



# Agorà

## Politics and public space

Johannesburg, april, 8th, 2014

**SharingSpace Project** is financed by the European Union Marie Curie International Research Staff Exchange Scheme (FP7-PEOPLE-2012-IRSES)



# The Agorà project

## Villa Méditerranée

### Marseille

IUAV University, Venice, Italy

ESADM - Marseille

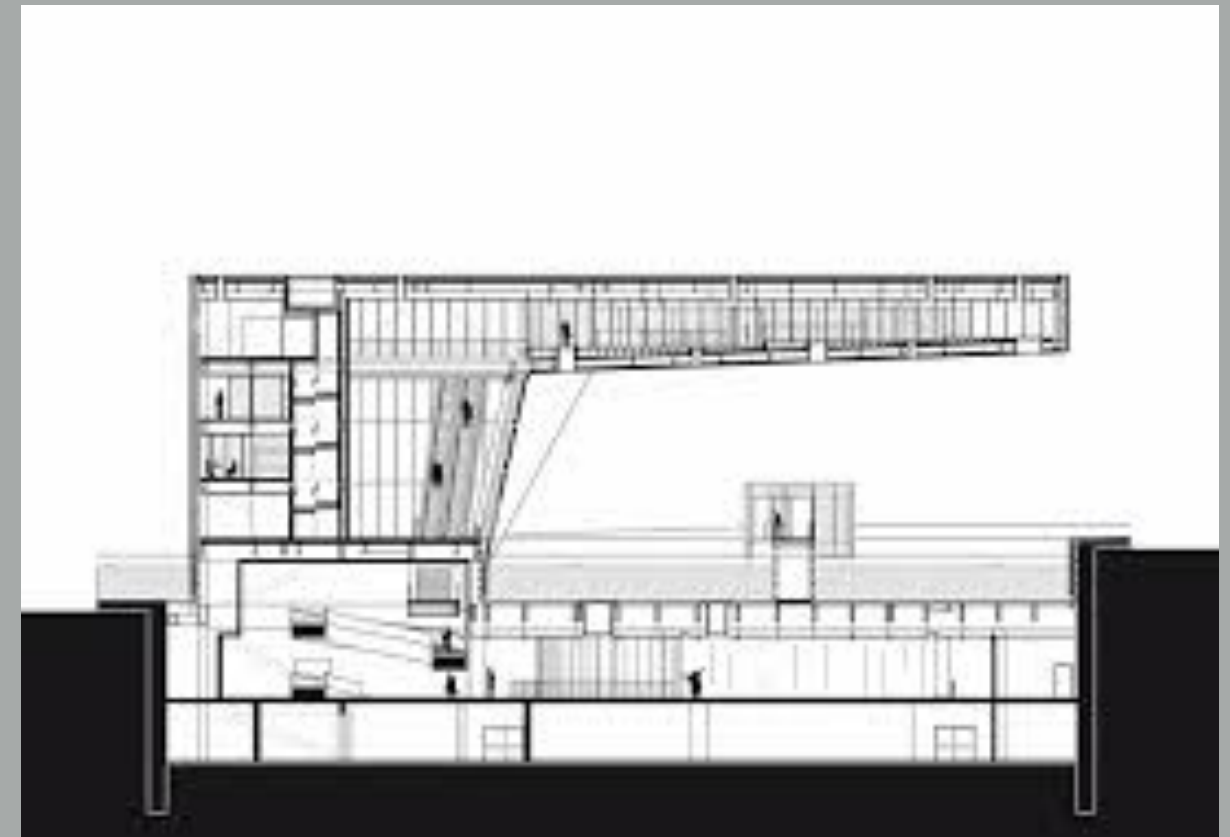
Thessaloniki University - Thessaloniki - Greece

Bezalel University - Jerusalem - Israel

Meltepe University - Istanbul - Turkey



SharingSpace Project is financed by the European Union Marie Curie International Research Staff Exchange Scheme (FP7-PEOPLE-2012-IRSES)



**SharingSpace Project** is financed by the European Union Marie Curie International Research Staff Exchange Scheme (FP7-PEOPLE-2012-IRSES)



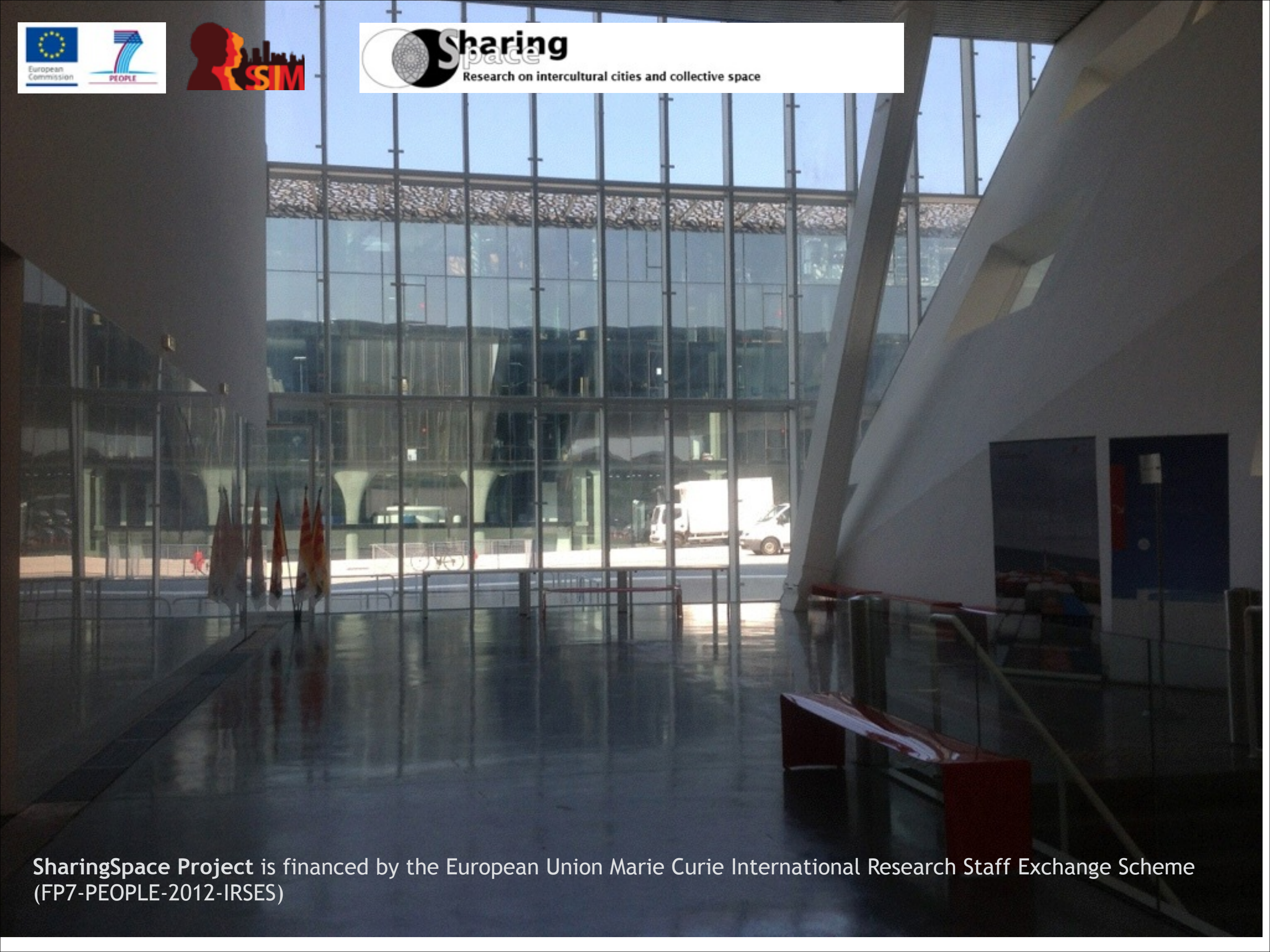
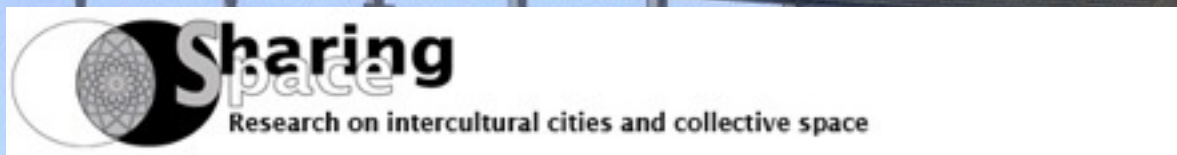


SharingSpace Project is financed by the European Union Marie Curie International Research Staff Exchange Scheme (FP7-PEOPLE-2012-IRSES)



**SharingSpace Project** is financed by the European Union Marie Curie International Research Staff Exchange Scheme (FP7-PEOPLE-2012-IRSES)





SharingSpace Project is financed by the European Union Marie Curie International Research Staff Exchange Scheme (FP7-PEOPLE-2012-IRSES)



agoraproject.fr

# Agora project

École supérieure d'art et de design de Marseille-Méditerranée, with Bezalel Academy of Arts and Design - בצלאל אקדמיה לאמנות ועיצוב ירושלים / Aristotle University of Thessaloniki - Αριστοτέλειο Πανεπιστήμιο Θεσσαλονίκης / TC Maltepe University - TC Maltepe Üniversitesi / IUAV di Venezia, avec le soutien de la Villa Méditerranée et de l'Institut Français - Ministère des affaires étrangères

## IUAV proposal for Agora project (first stage)

Published January 25, 2014 | By andrea facchetti

Dear all,

After our meeting in Marseille we have been working at Iuav on some ideas we think are important for our Agora. We have worked in 3 main groups focused on the following subjects:

- Information and communication design
- The interaction between physical and virtual spaces
- A case study on venetian public spaces

We would like to share the main results of our work in order to understand if these ideas can be part of our common project and to know who is interested in working with us on these subjects.

In the document below you can find the content and details of our project, that can be summarized in three main proposals:

- The events inside the Agora are not just scheduled by the host of the structure, but can be both suggested and voted from citizen or automatically scheduled if a particular subject or event about the mediterranean reaches a certain level of interest. This is done through a social media platform and needs a basic editorial staff to manage and filter news and events polls.

The Agora should have a multimedia equipment to show the Agora Experience. Navigation: a realtime news map

### Villa Méditerranée

Villa Méditerranée



### Institut français

INSTITUT  
FRANÇAIS



SharingSpace Project is financed by the European Union Marie Curie International Research Staff Exchange Scheme (FP7-PEOPLE-2012-IRSES)

# The Mediterranean Sea

view from satellite

SharingSpace Project is financed by the European Union Marie Curie International Research Staff Exchange Scheme (FP7-PEOPLE-2012-IRSES)





## The Exchange Network

Unknown, Battle of Lepanto in 1571

**SharingSpace Project** is financed by the European Union Marie Curie International Research Staff Exchange Scheme (FP7-PEOPLE-2012-IRSES)

## CONCEPTUAL FRAMEWORK

**“The Mediterranean has no unity but that created by the movements of men, the relationships they imply, and the routes they follow. [...] Roads and the exchanges they permitted led to the gradual division of labour by which the towns grew up, painfully distinguishing themselves from the surrounding countryside, though only at the price of an unremitting struggle. This struggle in turn had its effect inside the towns, organizing their different tasks, transforming them internally, according to patterns that were regular only in the very broadest sense. The starting point of this process, with its many variants, was naturally commercial activity, ever-present, all-important and the source of all economic organization”**

Fernand Braudel, *The Mediterranean and the Mediterranean World in the Age of Philip II*, 1949





# The Overturned Mediterranean

view from satellite

SharingSpace Project is financed by the European Union Marie Curie International Research Staff Exchange Scheme (FP7-PEOPLE-2012-IRSES)

## CASE STUDY ANALYSIS

# AGORA & PUBLIC SPACE

- The Ancient Agora
- Public Space Today
- Campi Veneziani

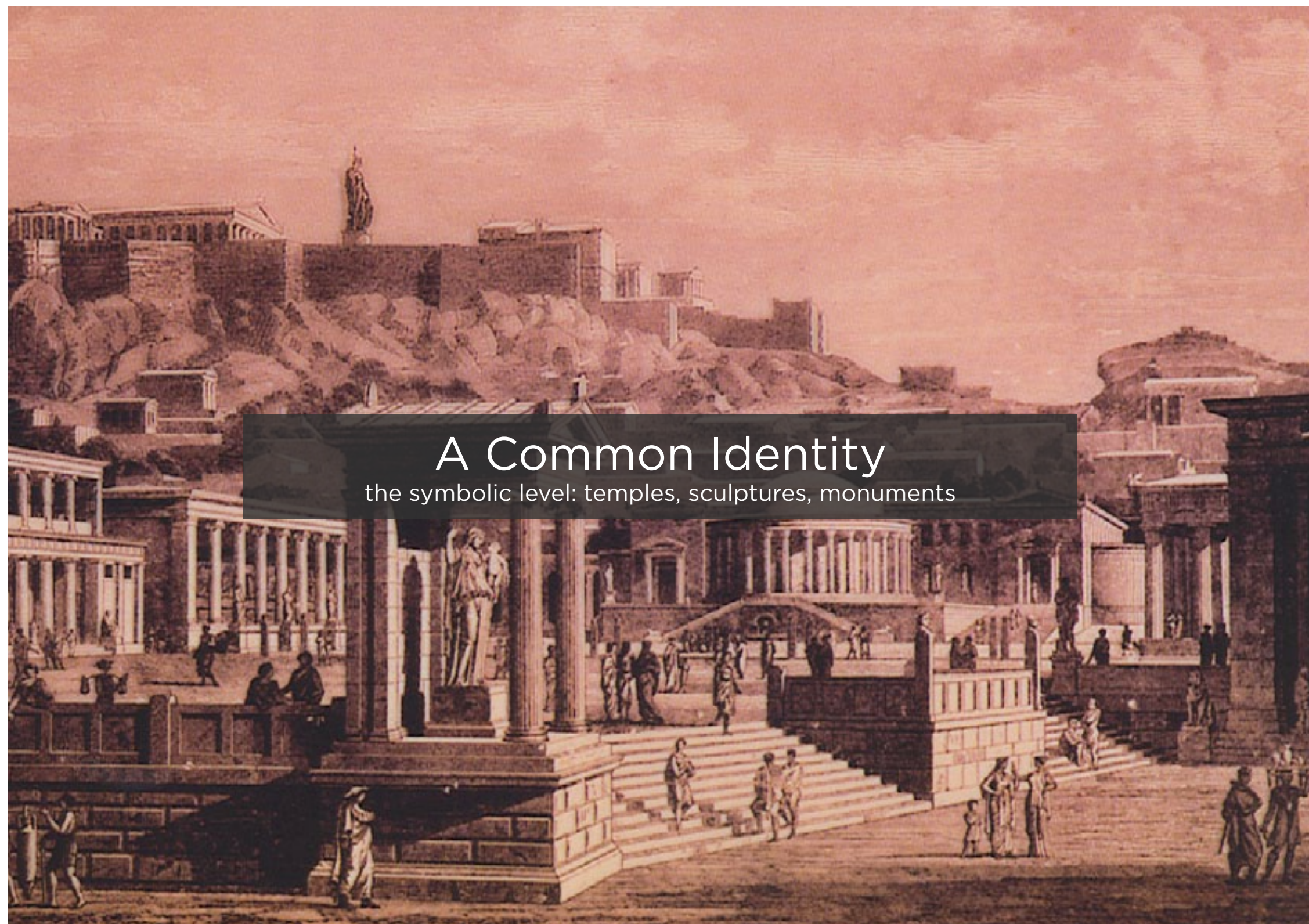


CASE STUDY ANALYSIS

# **Agora is the symbol of a social and territorial organization: the democratic one**

**SharingSpace Project** is financed by the European Union Marie Curie International Research Staff Exchange Scheme (FP7-PEOPLE-2012-IRSES)





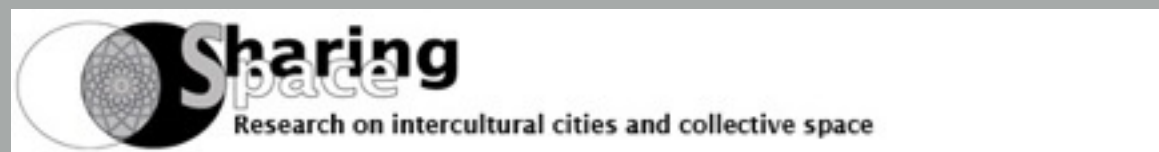
**SharingSpace Project** is financed by the European Union Marie Curie International Research Staff Exchange Scheme (FP7-PEOPLE-2012-IRSES)





## The Athenian Agora

SharingSpace Project is financed by the European Union Marie Curie International Research Staff Exchange Scheme (FP7-PEOPLE-2012-IRSES)



CASE STUDY ANALYSIS

**The presence of public urban spaces is the necessary condition for a contemporary agora**





**SharingSpace Project** is financed by the European Union Marie Curie International Research Staff Exchange Scheme (FP7-PEOPLE-2012-IRSES)

- the globalisation is blurring (national) boundaries, requires a new culture, new forms of decision making
- the presence of physical, public spaces is a necessary condition of democracy and of a contemporary agora. The way public spaces are built can influence cooperation and conflict
- the net is radically changing the way we shape our identity, communicate and exchange. So a contemporary agora must connect physical and virtual space





# From determinism to complex systems

SharingSpace Project is financed by the European Union Marie Curie International Research Staff Exchange Scheme (FP7-PEOPLE-2012-IRSES)



**Sharing  
Space**

Research on intercultural cities and collective space

## CASE STUDY ANALYSIS

**“Cities are widely regarded as “non-planable” entities that can be observed but only barely influenced [...] The law of supply and demand has become the primary force in urban development, blocking any urban policy. Particularly in the urban context, this leads to a post-political situation, in which spaces of democratic engagement are swallowed up by an ongoing radical economization and de-politicization of social space”**

*Jesko Fezer, Design for a Post-Neoliberal City*

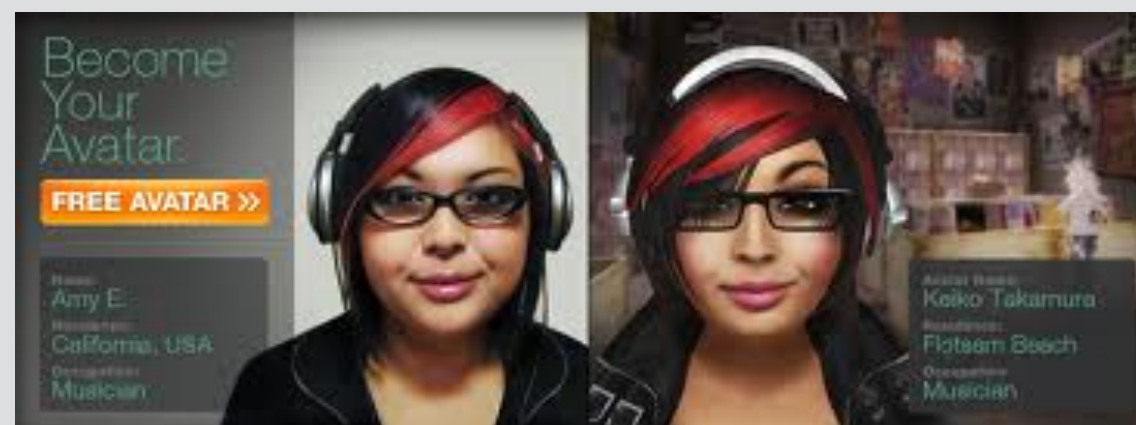
**SharingSpace Project** is financed by the European Union Marie Curie International Research Staff Exchange Scheme (FP7-PEOPLE-2012-IRSES)





- The net is not a *space in which one enters, or gets in*  
(it is *antispacial* : it doesn't have limits, barriers, doors, gates, etc)
- It is an ambient (nowhere in particular, but everywhere at once) where you can find “places” “virtual spaces”: rooms, desktops, libraries, museums, art galleries, maps, etc.
- You don't **go** to it, you **login** from wherever you happen to be and you can find things or meet people without knowing where they are physically located
- You **navigate** in internet, you don't **walk**: so you don't know where you will end up at the end of your journey

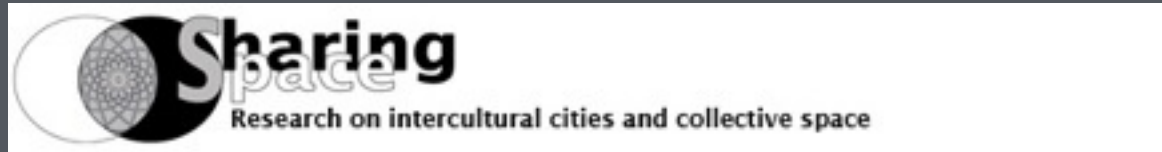




In the Net your identity is not defined by biology, birth, social status, profession, race or gender. One can build its identity or different identities



SharingSpace Project is financed by the European Union Marie Curie International Research Staff Exchange Scheme (FP7-PEOPLE-2012-IRSES)

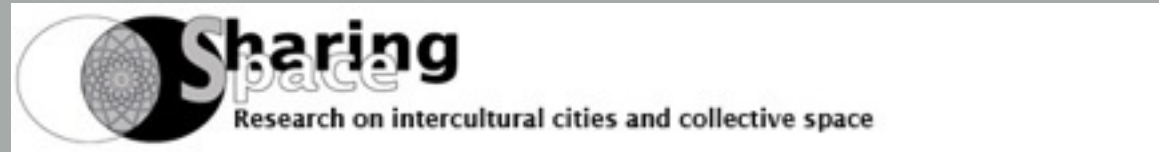


The net is *atemporal*  
Possibility of asynchronous communication

the unity and characteristics of communication (a lesson, a conference) is fragmented in space and time

e-learning  
forums (you can get in and out a conversation at different moments)





# How to design the physical space

## How to connect it with the virtual space/the net

SharingSpace Project is financed by the European Union Marie Curie International Research Staff Exchange Scheme (FP7-PEOPLE-2012-IRSES)

- a new kind of democracy  
(or and old one, the original agora?)
- active citizenship
- direct link between citizens and  
decision makers





**Sharing  
Space**

Research on intercultural cities and collective space

# Thank you!

**SharingSpace Project** is financed by the European Union Marie Curie International Research Staff Exchange Scheme (FP7-PEOPLE-2012-IRSES)