

***M-Arch-T: Type and Model***

Mondays, 6-8 pm

Start: April 8, 2019

Prof. Jörg H. Gleiter / Klaus Platzgummer

Course is held in English.

**Type, Model, Style: Semiotic Analysis of Architecture**

Beyond their functional, design, and material aspects, types constitute the basic elements of a language of architecture. Like the tropes and figures of speech in rhetoric, types are semiotic devices of the language of architecture. At the very least types have a narrative function as they tell us something about the time, purposes, customs, expediency and culture in general. With types, architecture leaves the realm of the elite codification of its sign system (style, history etc.). How does architecture speak through typology? How is meaning created through types? And in the first place, what does it mean if we talk of the language of architecture? How can architecture be meaningful at all? What is meant if we refer to architecture as language?

Semiotics – the science of signs – is an important tool to understand how things can refer to things absent. Surprisingly semiotics helps to clarify not only how architecture can be meaningful in terms of knowledge and understanding but also in terms of feeling and bodily effect. How does this work in architecture? How can knowledge in semiotics lead to a better understanding of architecture? How can it be used for a better, more precise or more efficient design process? The seminar is a basic introduction into architectural semiotics. Focusing on aspects of semiotics, rhetoric and language the seminar seeks to free typology from the hardened image of cataloged, formulaic knowledge and functionalist compartmentalization with the aim of casting a critical eye on the clichés and stereotypes that have been hardened in the debates surrounding postmodernism and the *digital turn*.

**Reading material:**

Argan, Giulio Carlo. "On the Typology of Architecture." *Architectural Design* 33, December 1963: 563 – 565.  
 Gleiter, Jörg H.; Ballestrem, Mathias von. „Type – Prototype – Archetype: Type Formation in Architecture." *Cloud-Cuckoo-Land* 38, Vol. 24: 5 – 9.  
 Jencks, Charles. *The language of Postmodern Architecture*: New York: Rizzoli, 1977.  
 Moneo, Rafael. "On Typology." *Oppositions* 13, Summer 1978: 22 – 45.  
 Peirce, Charles Sanders. *The Essential Peirce. Selected Philosophical Writings Volume 1/2*. Bloomington: Indiana University Press, 1998.  
 Rossi, Aldo. "Typological Questions." In *The Architecture of the City*. Cambridge: MIT Press, 1982 [1966]: 35 – 44.

**Requirements:** Term Paper (individual work) and Reading Presentation or Architectural Analysis (group work)

1.	Mo 08.04.2019	Introduction		<b>Type, Model, Style</b>
2.	Mo 15.04.2019	Reading Pres.	Group 1	<b>Gleiter / Ballestrem: Type – Prototype – Archetype</b>
	Mo 22.04.2019	No Class / Holiday		
	Sign and Style: Introduction to Semiotics			
3.	Mo 29.04.2019	Lecture		<b>Introduction to Architectural Semiotics</b>
4.	Mo 06.05.2019	Lecture		<b>Peirce: Triadic Model</b>
5.	Mo 13.05.2019	Lecture		<b>Morris: Behaviouristic Sign Model</b>
6.	Mo 20.05.2019	Arch. Analysis / Arch. Analysis	Group 2 / Group 3	<b>TBD (after Pierce) / TBD (after Morris)</b>
	Type and Style: Introduction to Typology			
7.	Mo 27.05.2019	Arch. Analysis / Reading Pres.	Group 4 / Group 5	<b>TBD / Moneo: On Typology</b>
8.	Mo 03.06.2019	Arch. Analysis / Reading Pres.	Group 6 / Group 7	<b>TBD / Rossi: Typological Questions</b>
	Mo 10.06.2019	No Class / Holiday		
9.	Mo 17.06.2019	Arch. Analysis / Reading Pres.	Group 8 / Group 9	<b>TBD / Argan: On the Typology of Architecture</b>
10.	Mo 24.06.2019	Arch. Analysis / Reading Pres.	Group 10 / Group 11	<b>TBD / Jencks: The Language of PoMo Arch.</b>
11.	Mo 01.07.2019			<b>Final Discussion</b>