



## IMAGE CULTURE & IDEOLOGY

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**Authorship:** Curated by Pedro Gadanho. Edited by Candela De Bortoli.

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Image Culture & Ideology  
<https://urbannext.net/image-culture-ideology/>

Esther Choi, artist and historian, raises questions around architecture as a social and cultural practices that is crossed by image culture. Her work investigates how social and technical systems which articulate ideas within the building environment are rooted in some ideology. In this talk, she discusses the impact of her essay 'Sustainability's Image Problem' in a discipline that is struggling with questioning the normative view of modernization to effectively address the climate emergency.

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