



REPORT

PLANE-SITE

Building Images

BUILDING IMAGES: NEW IMAGE-BASED IDENTITIES IN ARCHITECTURE

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Until recently, architectural images were most often encountered in magazines. Polished and often directed by the firms themselves, these images portray completed buildings from a single perspective. Today, the rise of social media has transformed the way we interact with architectural spaces. The architectural image as it exists online captures the dynamism of everyday life and gives architects new data sets for post-occupancy analysis. In this new short video, 'Building Images', PLANE—SITE examines the various ways that social media has inspired, challenged and democratized contemporary architectural practices.

The video features insights from OMA/AMO and UNStudio, two architectural firms taking different approaches to social media. The video was created on the occasion of the World Architectural Festival 2018, where PLANE—SITE led a panel on these themes.

