

Considerazioni sul tema della facciata

di Spartaco Paris

Tra linguaggio e tecnologie nella produzione contemporanea

Surveying the façade

between language and technology in contemporary production

Facciata
Tecnologia
Progetto

Facade
Technology
Design

We are crossing a phase, in which the design of artifacts is more oriented to an individual empathy, rather than on collective values. The contribution investigates the relationship between construction and language in the contemporary facade: this “manifest” of the building on the outside and element which catalyze the empathic interaction with people, acquires new and old meanings in the most recent architecture. Once we recognize the necessary “semperian” separation between the structure and the envelope, as an unavoidable datum, we observe that the elements of representation seem to acquire ever more importance, as in the façade as more generally in the surface of the artifacts. In recent years, the theme of sustainability also became the object of more or less explicit representation and communication, involving the decoration and language of buildings and artefacts in a variety of ways. The text expresses an attempt to outline some recurrent conditions, in which the relationship between construction and language seek a permanence of architecture, rather than its evanescence. This happens through some design expedients that renew, without nostalgia, some “original” themes of urban architecture, also through the updating of the tectonic role of the facades. These conditions are recognizable in the design of artefacts and architectures not so much when they define new infrastructures in the expanding eastern cities, but especially in the interventions in and over the cities and on the already built heritage. These episodes of stratification are many themes for formal investigation and for technological innovation in the construction industry.

«The facade is the window to the soul of architecture»

Adam Caruso, Peter St. John

All'interno delle più recenti esposizioni alla Biennale di Architettura di Venezia, tutt'ora manifestazione di riferimento di un crescente sistema mondiale di fiere ed eventi sull'architettura e sul design, più volte il tema della facciata (dopo l'originaria Strada Novissima di Paolo Portoghesi del 1980) è stato oggetto di mostre e approfondimenti. In occasione della XIV Biennale di Architettura di Venezia nel 2014, tra i 15 Elementi con cui il curatore Rem Koolhaas e l'Harvard Graduate School of Design hanno vivisezionato l'architettura, la facciata è stata investita di una grande visibilità.