A TERRITORIAL INVESTIGATION OF MODERN EVENTS
The use of Cartography to explore event-driven glolocal flux

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Thesis "The Festivalisation of modern cities"

I   BE AWARE ! ARCHITECTURE IS A SCIENCE

Awareness is the greatest asset towards progress in any field and context that we act and perform within. The capability of understanding, framing and distinguishing is the basis towards knowledge contribution[1]. Hence the awareness of existing research methodologies within the context of Architecture and the Built Environment is as relevant as any other scientific fields that aims towards innovation, and progress but also to support and continue existing ways of conducting research.

As part of my personal working experience, I sensed a strong redimensioning of the relevance of the Architect in his professional role. In my opinion,this is strongly linked to the lack of methodological approach towards the act of conducting research. Architects have lost the ability to develop the inquisitorial process necessary to conduct research and support choices. The word research is often misused and became a standardise praxis to gather site information. Hence the importance of revaluing the awareness of methodology in our profession. A similar crisis of judgment takes place in the choice of how and when to use certain heuristic techniques(or different ways of using the same tool). Acknowledging the different methodological approaches will imply a precise set of tools which support specific ways of researching. It is clear to me the importance of Research Methodology and the reciprocal relationship with design practices. Methodology awareness implies making choices which filter ways of conducting research and, consequently, determined 'design choices'. Therefore, the way we design our research and the tool we choose to use, will directly inform our design choices. Designing the chosen approach establishes a logical consequentiality that allows to trace back the process from end to its beginning , scientifically [2] proving and supporting the reasons behind a taken position.

This course gave me a wider understanding of different methodologies that can be used to approach and tackle a problematic in different ways. I personally was not aware of the different branches that existed to structure and direct an architectural research as such. More specifically I was glad that this course helped me to question and redefine heuristic techniques, theories and methodologies which I was unconsciuosly using. It facilitated to structure my approach by providing extended literature related to territorial investigation. In my opinion, the provided bibliography really helped towards my understanding of methodological research, while I found eyes opening the lecture on typologies by Robert A. Gorny who completely reframed the notion of typological studies I had before this course. Moreover I found relevant for my thesis the example brought by M. Berkers regarding praxeology, particularly by the work by Bruno Taut - Die Neue Wohnung 1924 (the house from a woman's perspective).

The topic of my thesis revolves around the theme of festivalisation of modern cities. This emerging phenomenon sees the instrumentalization of events and festivals into powerful tool to attract global flux. This has lead to an intensification of the number of events planned throughout the year, that start to challenge the notion of events as temporal manifestations. The thesis aims to investigate the new spatial consequences of such phenomenon in the dynamics of modern cities.
Milan is one of the most recent examples of a city that uses an event-driven strategy to attract the global flux.

Figure 1. Milan's municipality event-driven strategy 2020. Investigating the shift of events from temporal manifestation towards permanent city's activities.

My thesis will investigate the new urban scenarios deriving by the coexistence of global and local, aiming to answer the central question: **What are the effects of Festivalisation on a global and local scale?**

Being part of the chair of Crossdomain the studio is composed by students from Architecture, Urbanism, Management of the Built Environment, and TIL (transport,infrastructure and Logistics) track aiming towards an interdisciplinary education. The general approach aims to tackle problematics regarding the future of our cities, however there is not a structure a pre-given methodology that characterised the studio. Every student starts by researching and reading into theories and topics that fascinate them and slowly builds up his/her own brief and problematic, choosing his /her own site and position towards the problem.[3]

II   REFRAMING THE TERMS AND CONSTRUCTING THE APPROACH

The first step that defines my research approach, derives from the understanding of the role that event assumed in modern cities. Following an investigation of the etymological meaning of the word event I was able to frame the terms of my research. Among the notion of temporality,memorability, and remembrance (in the sense of practice of memory,events worth remembering), a modern additional description was added, which expands the notion or the word to *any event or show that attracts the public*.[4]

As a consequence of this discovery, I had to ask myself why such necessary etymological expansion of the notion of event was needed. By the use of a cross disciplinary research, focusing on theories related to economic studies, I researched into the post-industrial socio-economic evolution[5] which led towards today's economic model based on cultural economy.[6]

Economic Offering	Commodities	Goods	Services	Experiences
Economy	Agrarian	Industrial	Service	Experience
Economic **Function**	Extract	Make	Deliver	Stage
Nature of Offering	Fungible	Tangible	Intangible	Memorable
Key Attribute	Natural	Standardized	Customized	Personal
Method of Supply	Stored in bulk	Inventoried after production	Delivered on demand	Revealed over a duration
Seller	Trader	Manufacturer	Provider	Stager
Buyer	Market	User	Client	Guest
Factors of Demand	Characteristics	Features	Benefits	Sensations

Figure 2. Economic Distinction chart by Pine, B. Joseph, and James H. Gilmore,Welcome to the Experience Economy. Highlighting the economic evolution in post-industrial western society, towards an experience based economy.

The shift of events from a cultural practice to its modern value of economic asset used to attract global tourism, clarifies the terms framing my approach towards a territorial investigation focusing on movement, flux, migration, infrastructure and network.

The main research question acts upon different scales, hence it requires different approaches when analysing Festivalisation as a global phenomenon(network) and as a local one(spatial). Considering the global nature of events, I focus on concepts such as connectivity (digital and physical), speed, ease of access and capacity.

For this reason my initial approach focuses on a theory led research driven by Stehpen Graham,Simon Marvin[7] and Keller Easterling[8] investigating networks and systems. I initially used an etic viewpoint[9] to gain an overview of the relationships that are linking major modern cities in a linear constellation of events.

EVENTS AS GLOBAL LEGACY AND NETWORKS OF POWER

Major annual events have established legacy throughout the years and
consolidated power and world recognition of the hosting cities among the world.

BECAUSE OF ITS ECONOMICAL VALUE, EVENTS BECOME THE NEW CAUSE OF MODERN CITIES SPLINTERING.

(event-driven Tourism)

Figure 3. Map highlighting the event- network connecting and defining modern cities
IE: the axes of Fashion linking Paris,New-York,Milan & London.
(author Andrea Cappiello)

I make use of territorial investigation by the use of cartography which reveals networks and connections. To support this etic approach I also conducted a quantitative research[10] to find out numbers and affluence of visitors to selected events, passengers using airports and trains in the time frame and place where the event occurs.[11] If this approach aims to explore the impact of festivalisation of a global level, I will now explore its local and spatial manifestation in the dynamic of a city. In order to do so, I will continue to use cartography as my primary heuristic technique. If on one side the mapping of the local network and physical infrastructure will provide insights on quantitative data of number of passengers, capacity and connectivity needed to support the event . On the other end, the local nature of the manifestation of events brings time at the centre of discussion. Moreover, the concept of cycle and the alternation of the events becomes the real scope of the research. For this reason, mapping which imply a temporal dimension become crucial for this investigation. In order to investigate the cyclical and temporal nature of events, I will refer to the landscape and agricultural cartography. The use of serial photographic documentation becomes a key tool to explore temporality. Taking a more emic perspective I will then conduct on site interviewing to both local and tourists in regard to the festivalisation of Milan, I will attend and document key events such as Fashion Week and the Fuori Salone as part of the on site investigation.

Both the choice and the novelty of my approach rely on etymological redefinition of event and its framing as an economic asset for modern cities. For this reason I felt necessary to structure my research as part of territorial analysis which explores the potential of cartography. James Corner work[12] and the extensive summary of work provided by Mark Wigley[13] on network mapping become crucial to construct my approach. While I see a great difference from the position presented by Fransje Hooimeijer in her understanding of territorial investigation, I feel that my approach can indirectly contribute towards the epistemic framework of praxeology, because it analyses a modern way of living, the birth of a global community of nomads that constantly moves around the globe from one city to the other.

III   MULTIPLICITY OF SCALES / CARTOGRAPHY HOW, WHEN AND WHAT FOR?

The Cartography is the art, science, and technology of making maps, together with their study as scientific documents and works of art. In this context, we may regard all types of maps including all plans, charts, and sections, three-dimensional models and globes representing the earth or any celestial body at any scale (International Cartographic Association 1973).[14]

As part of territorial investigation, network cartography[15] has been a fundamental technique of investigation. It is around 1830 that the concept of network becomes part of spatial discourse in the book of Saint-Simonian Michel Chevalier entitled La Système de la Méditerranée.in this text he proposes an association between Europe and the East in a cross territorial network system of banks,rails and rivers.[16]

However, it is in the 1960s that a strong concept of networks and systems of networks took shape off the utopian architectural imaginary. Closely linked to the evolution of modern science and industrialization, this systematic approach will provide great contribution to the reading of territories and cities by the use of network cartography.

Constantinos Doxiadis start questioning the classic notion of the city, by introducing new terms used in biology such as nerves, arteries and heart in order to describe the city as an evolving organism.[17] Designing networks becomes a biological necessity in order to understand the mechanism of the city. Moreover the Architect starts using cartography to map the routes of airplane companies,expressing the need to unveil the invisible connections as part of our profession.
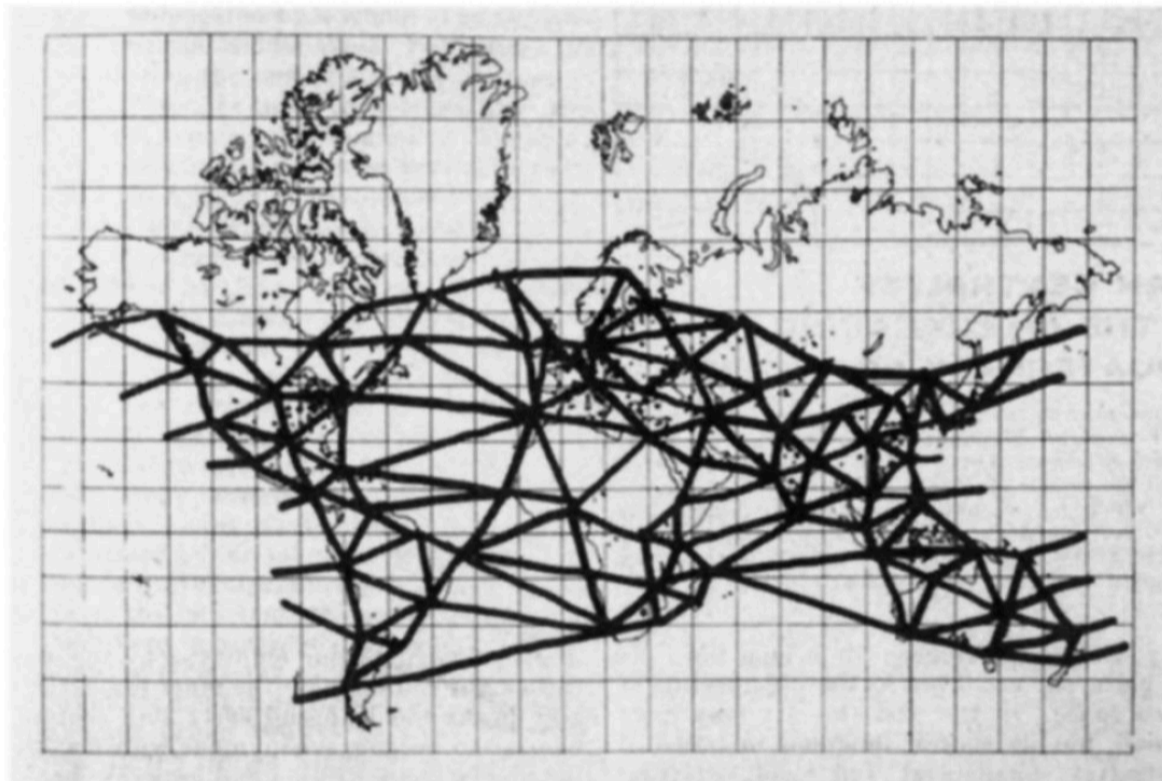
Figure 4. Network Map by Doxiadis. Airline"Network of the future,"1963.
(Image taken from the work of M.Wigley Network Fever)

In 1966 Kenzo Tange, introduces the word *tentacles* to describe the communication network in biological terms. Moreover with the publication of the article entitled Tokaido-Megalopolis: The Japanese Archipelago in the Future, he reinforces the concept of a city as a biological organism with a central nervous system.[18]
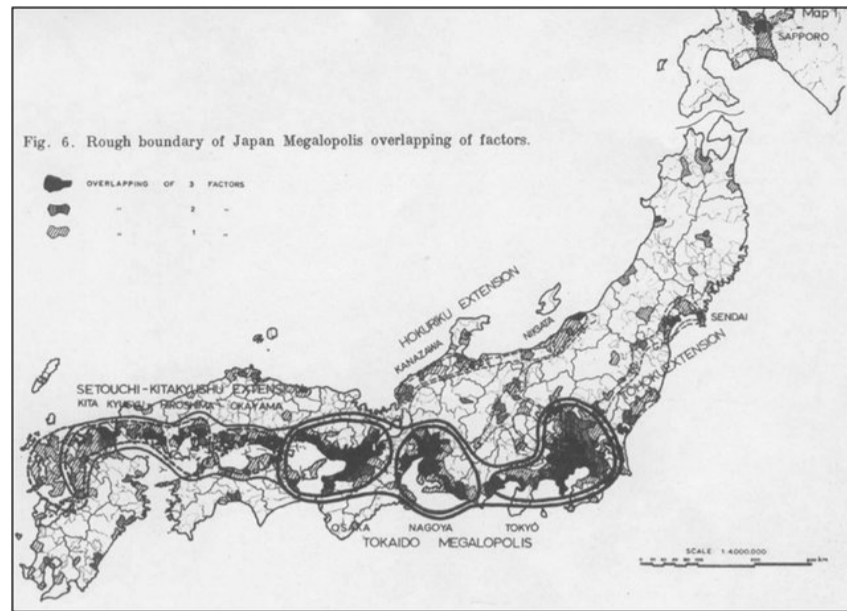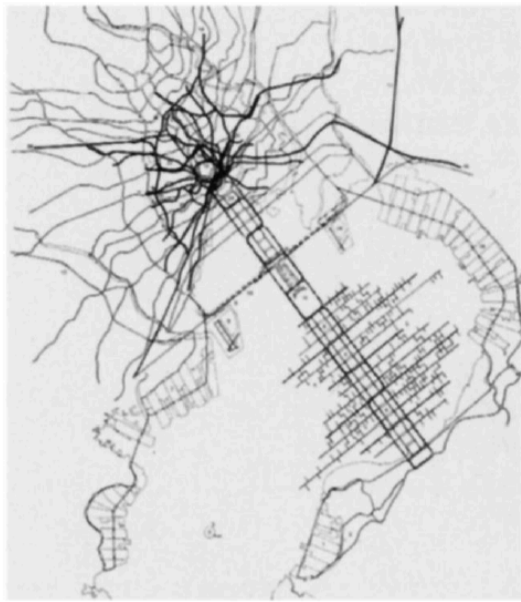
Figure 5 & 6 From Left to right:. Kenzo Tange "Tokyo Bay plan,"1960. &. Map of Tokaido Megalopolis, 1968 Source: Doi (1968)[19]

A major contribution in this discourse, was Louis Kahn and Anne Tyng's 1953 traffic scheme for Philadelphia, which omits the physical structure of the city in favour of the representation flow,movement and circulation like an electrical circuit.
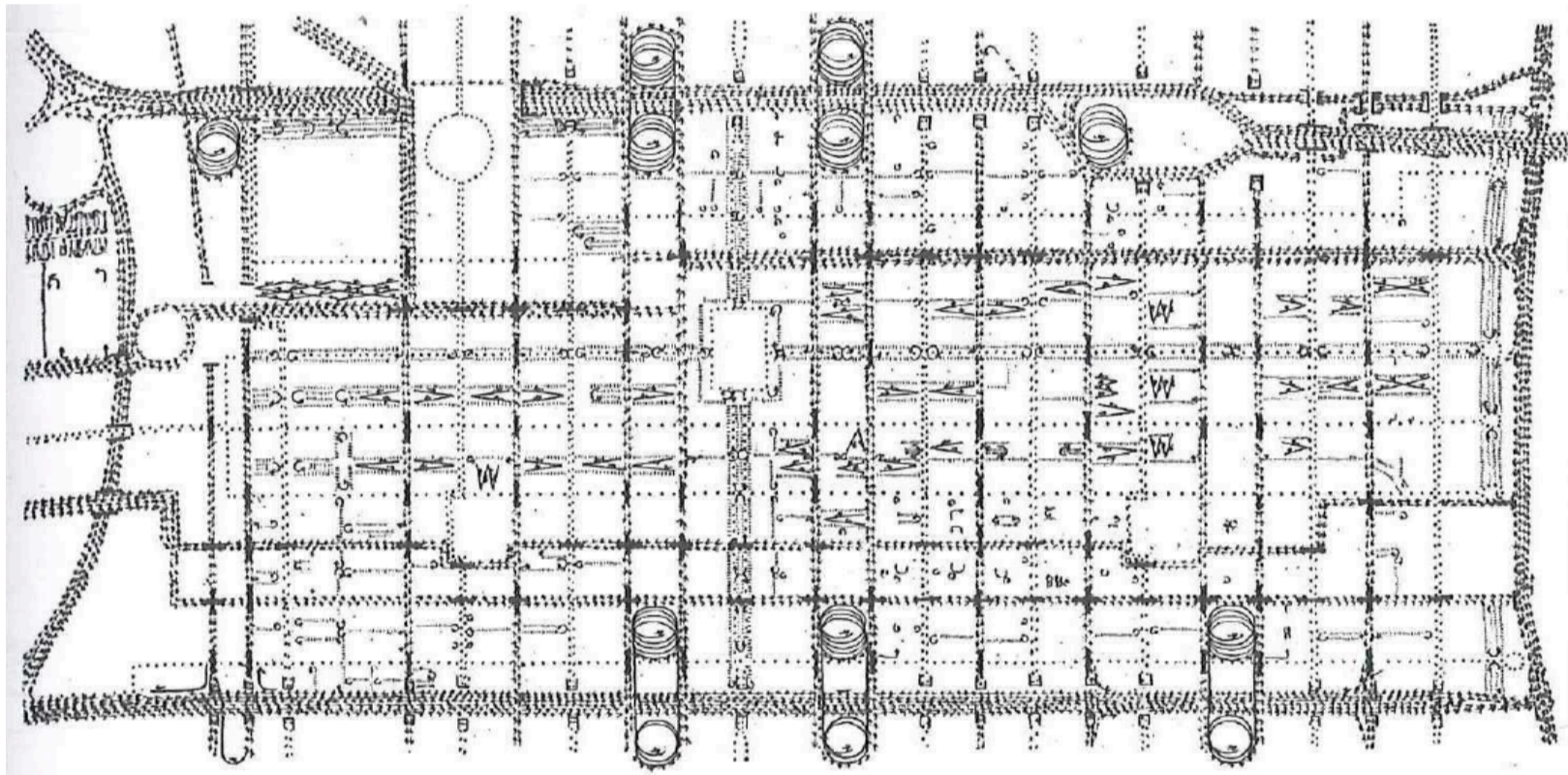

Figure7 Mapping flow: Louis Kahn and Anne Tyng's traffic scheme for Philadelphia(1953)

As a continuation to the mapping of networks and systems, the work of the Archigram group, starting from the 1963, starts to represent and map networks, not in its Ekistics[20] scope, but purely referring to the representation of information flow. Archigram emphasized technology. They blur the distinction between architecture and communication. A clear example of what I describe as network cartography can be seen in Warren Chalk and Ron Herron's City Interchange project of 1963 *(Figure 8)*, Peter Cook's Plug-in City *(Figure 9)* and Dennis Crompton, Computer City project, 1964 *(Figure 10)*. Concept of movement, flow, traffic,nots, stress and distress call for a new way of analysing and understanding urban territories. This new theoretical approach it is clearly a result of its social and economic context, that sees a great development of technologies, telecommunication and digital innovation.
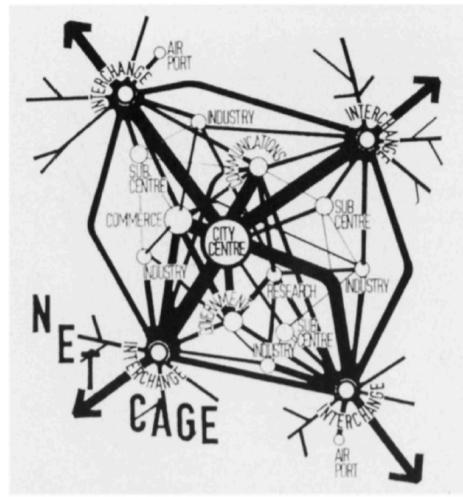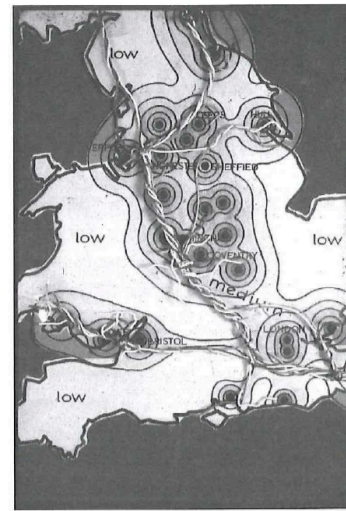
(Figure 8) *(Figure 9)*
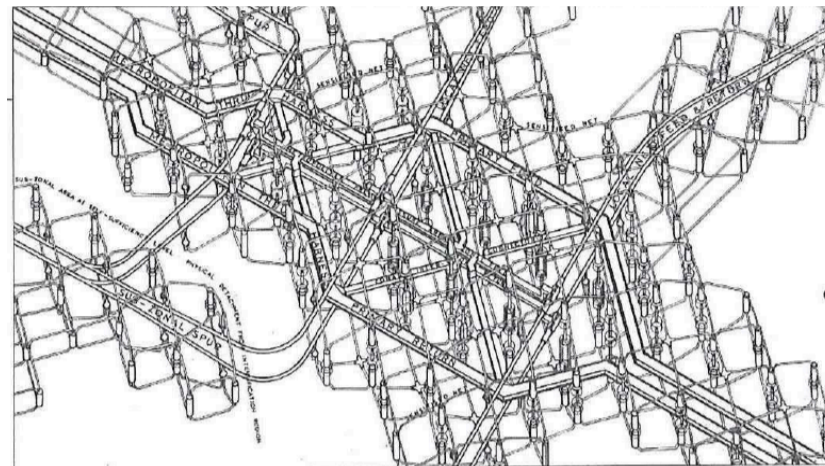
(Figure 10)

A most recent investigation into networks was undertaken by Keller Easterling in her work: "Extrastatecraft: The Power of Infrastructure Space", and by Stephen Graham and Simon Marvin's with their book "Splintering Urbanism". The reason why I use these references it is not because they have directly used cartography as an investigation tool, but their constant reference to other's maps becomes crucial to understand and supporting their theories shaping our territories.
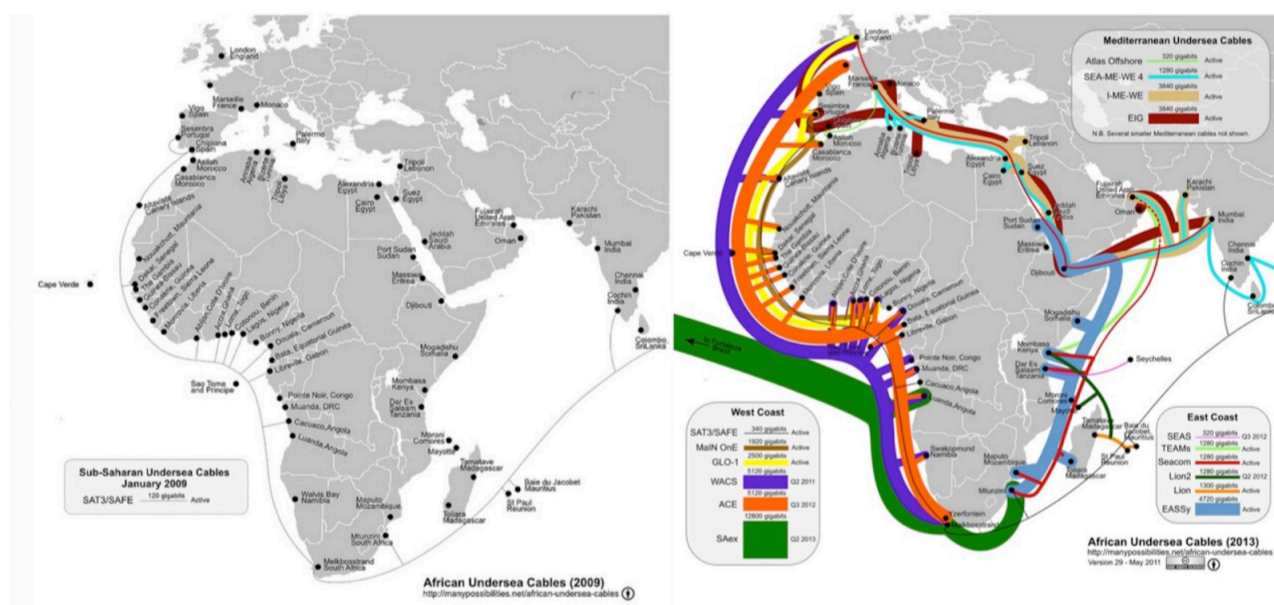
Figure 11 Submarine Cables serving Africa: 2009- 2013. Drawings by Steve Song http://manypossibilities.net/africa n-undersea-cables.

This first set of references investigates the way cartography has been used to map or support theories related to systems, networks, flow and connectivity, but often lacks a spatial dimension. Moreover, to strengthen my investigation, I should refer to another type of cartography which also includes a temporal dimension and address the notion of cycling and phasing.

The work or Rahul Mehrotra offers a complete different way to map flow and movement investigating the manifestation of the ephemeral, the stress and distress of temporal intensity. By two of his key publications: 'Kumbh Mela : mapping the ephemeral megacity' and 'Ephemeral urbanism : does permanence matter?',the author investigates the way events take over and transform a space by mapping. Its representation technique

gives great attention to time and duration of the ephemeral. Moreover, the architect makes great use of photographs as an analytical tool to represent the different stages of the event.

Figure 12 & 13 Rahul Mehrotra use of Maps and Photographs to map the manifestation of ephemeral cultural practices. The first one refers to the occupation of Tahrir square during a protest , the second one showing the Kumbh Mela festival during its construction.

Finally,not necessarily referring to a specific author, but rather investigating the tool itself, I think it is important to mention agricultural and landscape cartography which express the cycle of use, the notion of phasing and the way the terrain is treated before during and after the harvest could lead to tips towards the investigation of temporal and cyclical phenomenon (in my case events).
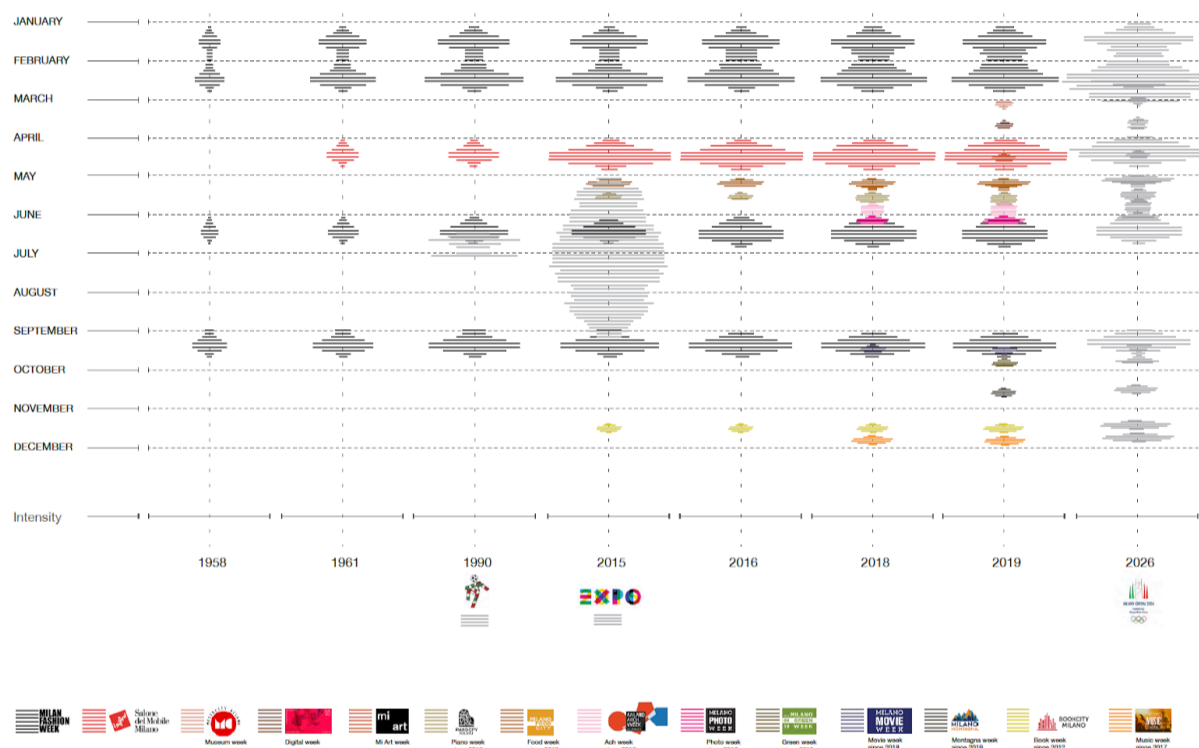
*Figure 14 Initial graph of Milan's event development pattern- questioning the notion of temporality of events, its constant presence within the city, opens up investigations onto the relevance of **cycle** of events.*
(author Andrea Cappiello)

Learning from James Corner's book 'Agency of Mapping: Critique and invention', the mastering of the practice of mapping has a fundamental role in exploring new theories and understanding and studying the built environment. It allows to abstract, and selectively bring forward concepts. Despite the old consideration of mapping as objective representation of 'reality'[21], its agency stands in its analytical perception and practice of space. Such potential it is clearly represented by the differences in which cartography has been used in the above examples. From a tool to explore new way of interpreting the notion of city as a biological entity, the expression of technologically driven theories, to the manifestation of territorial power, new form of splintering urbanism and finally the use of cartography as a tool to express the ephemeral nature of cities. Despite the different aims, viewpoints and representation techniques used, I believe that I could learn and combine the different ways this method was used accordingly to the scope and scale of my research. Cartography will help me explore the role and effects of events at a global and local scale.

IV   FRAMEWORKED ARCHITECTure

Frist of all, It is necessary to summarise my initial research on the modern socio-economic conditions that place events at the centre of my research. Starting from the second half of the 20th century, precisely as a consequence of post-fordist economic model, there is a detachment from the labour production-based economy. Leisure, recreational and commercial activities started to gain a more significant role in the everyday life of citizens, setting the basis of a new economic model, a new life-style, hence a new way of living and a demand for a new urban environment. Moving from a product based to service and eventually towards the experience economy[22]. Cultural experiences become the new desire of an uprising nomad community. By investigating global spatial scenarios caused by the event-driven tourism, I could provide a new reading and contribution towards the study of human action and conduct. In a way, similarly to the Bruno Taut approach in Die Neue Wohnung 1924(where he looks at different living room styles and makes suggestions on how to reshape the same space in a more efficient way,analysing floor plans mapping movements), my research tries to analyse the global movement caused by today's culture economy, trying to demonstrate that this event-drive behaviour is the cultural product of today's nomadic way of living.

Figure 15 & 16 Image on the left taken from Lecture Slides on Praxeology by M. Berkers showing the way life style was perceived and advertised to reflect Fordist Economy vs the image on the right (a screenshot of an instagram account) showing the way today's culture based life style is produced,perceived and advertised

Retaking the Walter Benjamin quote provided by M.Berkers during her lecture:*"The manner in which human sense perception is organised, the medium in which it is accomplished, is determined not only by nature but by the historical circumstances as well"*.[23] I would argue that instead the manner in which today's human sense perception is organised is rather nudged by its economic context.
This justifies my disagreement and alteration to the speaker's perspective which brings together praxeology and the study of historical and cultural tradition as part of her approach, disregarding the relevance of economic context.

For this reason I find a closer relationship to the position supported by Keller Easterling and her focus on tackling, socio economic and political context when discussing urban and territorial phenomenon. Similarly, the work of Graham and Simon Marvin's in Splintering Urbanism highlights the close relationship between the socio-economic context and its effect on today's urban fabric.

My choice of approaching my research thesis in terms of networks, infrastructure, study of flow and movement in close relationship to the socio-economic context leads me to a wider positioning on my personal consideration of today's scope of Architecture, hence the role of the architect. A recurrent

crisis within the field of Architecture relies in defining the role itself. What does it mean to be an architect? How can architects intervene and contribute to spatial design? I believe that, defining my personal approach,methodology and selected literature towards my thesis, implies already a broader positioning in the way I understand and hope to practice architecture in the future.

Referring to the book: "Spatial Agency: Other Ways Of Doing Architecture" by Nishat Awan,Tatjana Schneider and Jeremy Till, there are multiple valid and unknown ways on how to practice Architecture (completely distant to the traditional notion of designing buildings) which imply very different approaches and methodologies. As part of my general position, one of the key aims of my understanding of spatial agency is the uncovering and making visible of hidden structures, be they political, social or economic. Because of the complex trans-and international systems that construct our modern society, it becomes difficult to have full control over the design and construction of space. It involves other global players, connected in a network which will impact the local and vice versa.[24]

In 1978 Hugo Hinsley, a teacher at the Architectural Association, wrote that "[n]either education nor the structure of the profession nor the design and production of buildings can be seen in the abstract; they are all affected by the social, political and economic framework of our society, and a part of education is to consider and question this framework."[25]

This interdependency between architecture and its wider framework, implies a loss of centrality of the role of architect who is no longer able to operate independently. Architecture becomes dependent and part of a wider network of industries. This does not mean that architects have a minor relevance in the production of space, but simply it leads to a necessary reframing of our role, acknowledging such dependencies and aim to work collectively. A similar cross disciplinary approach is driving my studio's philosophy, combining students from different tracks.

To conclude, I believe that my position is clearly reflected in the way I decided to approach my thesis and structure my research. In the modern, evolving context of networked systems it is important that architecture, from academic to practice, moves towards a cooperative networked attitude. Moreover, such cross disciplinary approach will help me to reconsider my initial research question, not only on an architectural level, but also on its embedded network nature, affecting and operating bigger systems and different correlated fields. (from theories on economic models to advertising theories used in marketing).

END NOTES:

1. Lucas R. , Research Methods for Architecture (London: Laurence King Publishing, 2016), p. 7.
2. Relating to science, or using the organized methods of science: a scientific discovery/experiment/theory scientific data/evidence/research Careful and using a system or method. See: ttps://dictionary.cambridge.org/dictionary/english/relateRay.
3. It is important to point out that the research question is already a result of other prior research questions given the nature of the studio, nothing was predefined by the chair hence the formulation of the brief and the choice of the site of intervention are also to be considered part of the ongoing cognitive process.
4. Etymological definition of Event taken from the Enciclopedia Treccani. See http://www.treccani.it/vocabolario/evento/.
5. Pine, B. Joseph, and James H. Gilmore, Welcome to the Experience Economy. (Boston, MA: Harvard Business Review Press,1998).
6. Cudny, Waldemar, Festivalisation of Urban Spaces : Factors, Processes and Effects. (Switzerland: Springer,2016). p 13.
7. Graham, S., & Marvin, S. Splintering urbanism: networked infrastructures, technological mobilities and the urban condition. (London: Routledge 2002).
8. Easterling, Keller. Extrastatecraft : The Power of Infrastructure Space. (London: Verso 2014).
9. Lucas R. , Research Methods for Architecture (London: Laurence King Publishing, 2016) p. 10
10. Lucas R. , Research Methods for Architecture (London: Laurence King Publishing, 2016), p. 36
11. I am conducting a parallel analysis on the media and physical material used by the events organisers used to persuade the global audience (this research was aimed to understand what kind of technique and tools are used in marketing and what kind of brand or image they project, as I believe it could be a useful insight to inform the type of atmosphere that my intervention should consider)
12. Corner, J., & MacLean, A. S. Taking measures across the American landscape. (New Haven, CT: Yale Univ. Pr. 2000).
13. Wigley, Mark. Network Fever. (Grey Room, no. 4 : 83-122. www.jstor.org/stable/1262560.2001)
14. Definition of Cartography : http://www.gitta.info/PresenVisual/en/html/DemandMaps_mapandCarto.html
15. Guimerà, Roger, and Luís A. Nunes Amaral. Cartography of complex networks: modules and universal roles. (Journal of statistical mechanics ,2005).   It is important to frame the notion of Network Cartography : to extract the relevant information from the topology of large complex networks, knowledge of the role of each node is of crucial importance. A cartographic analogy helps to

16. Michael Drolet, A nineteenth-century Mediterranean union: Michel Chevalier's Système de la Méditerranée, Mediterranean (Historical Review, 30:2, 147-168, 2015.
17. Wigley, Mark. Network Fever. (Grey Room, no. 4 : 83-122. www.jstor.org/stable/1262560.2001) p 88.
18. Wigley, Mark. Network Fever. (Grey Room, no. 4 : 83-122. www.jstor.org/stable/1262560.2001). p 104.
19. Doi, T. Japan Megalopolis: Another Approach. (Ekistics, 1968), 96-99.
20. Ekistics concerns the science of human settlements, including regional, city, community planning and dwelling design. Its major incentive was the emergence of increasingly large and complex conurbations, tending even to a worldwide city.[3] The study involves every kind of human settlement, with particular attention to geography, ecology, human psychology, anthropology, culture, politics, and occasionally aesthetics. See : https://en.wikipedia.org/wiki/Ekistics
21. Corner J, The Agency of Mapping: Speculation,Critique and Invention in Mappings ed.Cosgrove, Denis, (London: Reaktion Books 2002).
22. Pine, B. Joseph, and James H. Gilmore, Welcome to the Experience Economy. (Boston, MA: Harvard Business Review Press,1998).
23. Benjamin, W, The Work of Art in the Age of Mechanical Reproduction. (London: Penguin Books. 2008).
24. Awan, N., Schneider, T., & Till, J, Spatial agency: other ways of doing architecture.(London: Routledge, 2011).
25. Hugo Hinsley, Education Special. What the education debate is about, (SLATE, no. 6 1978). p 9.

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Wang, D., Groat, & Groat, L. N. *Architectural Research Methods*. John Wiley & Sons, Inc. 2013

Wigley, Mark. *Network Fever*. Grey Room, no. 4 : 83-122. www.jstor.org/stable/1262560. 2001.