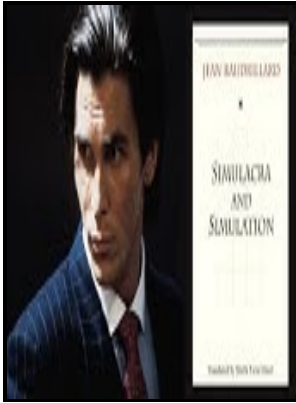


# Mass, identity, architecture - architectural writings of Jean Baudrillard

Wiley-Academy - The Singular Objects of Architecture



Description: -

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Real property -- Serbia and Montenegro -- Serbia

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Architecture, Modern -- 20th century -- Philosophy

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Notes: Includes bibliographical references (p. [189]-[192]).

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## Mass Identity Architecture

In sum, human beings do not search for happiness; they do not search to realise equality; consumption does not homogenise it — differentiates through the sign system.

## Jean Baudrillard & Francesco Proto, Mass, Identity, Architecture Architectural Writings of Jean Baudrillard

Taken on its own, this concept is a profound critique of contemporary culture, which deserves the attention of anyone concerned about the future of art. This wide-ranging conversation builds a bridge between the fields of architecture and philosophy. Chris Turner, London and New York: Verso.

## The machine and the aesthetics

Selected Interviews, London and New York: Routledge.

## Talking on Jean Baudrillard, in the Biennial of the simulacra by Escuela Moderna/Ateneo Libertario

In short, it is precisely because the world social and cultural reality is not as Baudrillard says it is that crises of theory, crises of predictive science can occur. He died in Paris in March 2007. As Nouvel prompts Baudrillard to reflect on some of his signature concepts, the confrontation between such philosophical concerns and the specificity of architecture gives rise to novel and striking formulations—and a new way of establishing and understanding the connections between the practitioner and the philosopher, the object and the idea.

## Mass Identity Architecture

A What might just happen is the proliferation of architectural clones around the globe, of transparent, interactive, mobile, fun buildings modeled on networks and virtual realities—by which a whole society basically gives itself the comedy of culture, the comedy of communication, the comedy of the virtual just as it gives itself the comedy of politics, for that matter. Introduction: Philosophy as a Commodity: Mode d'Emploi.

**thesis: a process**

Even globalization is accompanied in his view by a Western culture which itself is no longer a well-founded confident universalism.

**Mass Identity Architecture: Architectural Writings of Jean Baudrillard by Francesco Proto, Rex Butler, Keith Broadfoot, Mike Gane, Paperback**

Robert Bononno, a translator and teacher, lives in New York City.

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