wood, such as additional facade structures, walkways, and stairs.

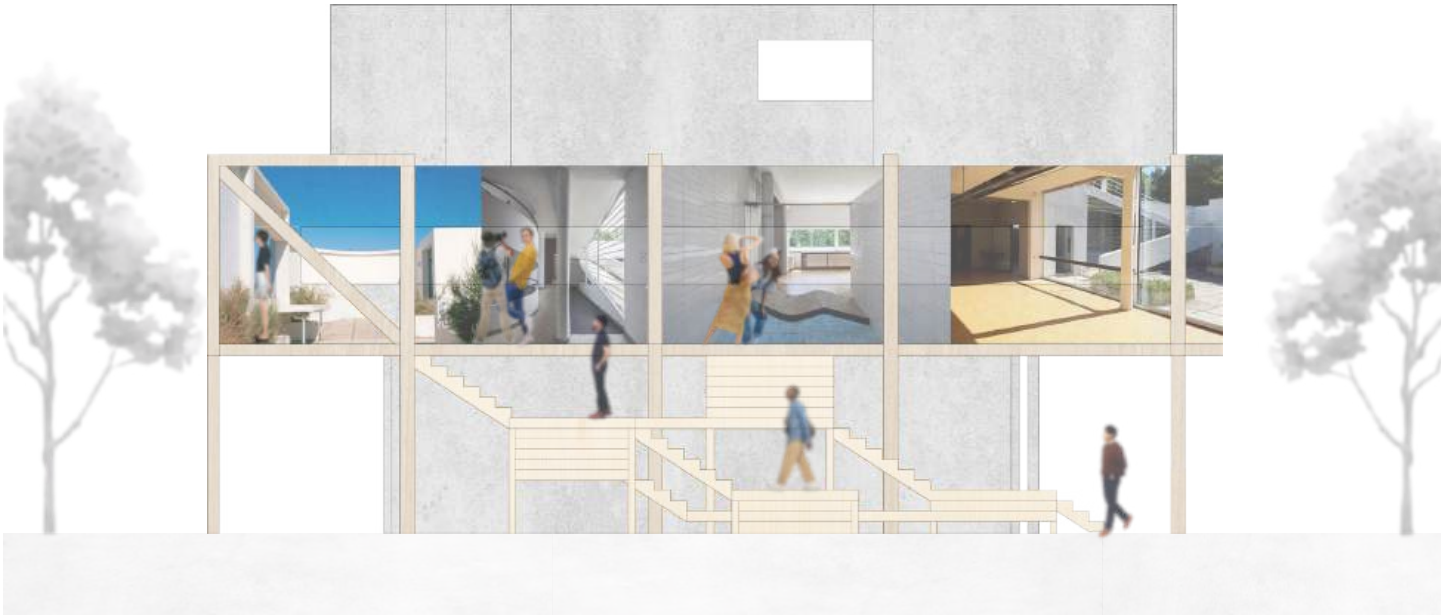
The redesigned building is placed back on its original site in France. Inside, large-scale photographs of Villa Savoye’s interiors are displayed, allowing visitors to enjoy realistic photo opportunities while engaging with the space. By focusing on curated views, this project critiques the performative nature of social media culture and reimagines how iconic architecture is experienced and shared.



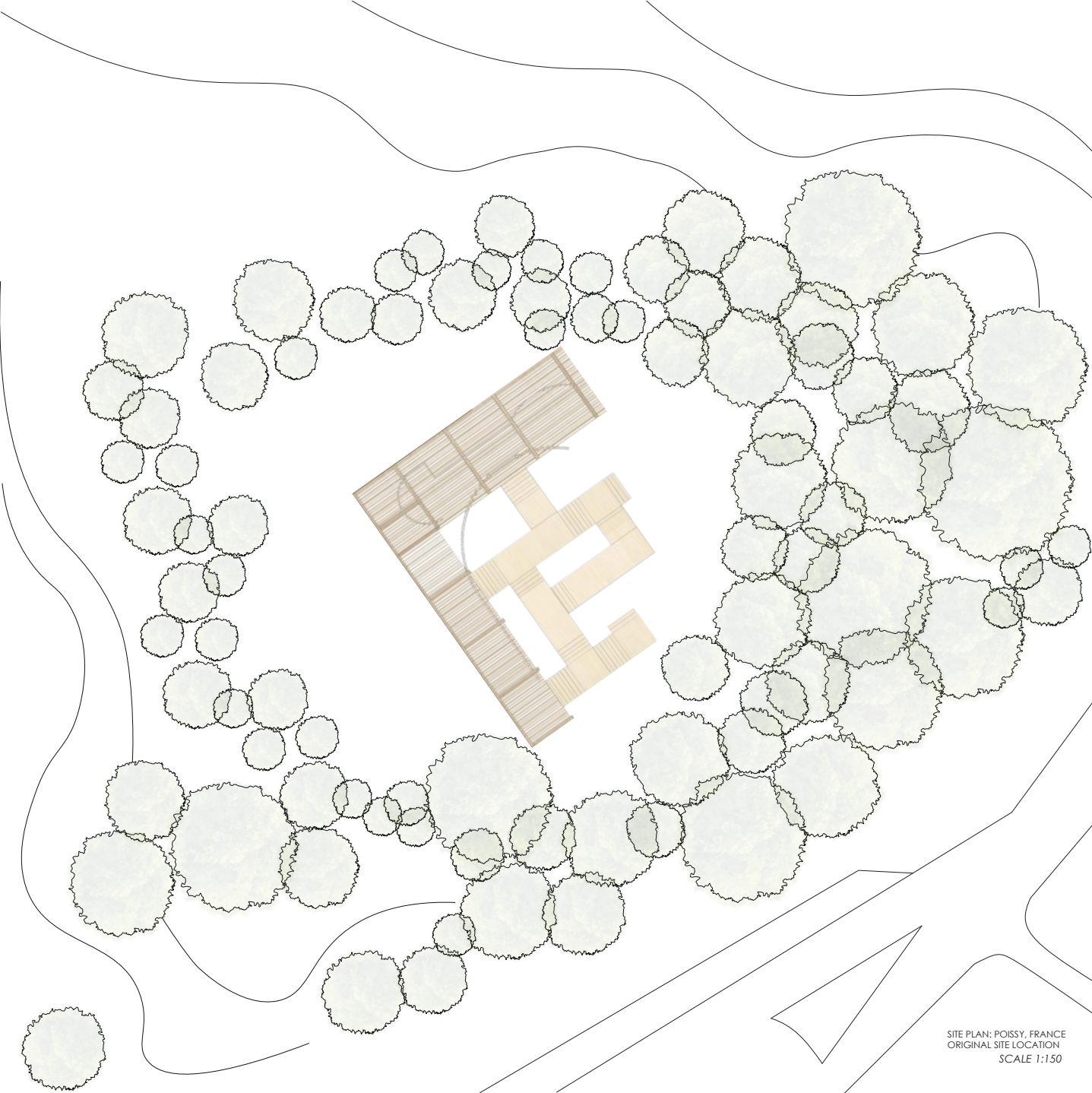
SCALE 1:100

Domestic Activities

Visitors can take photos alongside a scaled-up depiction of the iconic interior space from the original building.



SCALE 1:50

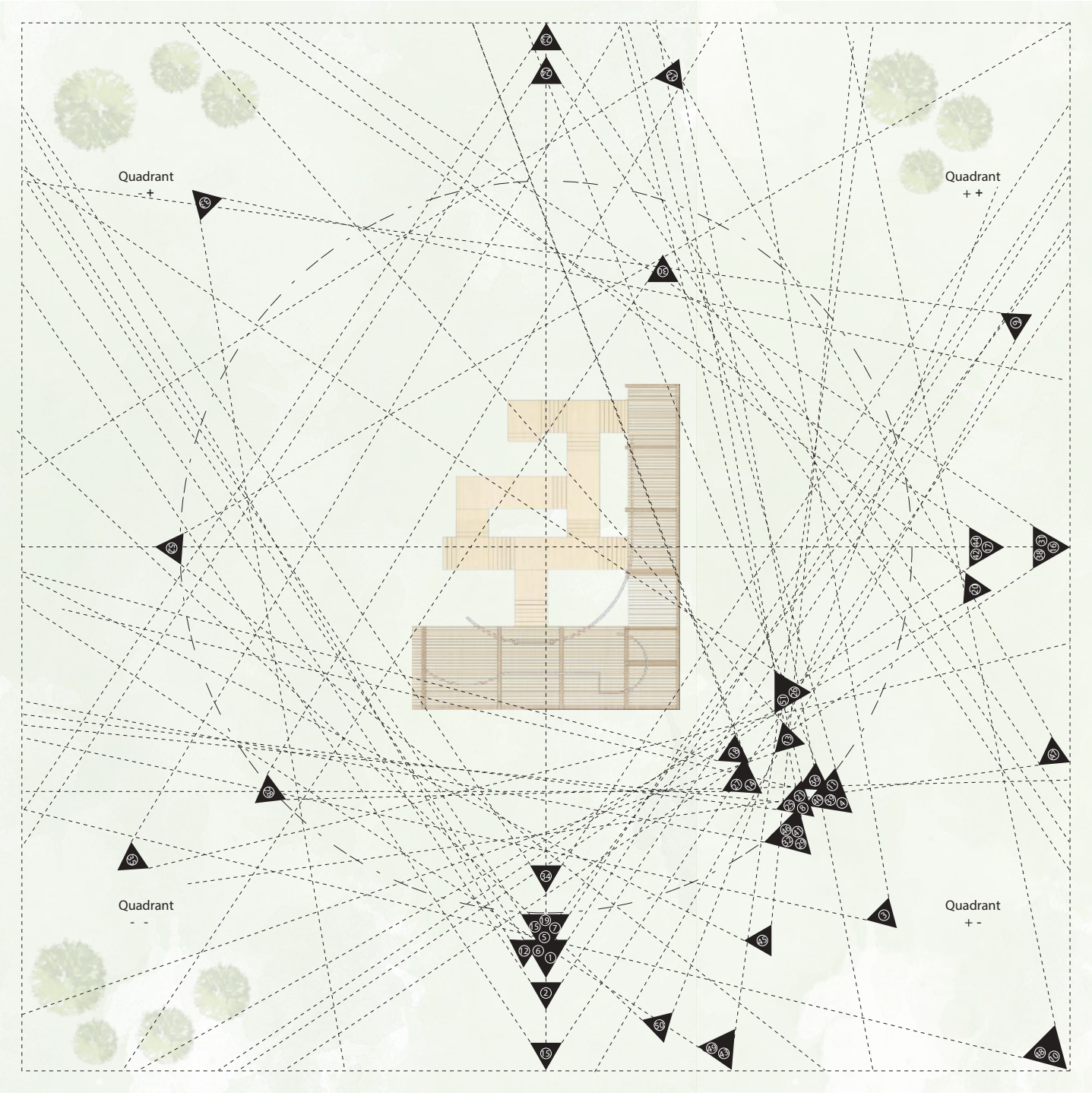


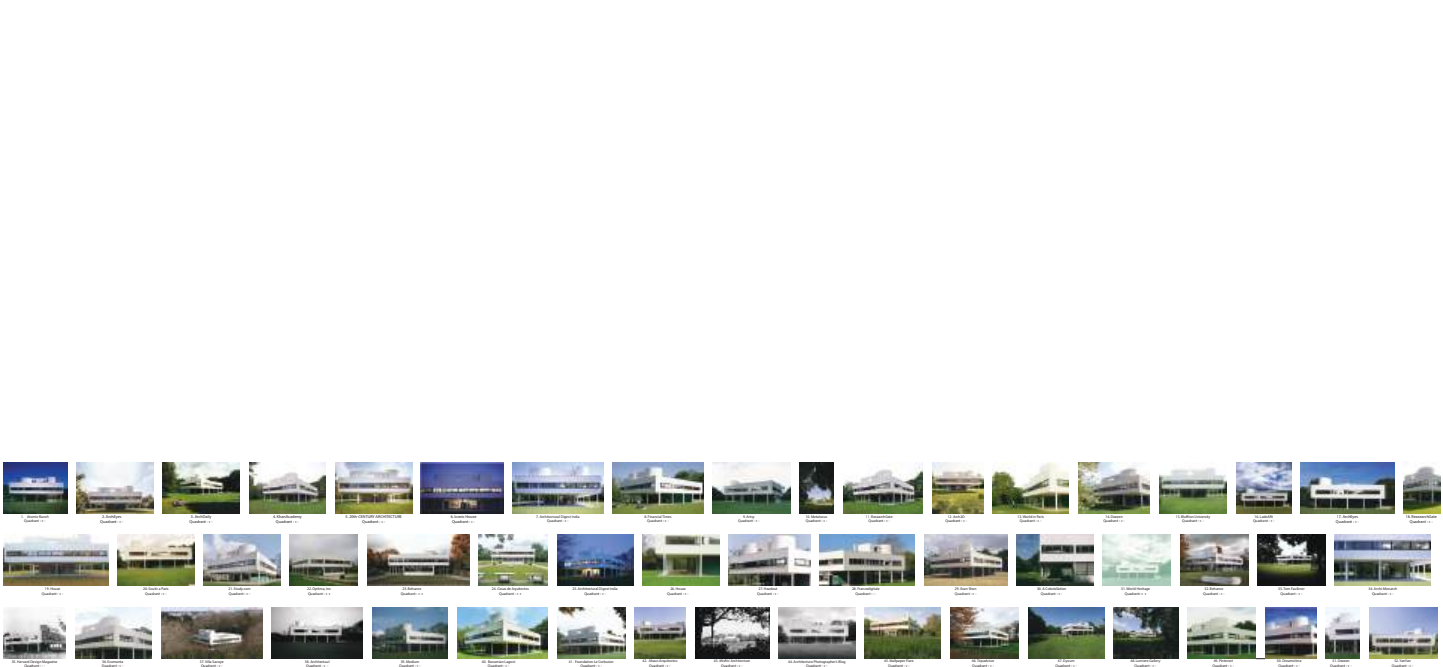
SITE PLAN: POISSY, FRANCE
ORIGINAL SITE LOCATION
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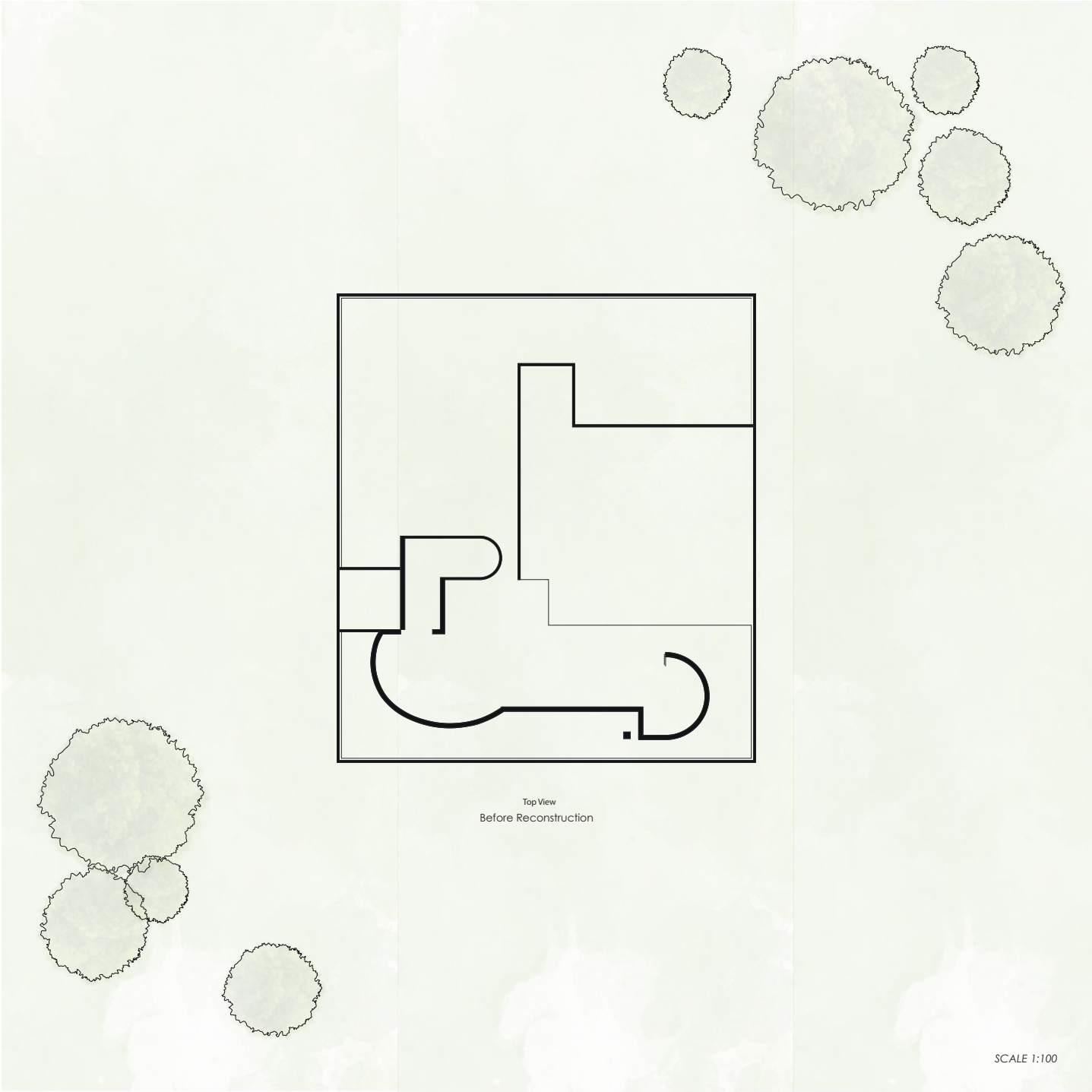


This project explores “domesticity,” defined as safety and comfort, through the lens of influencer culture. Inspired by the repetitive imagery of Villa Savoye’s front and isometric views and a café where photos focus on specific angles, the design critiques the performative nature of social media. A device was developed to emphasize curated angles, highlighting how spaces are used more for photography than their intended purpose. Villa Savoye is reimagined with preserved facade views and new wooden elements like walkways and stairs, placed on its original site in France. Inside, scaled interior photographs offer visitors engaging, photo-worthy experiences.









Top View
Before Reconstruction

SCALE 1:100





