

Architecture - a product for retail sale?

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Abstract

There's an urge to keep up with the global rhythm, to accelerate at all cost and to transform, manipulate, characterize, «carnivalize» our countries, our cities, our lives even, in order to respond to the consuming reality we currently live in.

Society is manipulated by unknown entities that the common citizen can no longer recognize and therefore criticize. And as an answer to the hallucinated management, people are only able to give delirious results back: being forced to react on something they don't have enough data about at the same time that common knowledge is more and more centralized in virtual and global investments and relations; as all relations become more and more similar to business management.

The following, focuses on the general effects that globalization and the wider market has had on the idea of identity, establish by singular places and their people and the way architecture contributes or is manipulated into having a major role in the transformations that contemporary cities are suffering.

How has all this changed the formal and informal character of these cities?

How can small scale relations subside in between the gaps of such a global plan?

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