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## Creation, transformation, metamorphosis, and the simulated destructive mechanisms of architectural expression: the Viennese case

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### Abstract

The paper deals with contemporary architecture in the context of architectural appearances, which set up new meanings with three types of action: creation, transformation, and metamorphosis. This was presented against the background of the strategy of ostensible aesthetic destruction.

This architectural method has its cultural justification. Therefore, the study applies to a specific situation in the capital of Austria and is not geographically universal. Outlining the issue in the context of architecture is initially based on the development of the "defamiliarization" concept. Then, understanding the contemporary cultural heritage based on expressionism leads to the idea of the "scratch." As a result, aesthetically simulated destructive processes are analyzed. Naturally, this phenomenon is not intended to destroy anything physically but indicates a turning point in the development of the architectural form.

The analyzed Viennese cases of specific buildings help us understand how three different investment activities apply simulated destructive mechanisms within architectural aesthetics. Creation, transformation, and metamorphosis can use this design strategy based on the existing urban tissue or developing empty areas. At the same time, it initiates a discussion on the impact of this on the psychological perception, the designer's role, and the social impact of such architecture.

**Keywords:** architecture, defamiliarization, expressionism, cinematography, Vienna