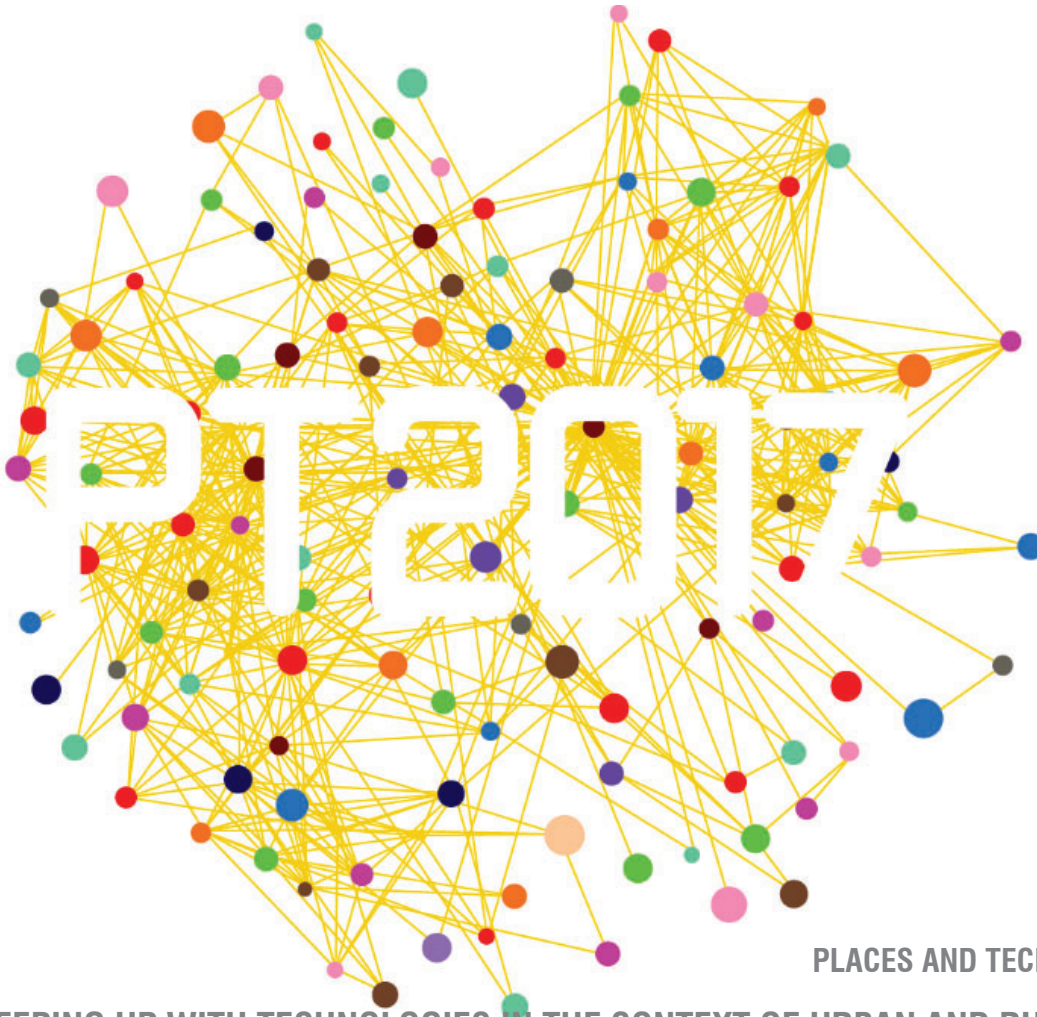


4th International Academic Conference



PLACES AND TECHNOLOGIES 2017
KEEPING UP WITH TECHNOLOGIES IN THE CONTEXT OF URBAN AND RURAL SYNERGY
Book of Conference Proceedings

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KEEPING UP WITH TECHNOLOGIES IN THE CONTEXT OF URBAN AND RURAL SYNERGY

08 & 09 JUNE

SARAJEVO

BOSNIA AND HERZEGOVINA

BOOK OF PROCEEDINGS

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SYNERGY

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Dženana Bijedić, Aleksandra Krstić-Furundžić, Mevludin Zečević



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TOPIC X:
TOURISM FOR URBAN-RURAL SYNERGIES

FLUIDITY: NETWORKED CONTEXT AND CONTEMPORARY METHODOLOGIES OF ARCHITECTURE IN TOURISM

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ABSTRACT

The aim of this paper is to research the relation between the networked socio-spatial context and contemporary design methodologies of architecture in tourism. Fluidity is positioned as the main conceptual phenomenon, simultaneously causing and manifesting in contemporary transformations of social and spatial conditions into a constant process of interacting flows. Authors' main idea is to research potential of contemporary architectural design in tourism which reflects fluidity and processes of interacting flows of money, population, information and cultural identities through aesthetical experiences of displacement, hedonism and pleasure. The dynamic concept of flows is positioned into the spatial perspective as a design method and architectural criteria in response to place identity queries and dematerialization of architectural aesthetical object by commercial overproduction effects. Development of tourism affirms the future synergies of urban and rural identities of places and creates new architectural design potentials in tourism according to aesthetical transformations of today's socio-spatial context. Tourism ranks high in world's industry in the contemporary era of globalization, neoliberal capitalism and the society of spectacle, leisure and consumption, where needs for an increased flow of people, money and information transform architectural aesthetic values into relational, intersubjective and communicational experiences. Touristic experience, aesthetical itself, perceptual and receptive, opens new possibilities in architectural approach according to requirements and aesthetics of contemporary culture, which transform meaning of architecture into infrastructure of perceptual displacement effects through creative thematisations of fluidity in architectural design methodologies and aesthetic criteria.

Keywords: fluidity, flows, tourism, architecture

¹⁴¹ Corresponding author

INTRODUCTION

The main idea of this paper is to research fluidity as a contemporary socio-spatial conceptual phenomenon, with the aim of defining and translation its aspects into design potentials of architecture in tourism. Authors' main idea is to research the concept of a flow, as a constitutive element of fluidity which could be translated into functional, formal and aesthetic criteria of an architectural design and experience. Fluidity is defined as a state of being in a constant flow, being unsettled and unstable. Furthermore, fluidity is defined as a smooth elegance and grace.

Contemporary transformations of a social and spatial context are simultaneously caused and manifested by a constant processes of interactions and exchanges. In addition, these dynamic processes are based on a different type of flows: of money, people, ideas, experiences, information, etc. The dynamic concept of flows is positioned as a simultaneous cause and manifestation of contemporary material basis transformations. Therefore, the aim of this paper is to position fluidity and notion of flow into the spatial perspective as a design method in architecture in tourism, in response to socio-spatial contextual transmutation.

NETWORKED CONTEXT: PROCESSES OF FLOWS

The contemporary networked context is characterised by increasing effects of globalization such as transnational, transcultural exchanges and constant flows of money, goods, people, tourists, migrants, information, ideas etc. Furthermore, these global flows transform contemporary socio-spatial context into the continuous network of constant processes based on the informational revolution and the new communication systems. The interactions of the new information technologies and processes of current social and cultural changes simultaneously result in the increase of mobility of people and speed of information exchanges. As a result, it dematerializes the value and elements of its own structure into new qualities of fluid, liquid and flowing characteristics. (Bauman, 2005)

In Manuel Castells' theory of urban planning in the Informational Age, dynamics of the contemporary networked context are positioned into the new socio-spatial perspective and the concept of "space of flows". (Castells, 2009, 1996) Technological and cultural changes are simultaneously affected by issues of an increased transportation of population. Mobility increase occurs under the influence of everyday activities escalation and "compression of time" as a consequence of new spatial networks that influence the flow intensification and physical transfers of people. (Castells, 2009) Scholars Manuel Castells, Stephen Graham and Simon Marvin argue transfer and transport networks become the communicative devices of modern life. (Castells, 2009; Graham and Marvin, 2009) Furthermore, cities are consisted of places and flows relations that shape the contemporary everyday experience, increasingly articulated globally and manifested in simultaneous assimilation and transgression of local identities. Relations in the networked context are constructed with both technical and social connections, especially manifested in touristic and transcultural flows. More specifically, increasing aspects of the fluidity in the networked context, based on mobility and speed



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cause looseness of spatial and territorial boundaries and flexibility of time. Therefore, the position of places and urban or rural identities in the global economy depends on their connectivity in transport and information networks.

Since the 19th century industrial revolution epistemological apparatus of travel evoked the new modes of experience and aesthetics through the aspects such as dynamism and motion. Movement, mobility and speed were crucial aspects to the development of the modern travel, transport or tourism. John Urry`s theory represents not only the passenger as emblematic of modernity but also car driver, plane traveller and any other kind of the individual that could experience their environment in motion. (Urry, 2002) Postmodern socio-spatial context transformed notions of mobility into the new fluidity aspects, manifested in dynamic, flowing, variable and constantly changing experiences of everydayness. More specifically, mobility as a former constitutive of modernity became manifested in more transient, fleeting and even more dynamic character under the influences of capitalism, consumerism and the society of spectacle. Jean Baudrillard`s theory of the capitalistic consumer society considers ideas of consumption as a mode of meaning exchange and the act of identity expression. (Baudrillard, 1996) Therefore, postmodernism invoked the new attention to the tourism and cultural exchange as a mode of perceiving the aesthetical experiences in the state of being in constant flow. Transculturalism, interculturalism and multiculturalism are contemporary phenomena by which cultural identifications of the cosmopolitan, constantly traveling individual are unfolded. In addition, these cultural phenomena occur globally as a result of increased speed of interactions and exchanges manifested in mass migrations, travel on daily basis and mass touristic movements across the world.

The idea of this paper is to present the relation of fluidity manifestations in contemporary context and the potentials of design process in architecture related to travel mobility, motion and flows. Contemporary phenomena manifesting fluidity both in cultural and spatial context are transmutation, effects overproduction, dematerialisation and fragmentation. These phenomena occur as the consequence of global networking, where urban and rural places become points interconnected in tourism networks and cultural interactions. Contemporary development of the cultural tourism affirms touristic experience throughout displacement and “life seeing” allowing even non touristic rural and urban destinations to connect into the global network of travel flows. Architecture is an expression of lifestyle and spirit of the time and culture in which it arises. More specifically, architectural role in such concept manifests in spatial boundaries dispersion and perceptual transmutation, sensual displacement and programs of pleasure. Therefore, fluid, networked context requires thinking in terms of the new architectural potentials and methods in tourism aiming cultural and aesthetic experiences synergy in travel flows connecting diverse places, such in the urban-rural relation.

TOURISM: FLUIDITY IN SYNERGIES OF PLACES AND AESTHETICAL EXPERIENCES

Tourism ranks high in world`s industry in the contemporary context, as discussed so far, characterized by globalization and the culture of spectacle, leisure and consumption, where needs for constantly increasing flows of people, money and information reshape the experience of contemporary everydayness and aesthetics. The

development of tourism appears as a logical consequence of modern world subject for rest, leisure and recreation by which the consumer culture shapes the modern system of values. (Urry, 2002) Cultural theories of tourism first appear in the mid20th century, when tourism become supported by consumerism needs and values of postmodern, post-industrial society, ideas of particularism and individuality. Postmodern society as fluid, volatile, with no universal ideas and ideologies, shapes its built up environment in a way that information and mass communication means dominate over the cultural objects that they describe. The thesis of John Urry states that the postmodern society tourism equalizes with other cultural practices where the value of the system is shaped by a show, satisfaction and diversity, it comes down to the idea of a new and different, sudden experience that makes the difference to everyday life. (Urry, 2002) Dean Mac Cannel interprets cultural and aesthetic experience of tourism as a production of a movie or a play with a desire to displace normal and everydayness. (Mac Cannel, 1999) In a theatrical authenticity of postmodern culture architecture in tourism becomes a catalyst of cultural constructions of a different world than work and everydayness, in which aesthetic experience are projected through amusement, leisure and hedonism. (Michaud, 2004)

Traveling is a dynamic action in the means of providing perspective, critical and cultural learning, cross-cultural thinking and understanding on the ontological and epistemological levels of experiences. In postmodernity, travel has been positioned into a condition paramount to liberal ideas that encouraged processes of social mobility, change and exchange. (Traganou and Mitrasinovic, 2009) Tourism fulfills aesthetical interest, hedonistic above all, and according to Michaud the tourist is in fact a contemporary individual with an accelerated and variable life, who is in a need to encounter new identities, artistic and cultural elements of exchange and communication. (Michaud, 2004) Yves Michaud's theory refers to the fluidity as a pleasant experience which Mihalyi Csikszentmihalyi, psychologist, calls "experience of a flow" in which a subject is immersed freely and that fully occupies their attention without consuming any effort. (Csikszentmihalyi, 1990) Accordingly, aesthetical and cultural experience of tourism in architecture relates to the production of events and effects in terms of creating fluid, variable, flowing aesthetical experience and at the same time authentic, autonomous and pleasant to understand.

A contemporary tourist is looking for sensuality beyond utilitarian interests and experiences for the sake of enjoyment and relaxation as opposed to vibrant and accelerated pace of everyday life. (Michaud, 2004) Therefore, urban-rural synergy emphasizes the experience of displacement and diversity in contemporary tourism. Fluidity as a concept reflects the notions of being in the state of constant flow and transmutation. The spatial manifestations of such condition in tourism propose overlap of formal, functional and ambient aspects in architectural design with perceptual and sensual experience of the place through movement. Architecture in tourism has both the power of attraction itself and contextual experience emphasize. Accordingly, the potentials of architectural design in tourism unfold in the creation of experience diversity, with methods of perceptual and contextual assimilation, stratification and assemblage in the process of shaping the unique spatial connections between urban vividness and rural decelerated dynamics. Such design process proposes creation of the architecture which affirms the state of continuous movement and constant flows in terms of form, function and ambience.



POTENTIALS OF FLUIDITY IN DESIGN METHODOLOGIES OF ARCHITECTURE IN TOURISM

A position of architecture in tourism is often marginalized by negative commercial connotations. Therefore, the aim of this paper is to affirm specific complexity of architectural design in tourism that require on programmatic, technological and functional needs. Brian McLaren, Medina Lasansky, Keller Easterling, John Ockman, Salomon Frausto and Miodrag Mitrasinovic are some scholars who have addressed the relation of tourism, spatial production and architecture taking into account the conditions of fluid and networked context discussed so far. More specifically, the global flows of information, investment, consumption, consumers, tourists are researched as the process of place experiencing and controlling cultural forces through spatial production of various trans local networks and synergies. (Traganou and Mitrasinovic, 2009) Martin Pewley`s *Terminal architecture* approaches the contemporary architecture as a system or network that sustain modern life and its fluidity. (Pewley, 1997) Therefore, architecture should become infrastructure of flows and dynamic programs providing interconnectivity, exchange and functional fluidity.

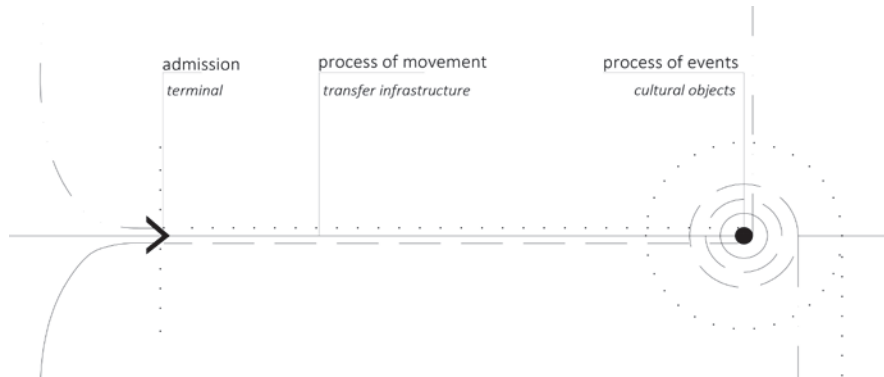


Figure 1: structural elements of travel flow in architecture (illustration by the author)

Relation between the architectural form and perception of space through movement is the main potential of the concept of fluidity in architecture of tourism. The traveller transport is the crucial means of access to the region of touristic perception and movement. Therefore, tourism infrastructure spatial appearance has the potential of being attraction itself or to emphasise perception of the place in process of transmutation and flows. Touristic, aesthetic experience created kinaesthetically in the process of movement is fluid, variable and fleeting. Kinaesthetic experience, as sensations associated with movement of the human body in space, is the design method of shaping the dynamic interaction between moving body and architecture in continuity of movement. Flows and linkages in interconnectivity of the contemporary context require layered architectural spaces which could offer variety of program, engagement

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of the users, identities and experiences. David Goldblatt describes how the transformations of contemporary context and technologies has led to the onset of a new sensual rationality in architecture. Accordingly, fluidity and lightness are two new aesthetical qualities and conditions of elegance, based on the aspects of motion, smoothness, continuity and dynamism. (Goldblatt, 2007)

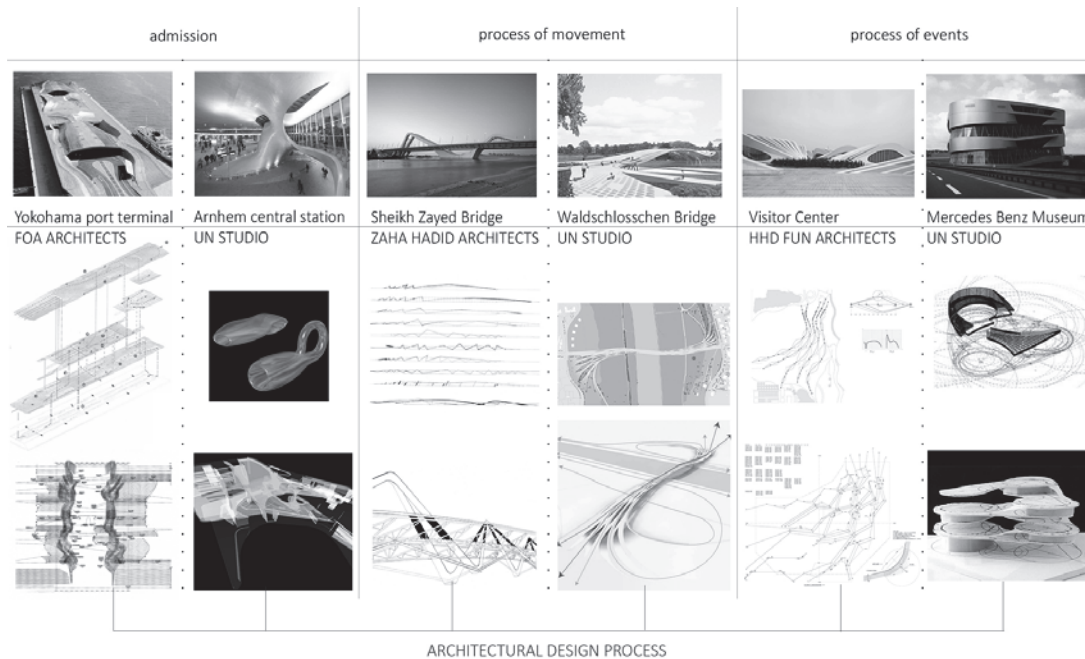


Figure 2: Examples of the travel flow elements (figure 1) in contemporary architectural practice

Presented examples in contemporary architectural practice (figure 2) are based on relation between the architectural form and dynamic flows of movement in three different functional types that structure contemporary travel flows – terminals, transport infrastructure and cultural objects in tourism (figure 1). Selected elements of design process present different methods and technics of fluidity visualization and shaping. The contemporary perception of a place or of a tourism architecture is based on singular notions of identities, multiplicity, pluralism and hybridism of place conditions that are induced by the global mobility. Accordingly, by affirming space values of architecture, landscapes or touristic site in which it belongs user’s attention and perception is directed to the gestures, perceptual sensations and events to which a modern man has given a priority. The potentials of touristic aesthetical experiences emerge



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from perceptual and cognitive relations, as well as sensual and conceptual notions of experience. Architecture in that way becomes direct, immediate and observed by user`s synthetic experimentalism. (De Sola-Morales, 1997)

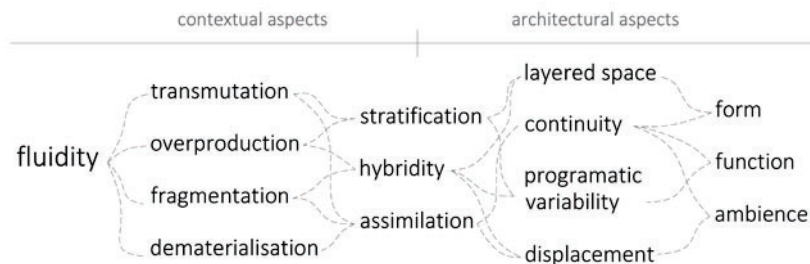


Figure 3: relations between contextual and architectural aspects of contemporary architecture in tourism (illustration by the author)

The aim of this research is to present the notion of tourism and travel fluidity in architectural aspects which could be used in architectural design process and methodologies. As travelling functions as a framework of representation upon which conceptual, literal and visual images are being projected, design methodologies in architecture in tourism should consider potentials of the connections between contemporary spatial, cultural and aesthetic criteria and their manifestation in the architectural form, program and ambience. Therefore, potentials of contemporary design methodologies of architecture in tourism are researched in terms of creating the unique touristic, aesthetic experience of architecture and place in the travel flow process. More specifically, recognition of the fluidity aspects in cultural, aesthetical and spatial domains is brought to relations with architectural form, function and ambience (figure 3).

CONCLUSIONS

The aim of this paper was to recognize the aspects of fluidity in contemporary socio-spatial context, based on processes of constant flows with the notion of tourism and travel fluidity in architectural design process. In addition, such contextual aspects are researched in terms of cultural and aesthetical values changes which reshaped the contemporary touristic experience, cultural, aesthetical and receptive itself. As a result, architectural objects and cultural places, touristic destinations and attractions tend to satisfy the experience that is fluid and volatile and at the same time authentic, autonomous and pleasant. The potentials of contemporary design methodologies of architecture in tourism are researched in the multidisciplinary understanding of the relations between contemporary socio-cultural requirements in tourism, aspects of aesthetical touristic experiences and architectural form, function and ambience. The main potential of architectural design methodology presented in this paper is the relation between architecture and perception of space through the process of continuous flows and movement. Sensations associated with movement of the human body in space are the design method of shaping the dynamic interaction between traveller and architecture in tourism in the fluid continuity.

In response to place identity queries caused by negative aspects of globalization and capitalism networked context of architecture in tourism opens up the potentials in architectural creation of the local-global and urban-rural connections and exchanges. Contemporary development of the cultural tourism affirms touristic experience through effects and methods of displacement through dynamic concepts of “life seeing” and crosslinks rural and urban destinations into the global network of travel flows. The structural elements of travel flow in architecture are presented in three types – admission points, transit process of movement and processes of events in tourism (figure 1). Furthermore, these types are connected with architectural typologies – terminals, transit infrastructure and cultural objects in contemporary architectural practice. With the aim of visualizing the potentials of fluidity in contemporary architectural design, couple of the most famous and globally located contemporary architecture examples are presented for each of the three types in travel flow structure in built environment (figure 2). Transmutation, overproduction, fragmentation and dematerialization are recognized contextual phenomena which have spatial manifestations in stratification, hybridity and assimilation connected with spatial continuity, layering, programmatic variability and perceptual displacement. Furthermore, presented aspects relations are positioned as the architectural potentials in terms of form, function and ambience. Therefore, presented potentials of fluidity in architecture in tourism could provide synergies of diverse place identities, both urban and rural, with the aim of the unique cultural and experience exchanges.

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