



*That's all Archs!*

*Criticism without Critics*

# *That's All, Archs!*

Criticism without Critics im Zeitalter Google Images

Alberto Alessi

## **Gebrauchsanweisungen**

1. In seinen Mnemosyne-Atlas fügte Aby Warburg persönliche und kollektive Referenzen durch psychische und kulturelle Assoziationen ein. Google Images hingegen funktioniert durch ein kollektives Unbewusstes, das nicht als Ganzes gesteuert werden kann und daher spontan und voller Einsichten ist.

2. Wenn man für einen Begriff wie Architektur die dazu passenden Bilder sucht, taucht eine unvorhersehbare Palette von potenziell nützlichen und aussagekräftigen Ergebnissen auf. Die Indizierung (Reihung) der Seiten und Bilder im Internet ist nicht gemäss sachlicher Urteile gefiltert, sondern nach der Menge der Operationen und Kontakte, gelinkten Seiten und für diesen Zweck entwickelten Algorithmen. Welche spontanen Assoziationen können aus dieser Sammlung von möglichen Antworten entstehen?

3. Die Suchgeschwindigkeit ist oft wichtiger als die Genauigkeit der Ergebnisse. Das Fehlen eines Filters ermöglicht gleichzeitig die Banalität des Klischees wie die Tiefe der Überraschung einer Wunderkammer. Web-Browsing scheint die letzte Chance für ein Abenteuer auf unsicherem Terrain.

4. Welchen Einfluss haben die Kommunikations-Tools auf die Sichtbarkeit der architektonischen Reflexion? Und auf ihre Qualität? Wie neutral und wie aktiv sind diese Suchmaschinen?

## **Gebrauchsbeispiel**

Die auf den folgenden Seiten aufgelisteten Begriffe wurden in zehn der verbreitetsten Sprachen <sup>(1)</sup> der Welt plus Italienisch (aus persönlichen Gründen) und Esperanto (wegen seines artifiziellen Charakters als ideeller und universeller Entwurf) untersucht. Arabisch, Chinesisch, Englisch, Esperanto, Französisch, Deutsch, Hindi, Italienisch, Japanisch, Portugiesisch, Russisch, Spanisch - nach englischem Wörterbuch alphabetisch geordnet <sup>(2)</sup>.

Die untersuchten Begriffe. Zuerst:

- Architektur

Dann die vitruvianische Trias: Firmitas, Utilitas, Venustas – sie sind (waren?) für fast 2000 Jahre die Basis der westlichen architektonischen Disziplin. Wie stark sind diese heute im anonymen und unkritischen Bewusstsein des Netzes noch präsent?

- Architektur Stabilität

- Architektur Nützlichkeit

- Architektur Anmut

Weiter, die Studien- und Reflexionsmodalitäten der Disziplin als solcher:

- Architekturtheorie

- Architekturgeschichte

- Architekturkritik

Dann die möglichen Projektionen des zeitlichen Imaginariums:

- Architekturtradition

- Architekturvergangenheit

- Architekturzukunft

Schlussendlich:

- Architekt

Einige Screenshots der Ergebnisse werden auf diesen Seiten gezeigt. Welche Konsequenzen leiten sich daraus ab?

Muss man die logische Zuordnung +Menge = +Universalität kritisch revidieren?

Existiert heute endlich eine wirkliche Universalität der Ergebnisse, oder geht es noch immer nur um eine vermutete und gewünschte Gleichmässigkeit?

Welche Unterschiede in den Ergebnissen erhält man, wenn man im Netz allgemeine Begriffe in Englisch statt in Hindi oder Russisch sucht? Wie stark geht dieser Unterschied auf die Besonderheiten verschiedener Kulturen, Sprachen ein? Welches Bild der Architektur entsteht abhängig von der Sprache, in der man den Begriff eingibt?

Woher kommt dieses Bild? Warum? Ist es etwas, das man schon im Voraus erwartet hat, oder wird man davon eher überrascht?

<sup>(1)</sup> <https://www.cia.gov/library/publications/the-world-factbook/geos/xx.html>

<sup>(2)</sup> Die Übersetzung der englischen Begriffe ist durch <http://translate.google.com/> realisiert worden.

01 Arabic  
ةيرام عم سدنه  
قرام عل ائيرظن  
ةيرام عمل ا سدنه ا خيرات  
قرام عل دقن  
قرام عل مزحل ام عل مزحلا  
قرام عل ائواف  
لام جل ا قرام عل  
قرام عل ا دي لقت  
قرام عل ا يضا مل  
لبقت سل ا قرام عل  
يرام عم سدنه م

05 French  
architecture  
théorie de l'architecture  
histoire de l'architecture  
architecture critique  
architecture forte  
architecture utile  
architecture belle  
tradition de l'architecture  
passé de l'architecture  
architecture future  
architecte

09 Japanese  
建築芸術  
建築理論  
建築建築物  
建築批判  
建築芸術堅さ  
建築芸術ユーティリティ  
建築芸術喜び /// アーキテクチャの美しさ  
アーキテクチャの伝統  
過去のアーキテクチャ  
将来のアーキテクチャ  
建築家

02 Chinese (Mandarin)  
建築  
建築理論  
建築史  
建築批評  
建筑坚定性  
建筑实用  
美丽建筑  
建築傳統  
建築過去  
未來建築  
建築師

06 German  
Architektur  
Architekturtheorie  
Architekturgeschichte  
Architekturkritik  
Architektur Stabilität  
Architektur Nützlichkeit  
Architektur Anmut  
Architektur Tradition  
Architektur Vergangenheit  
Architektur Zukunft  
Architekt

10 Portuguese  
arquitetura  
teoria de arquitetura  
história da arquitetura  
arquitetura crítica  
arquitetura resistência  
arquitetura função  
arquitetura beleza  
tradição arquitetura  
arquitetura passado  
arquitetura futuro  
arquitecto

03 English  
architecture  
architecture theory  
architecture history  
architecture criticism  
architecture firmness  
architecture utility  
architecture delight  
architecture tradition  
architecture past  
architecture future  
architect

07 Hindi  
स्थापत्य  
वास्तु कला सद्दिधांत  
वास्तु कला इतिहास  
वास्तु कला आलोचना  
वास्तु कला दृढ़ता  
वास्तु कला उपयोगिता  
स्थापत्य सौंदर्य  
वास्तु कला की परंपरा  
वास्तु कला अतीत  
भवषिय वास्तु कला  
वास्तु कार

11 Russian  
архитектура  
теория архитектуры  
история архитектуры  
архитектура критики  
архитектура прочность  
архитектура Польза  
архитектура красота  
архитектура традиции  
архитектуры прошлого  
будущей архитектуры  
архитектор

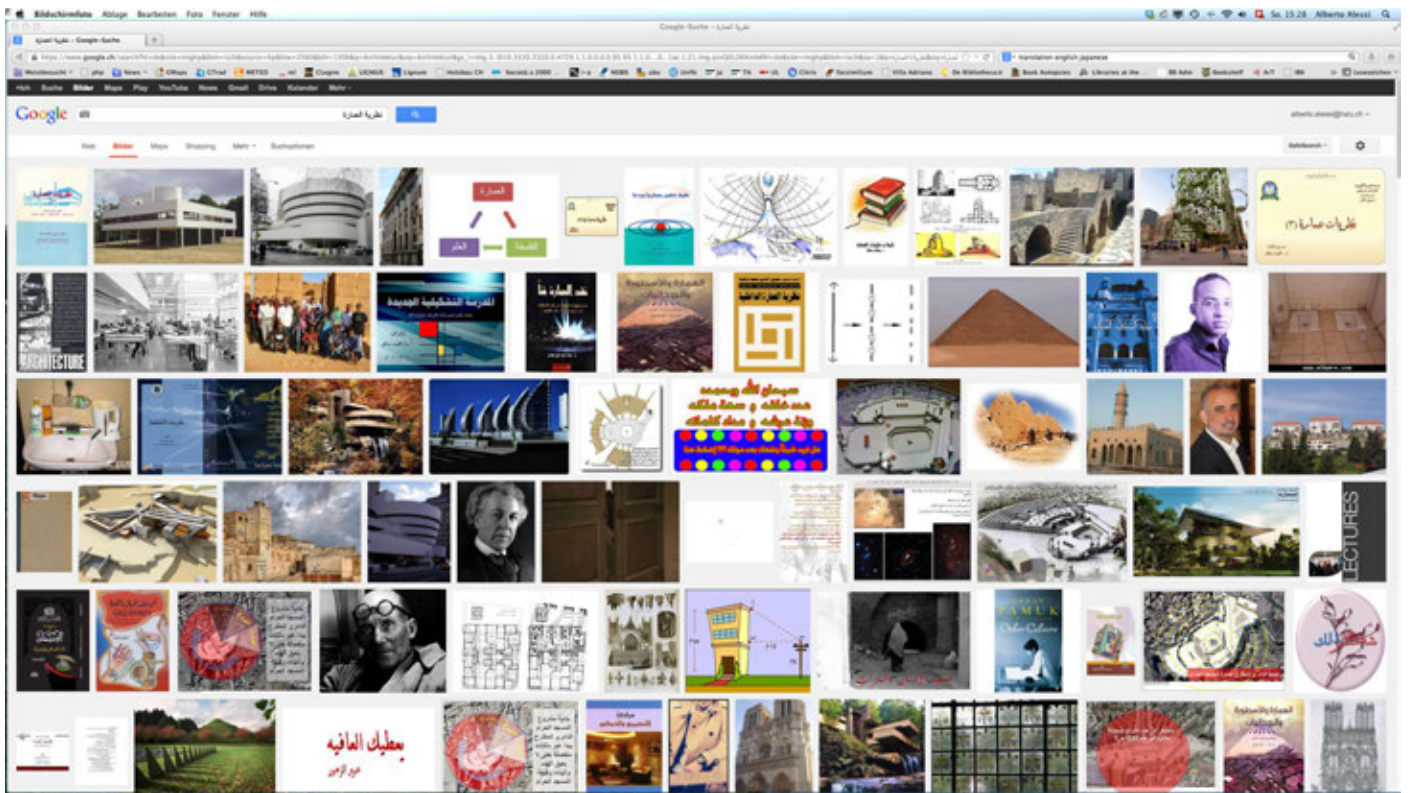
04 Esperanto  
arkitekturo  
arkitekturo teorio  
arkitekturo historio  
arkitekturo kritiko  
arkitekturo firmeco  
arkitekturo utileco  
arkitekturo beleco  
arkitekturo tradicio  
arkitekturo estinteco  
estonteco arkitekturo  
arkitekto

08 Italian  
architettura  
teoria dell'architettura  
storia dell'architettura  
architettura critica  
architettura solidità  
architettura utilità  
architettura bellezza  
architettura tradizione  
architettura passato  
architettura futuro  
architetto

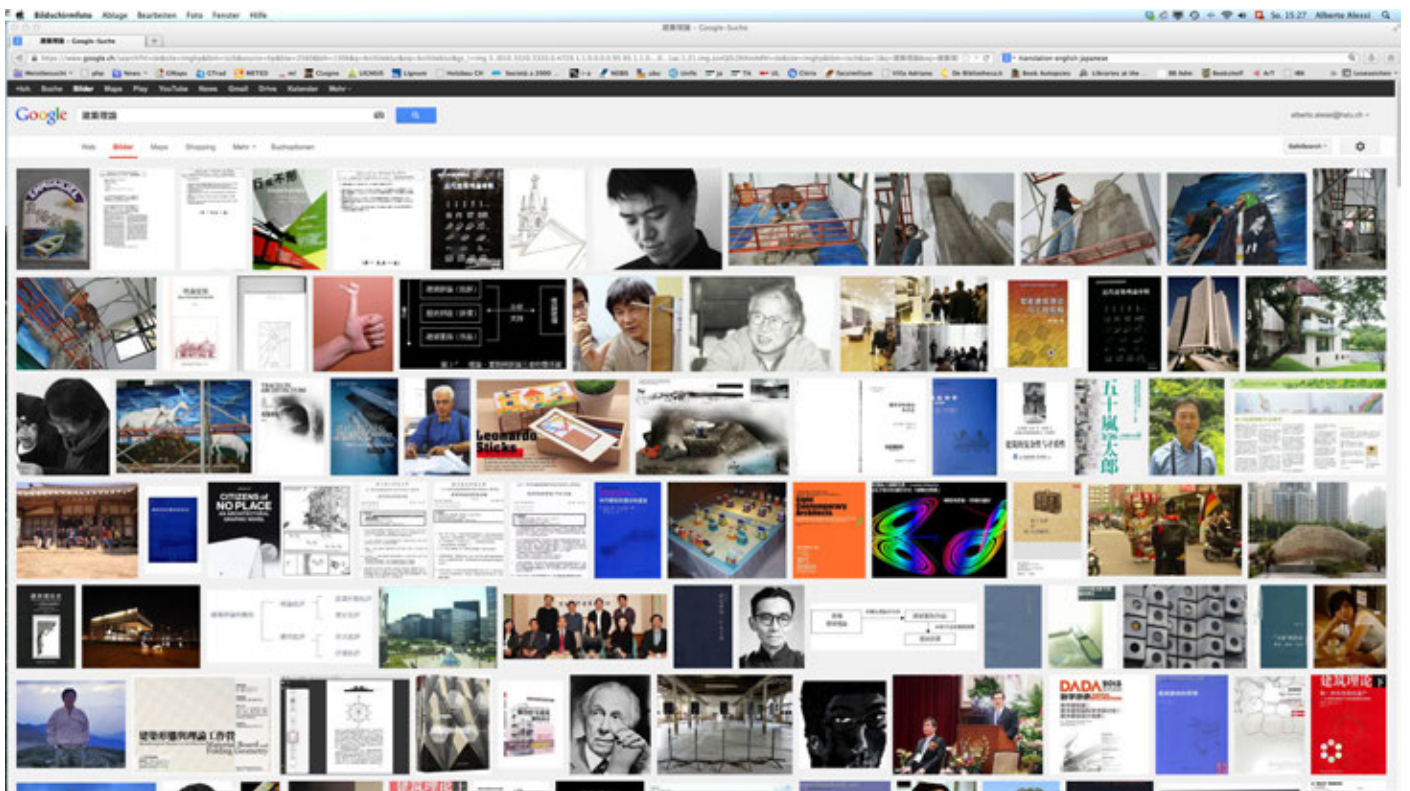
12 Spanish  
arquitectura  
teoría de la arquitectura  
historia de la arquitectura  
arquitectura de la crítica  
arquitectura firmeza  
arquitectura utilidad  
arquitectura belleza  
tradición de la arquitectura  
arquitectura del pasado  
futura arquitectura  
arquitecto



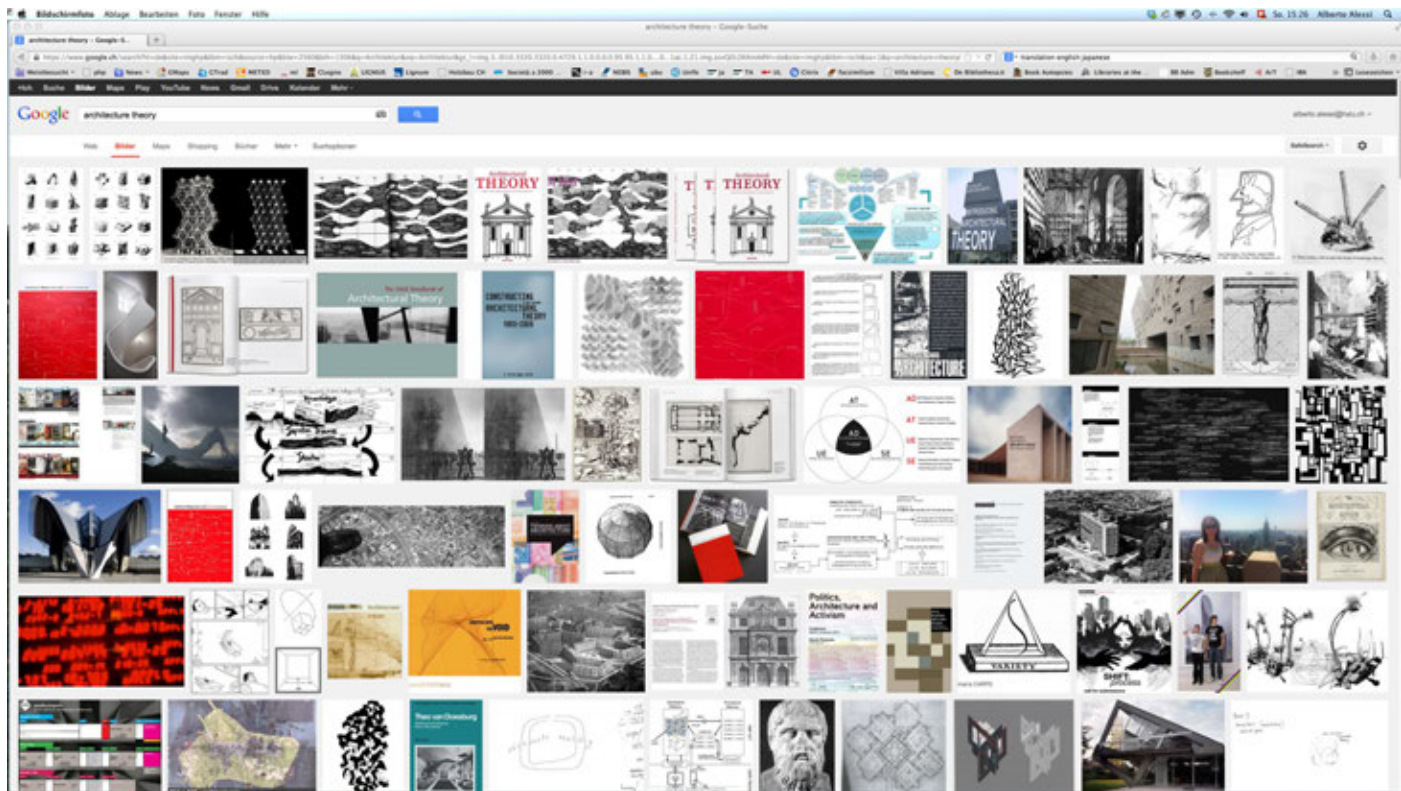
architecture theory



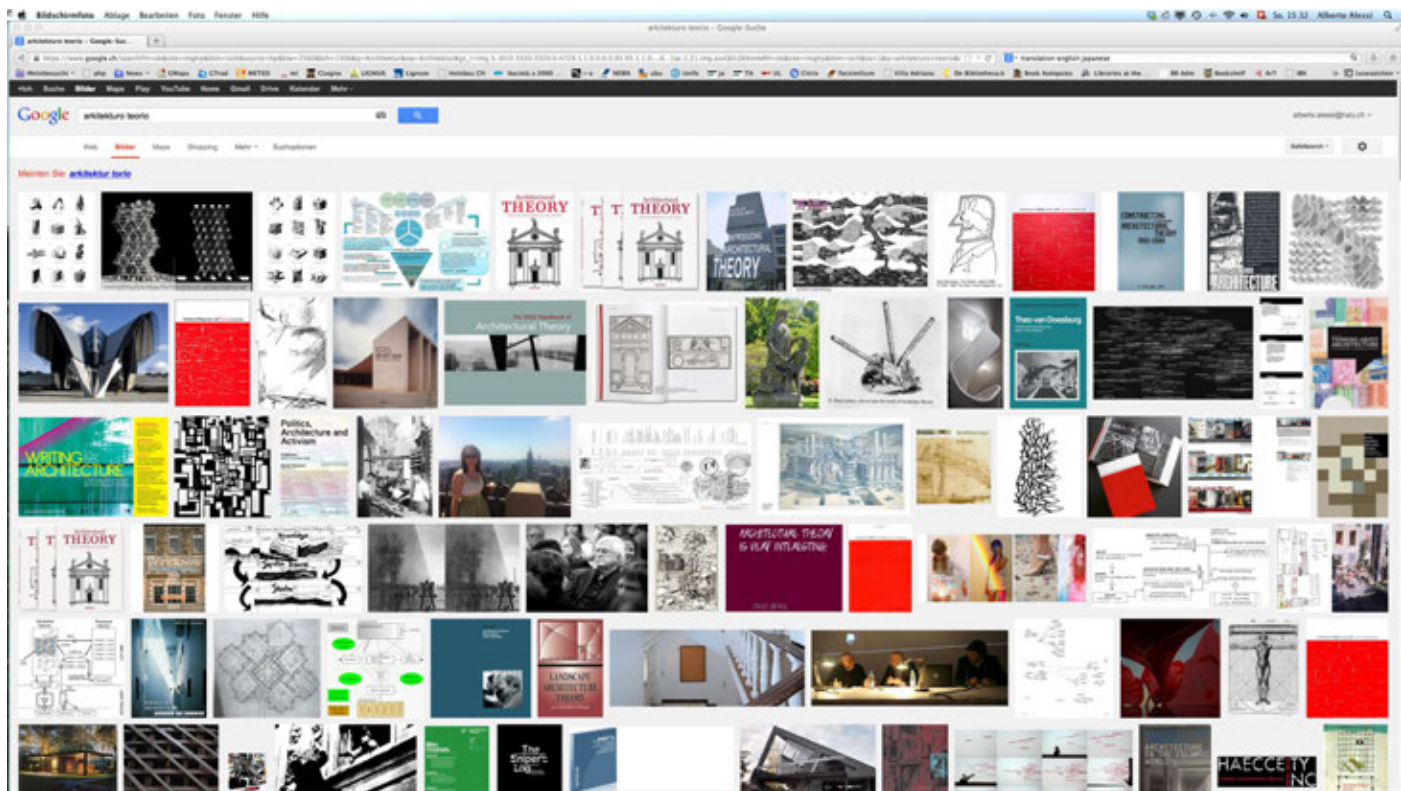
in Arabic



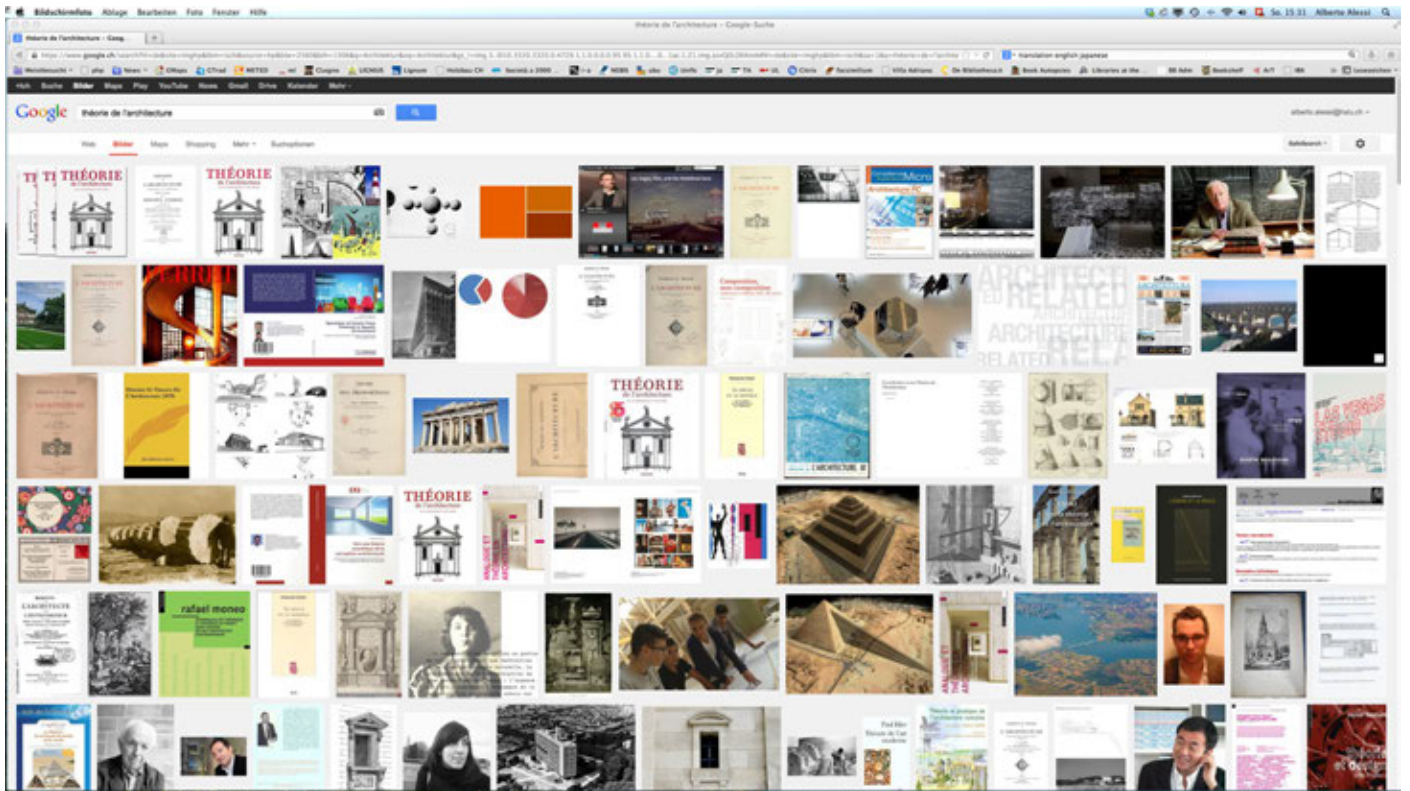
in Chinese



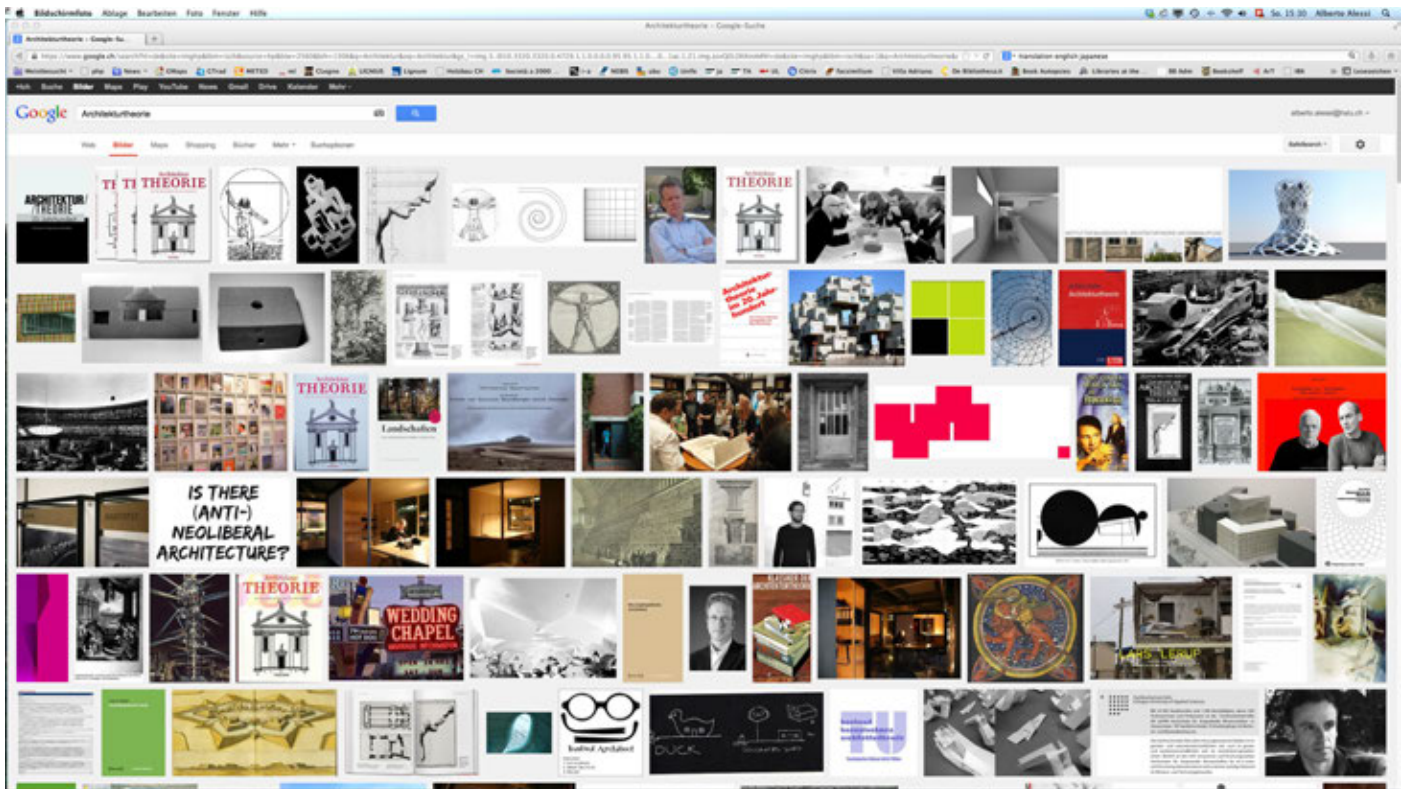
in English



in Esperanto

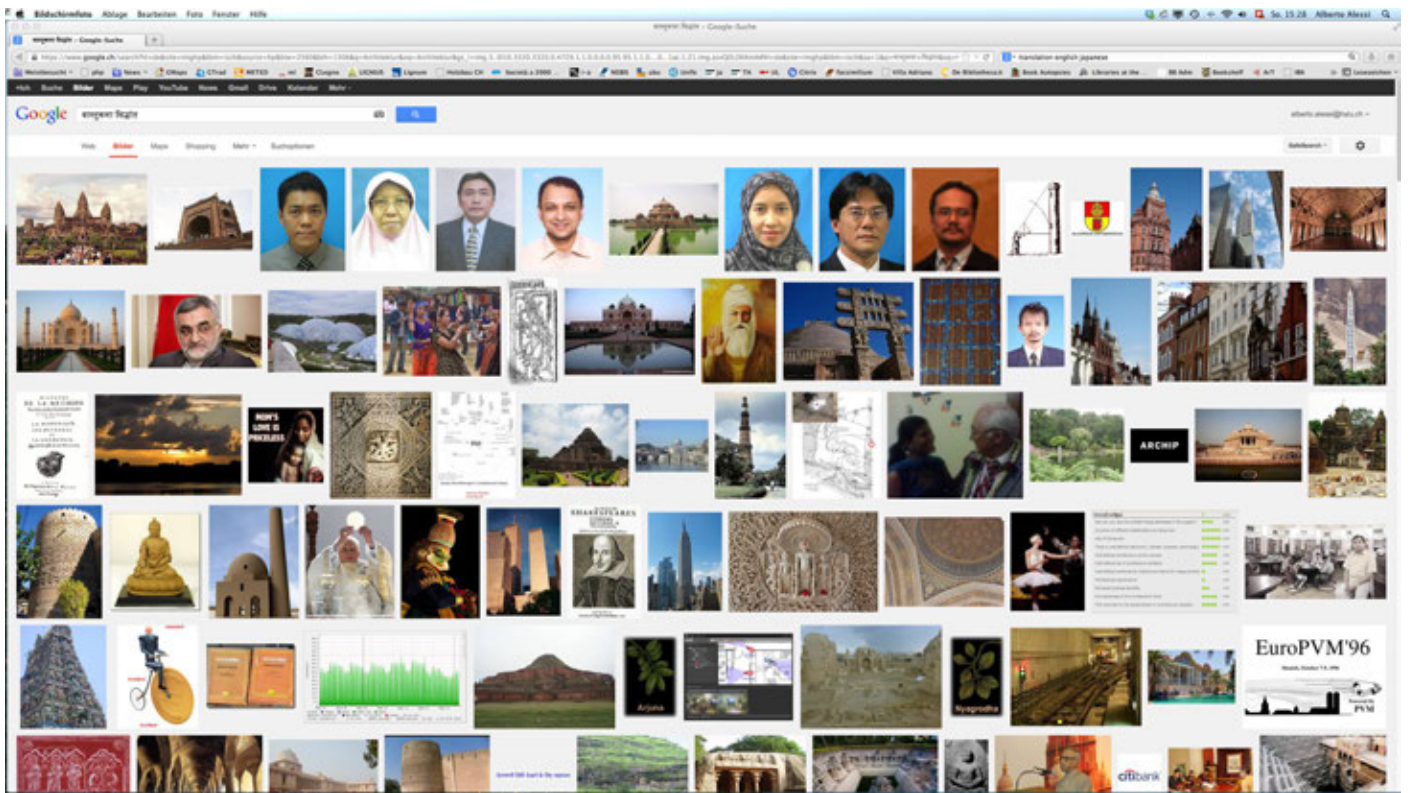


in French

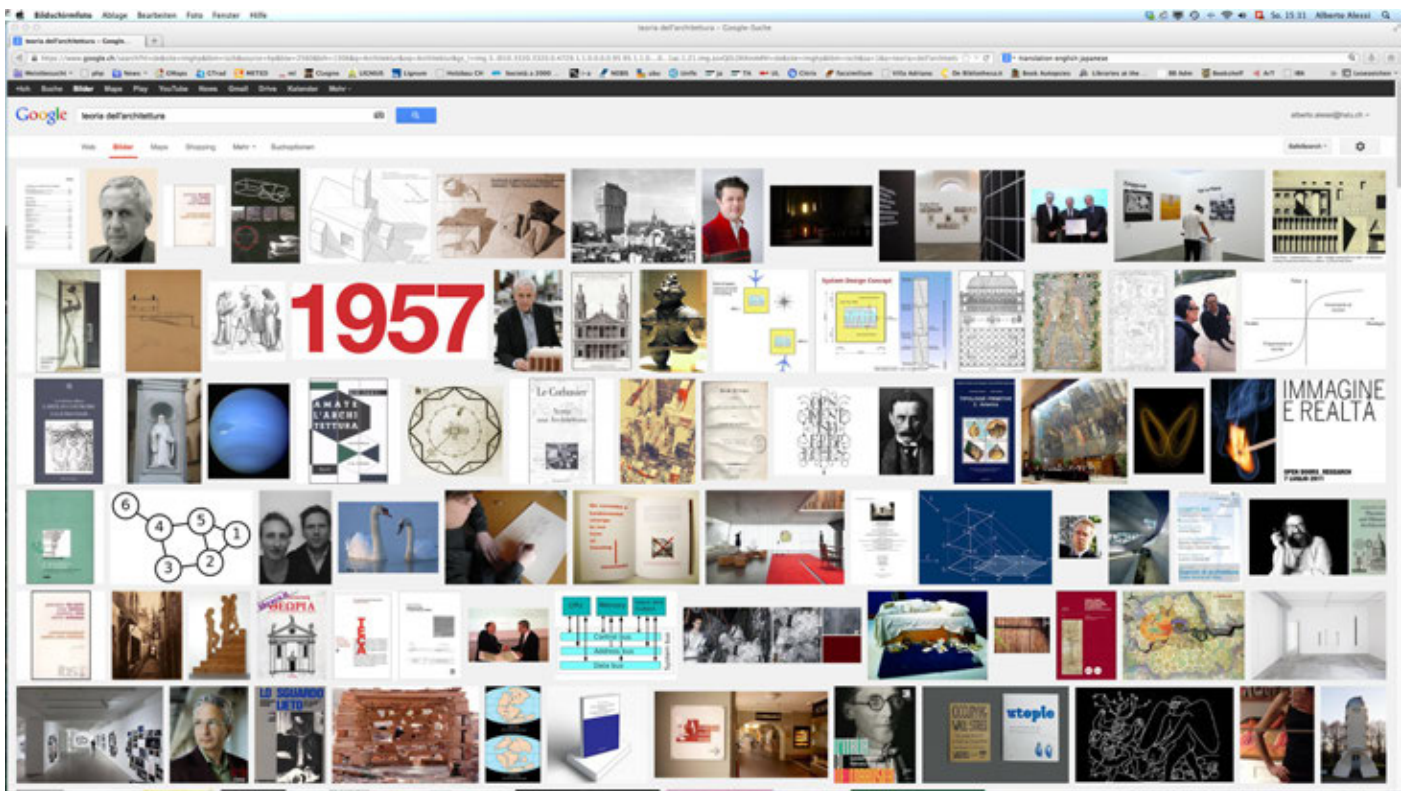


in German

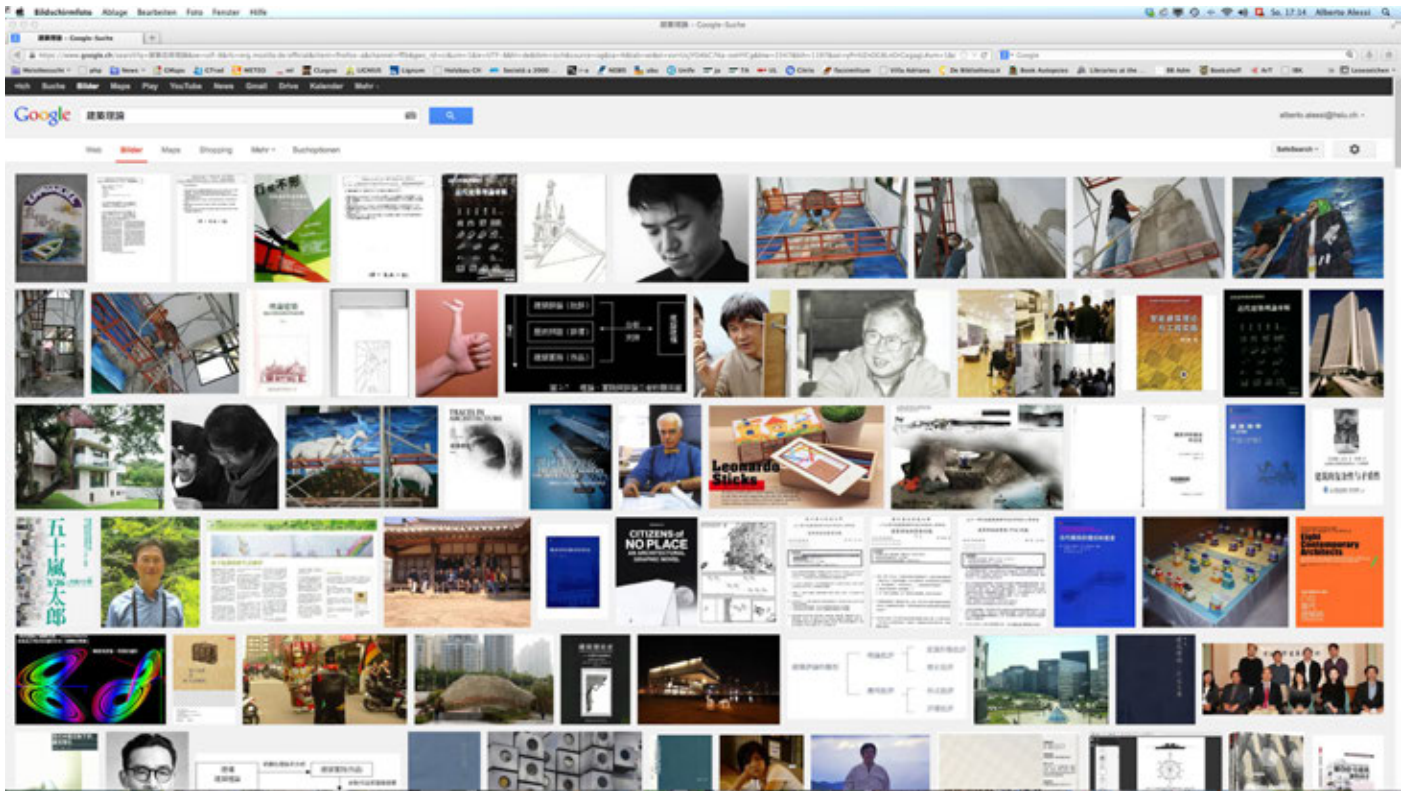




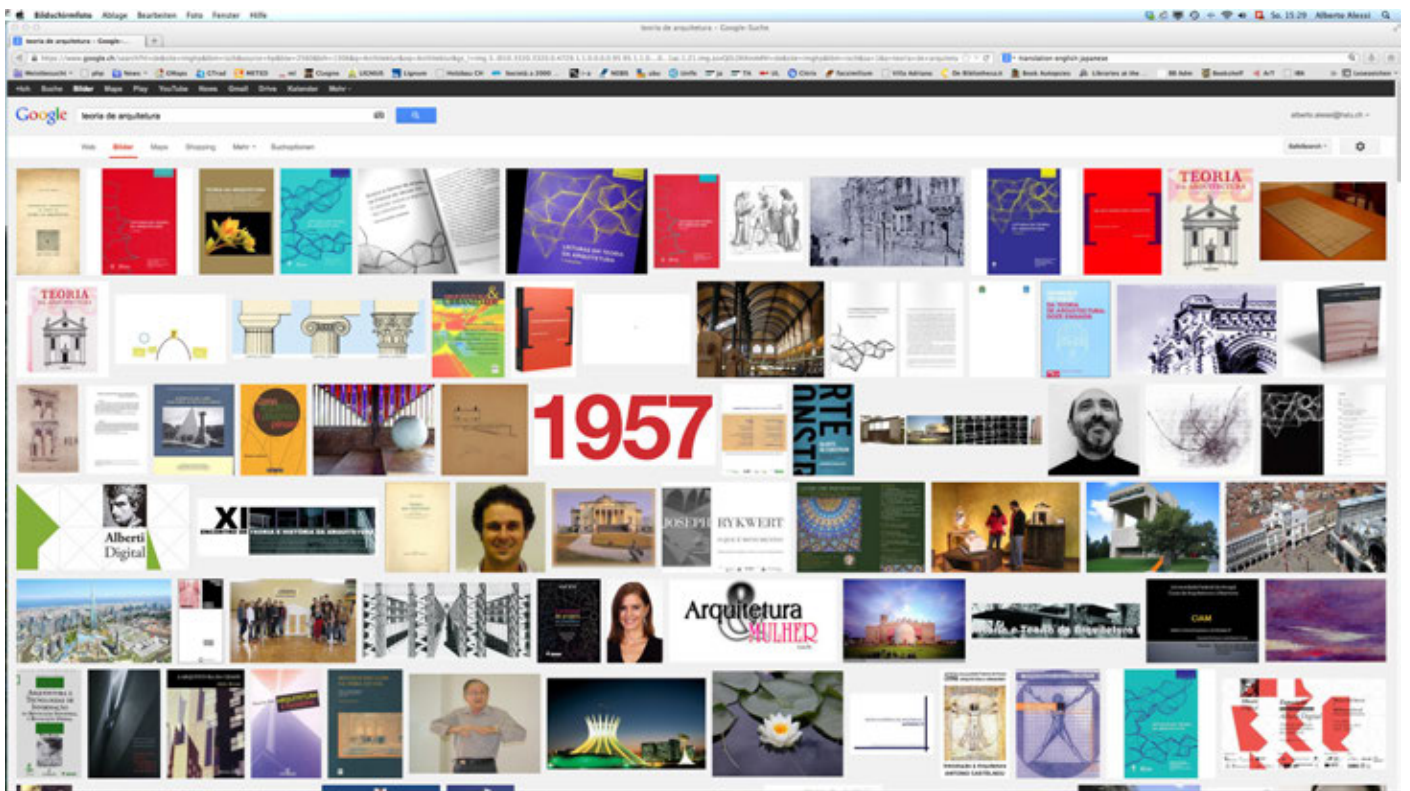
in Hindi



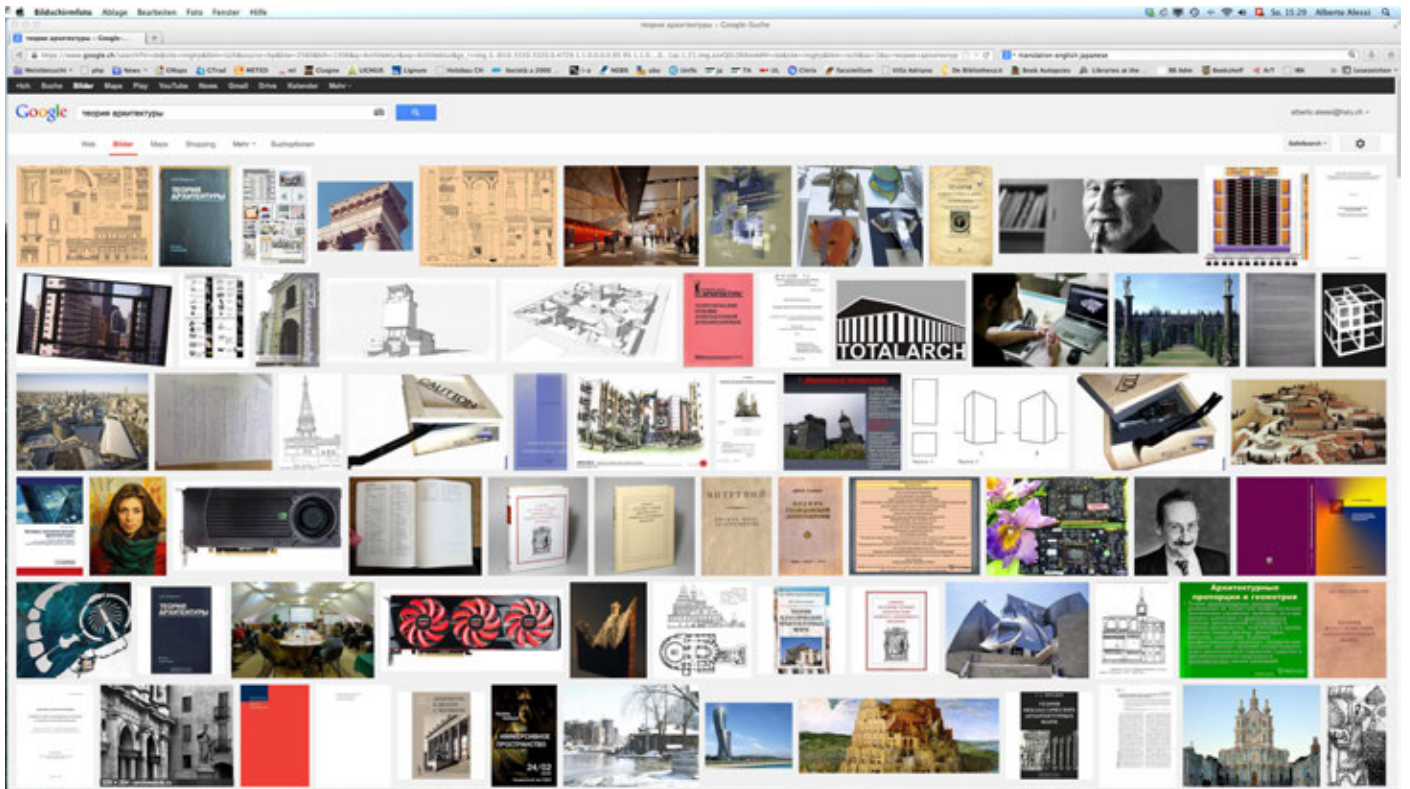
in Italian



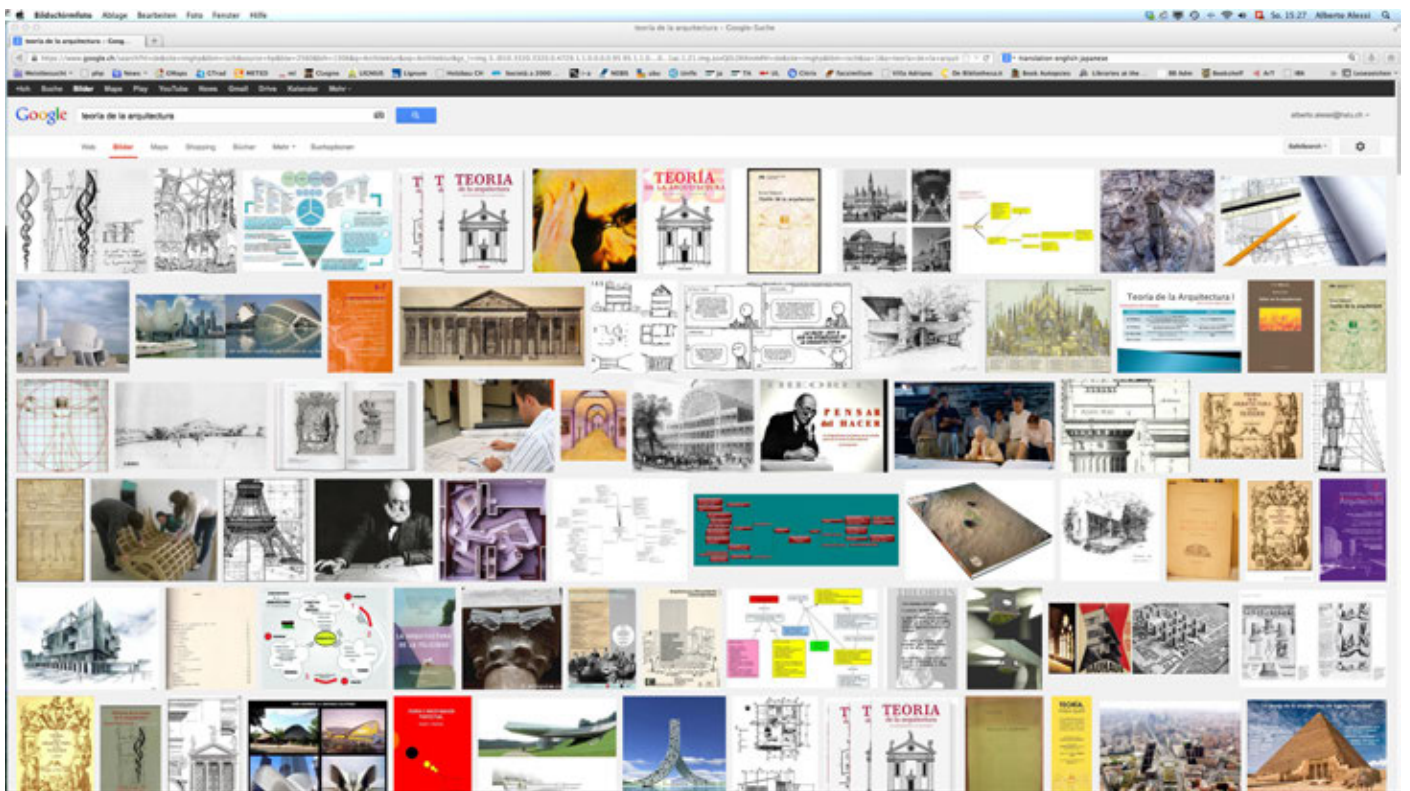
in Japanese



in Portuguese



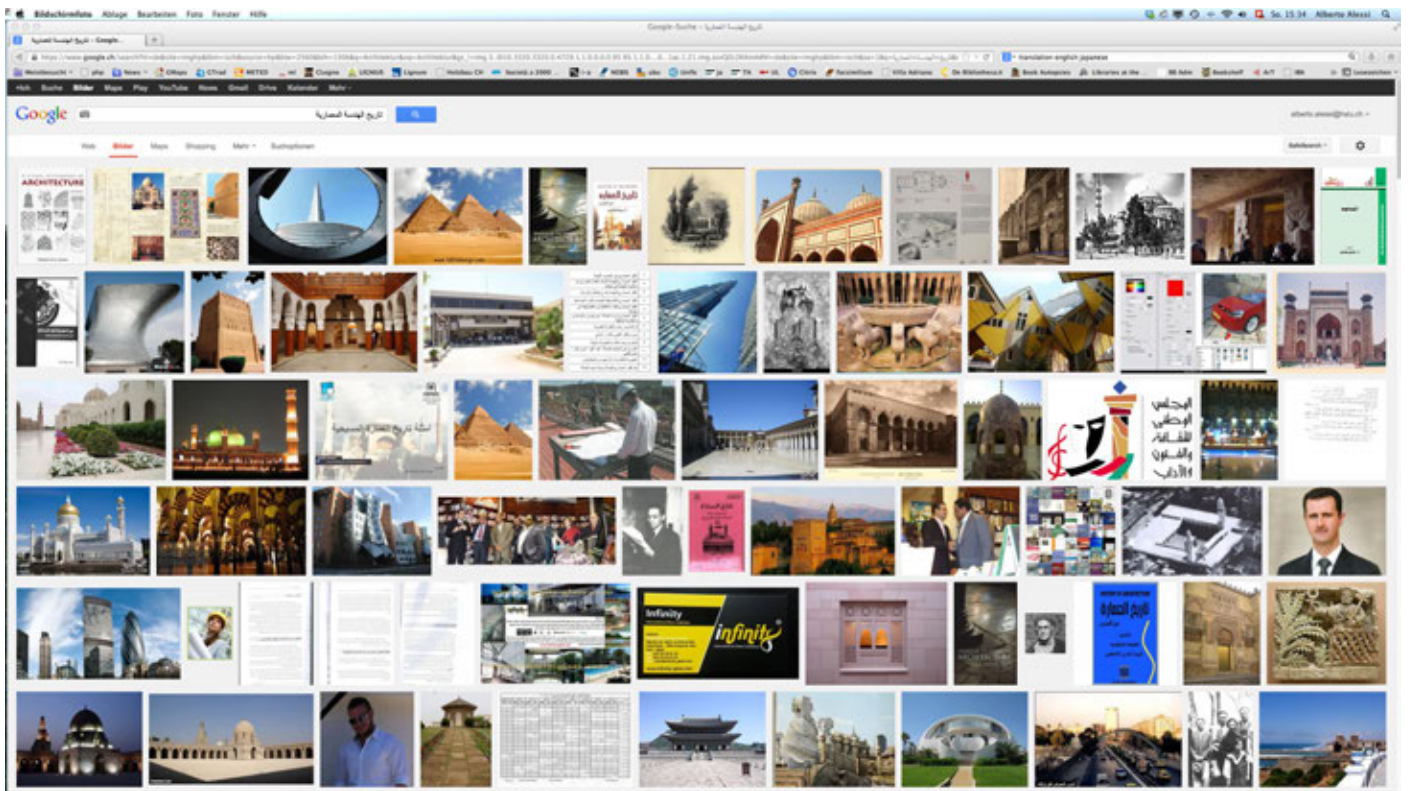
in Russian



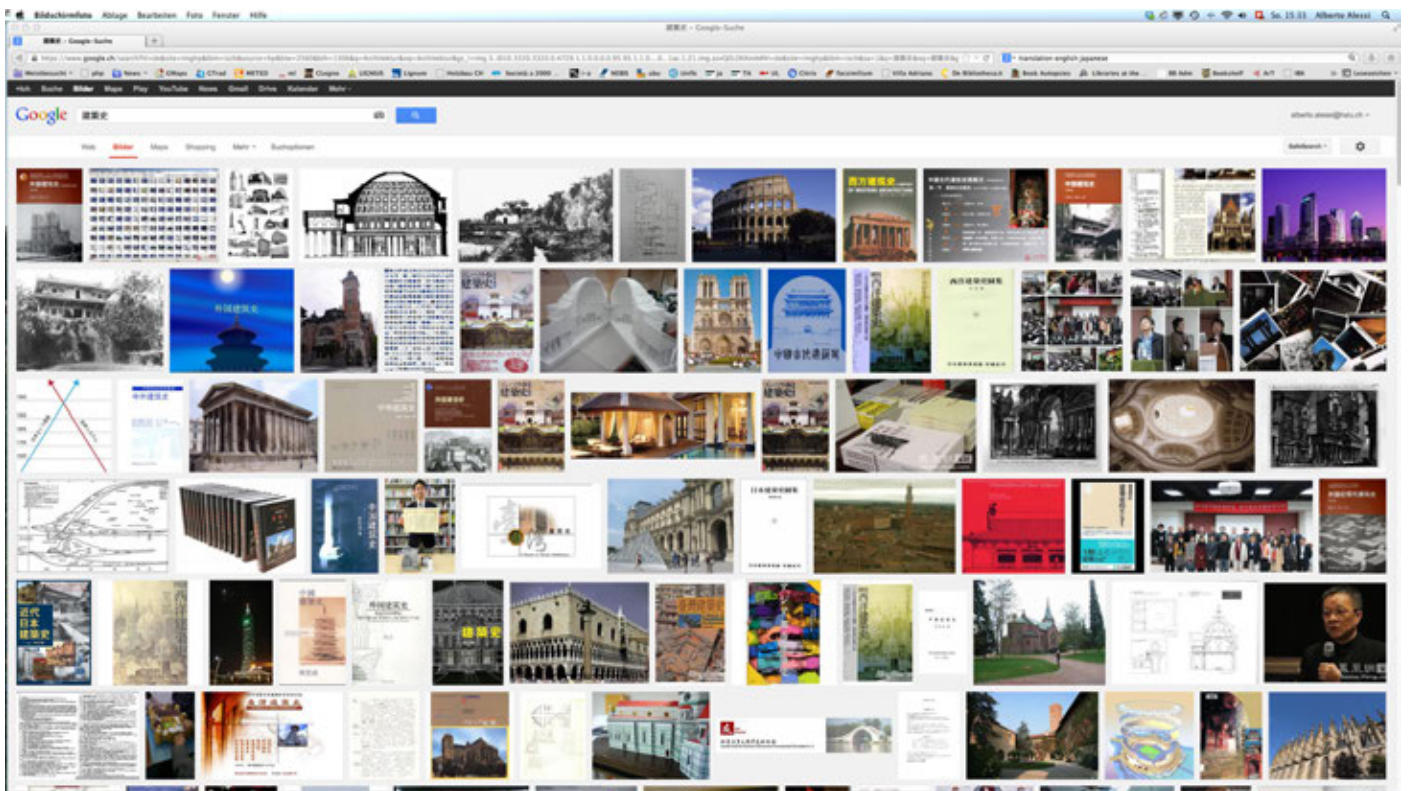
in Spanish



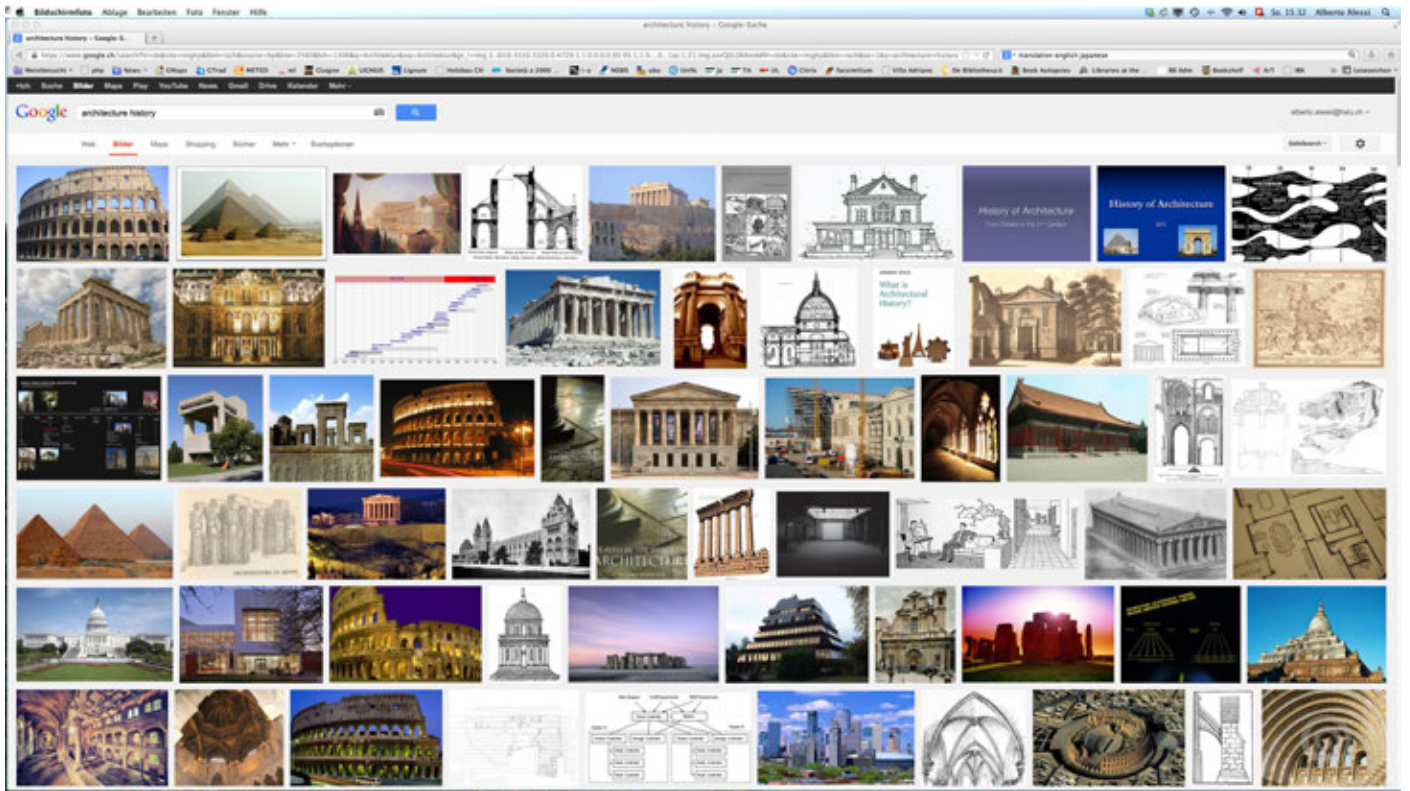
architecture history



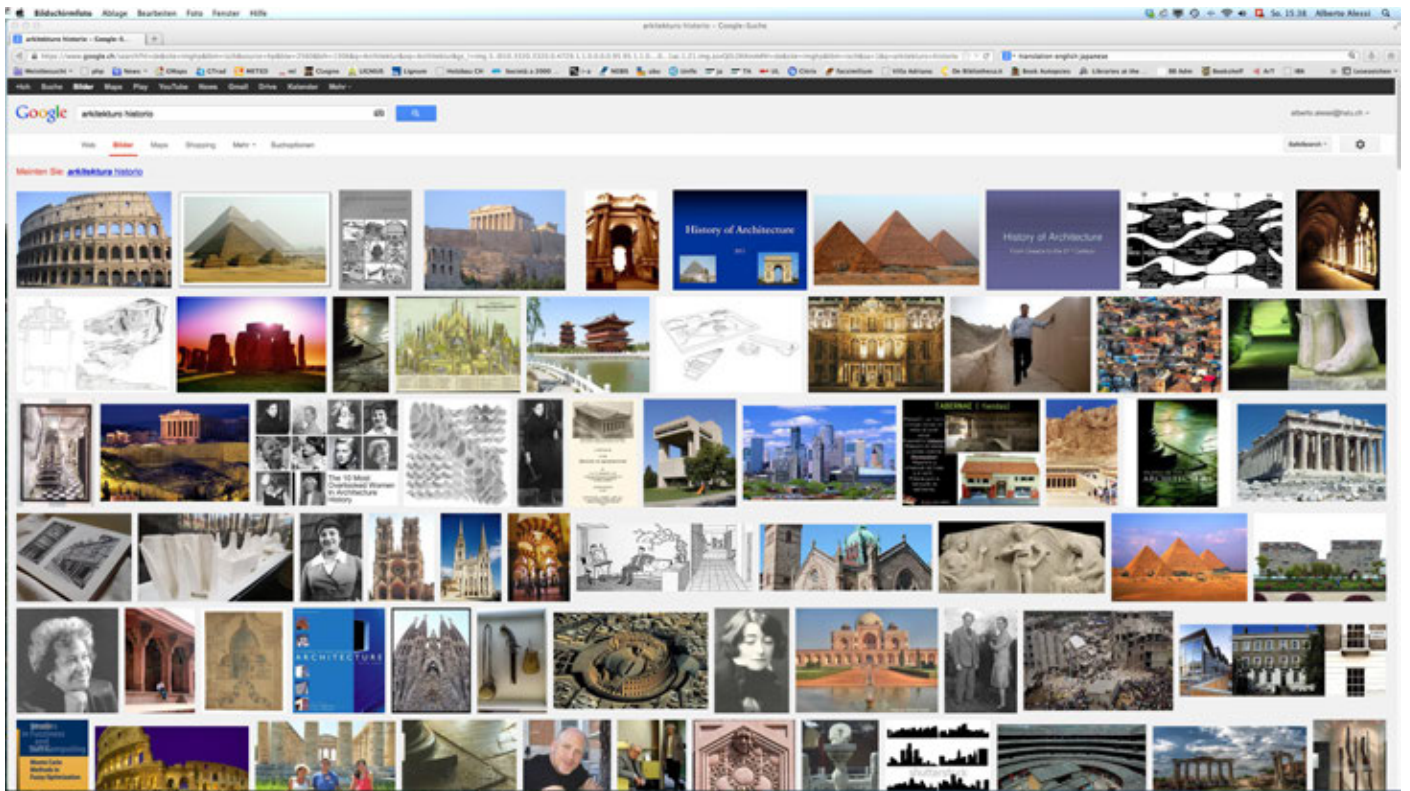
in Arabic



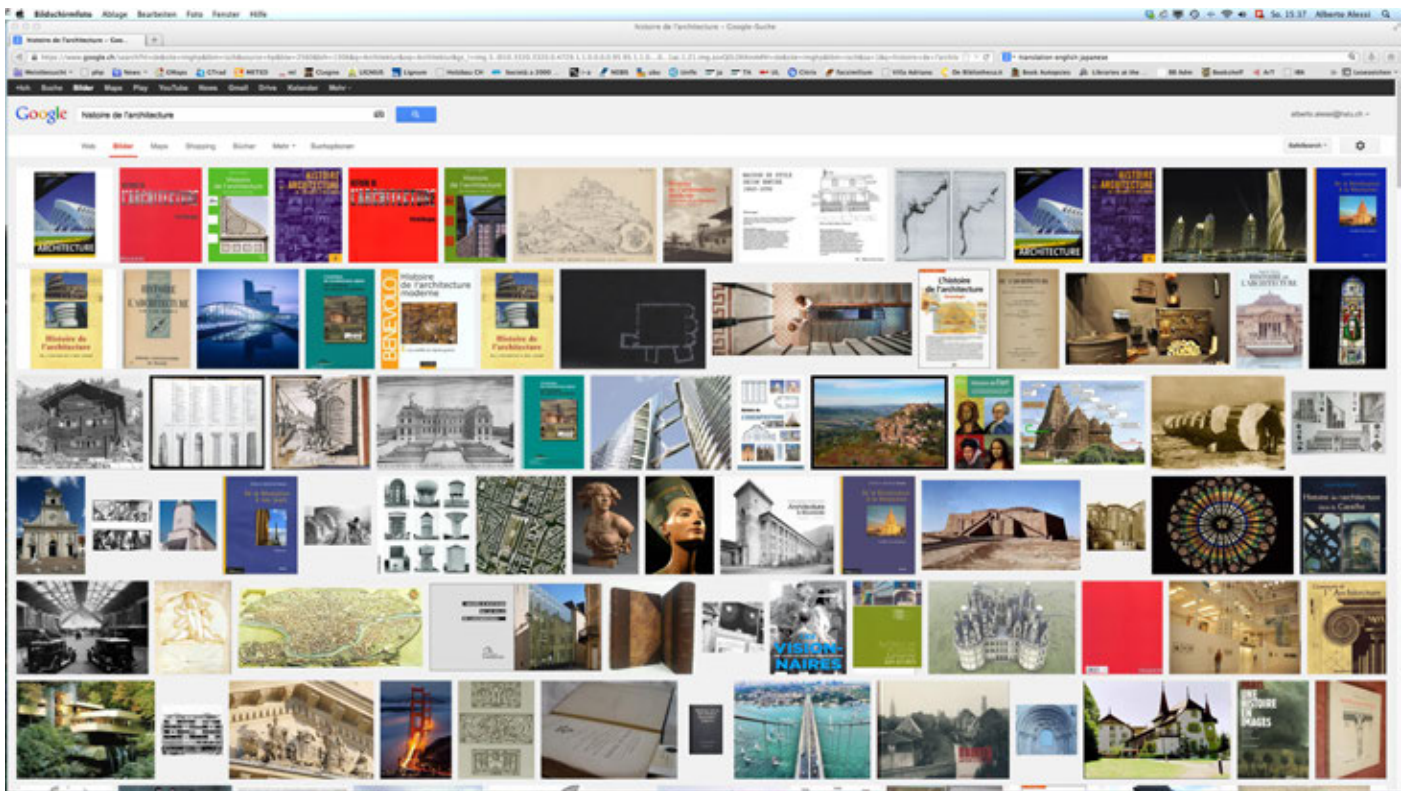
in Chinese



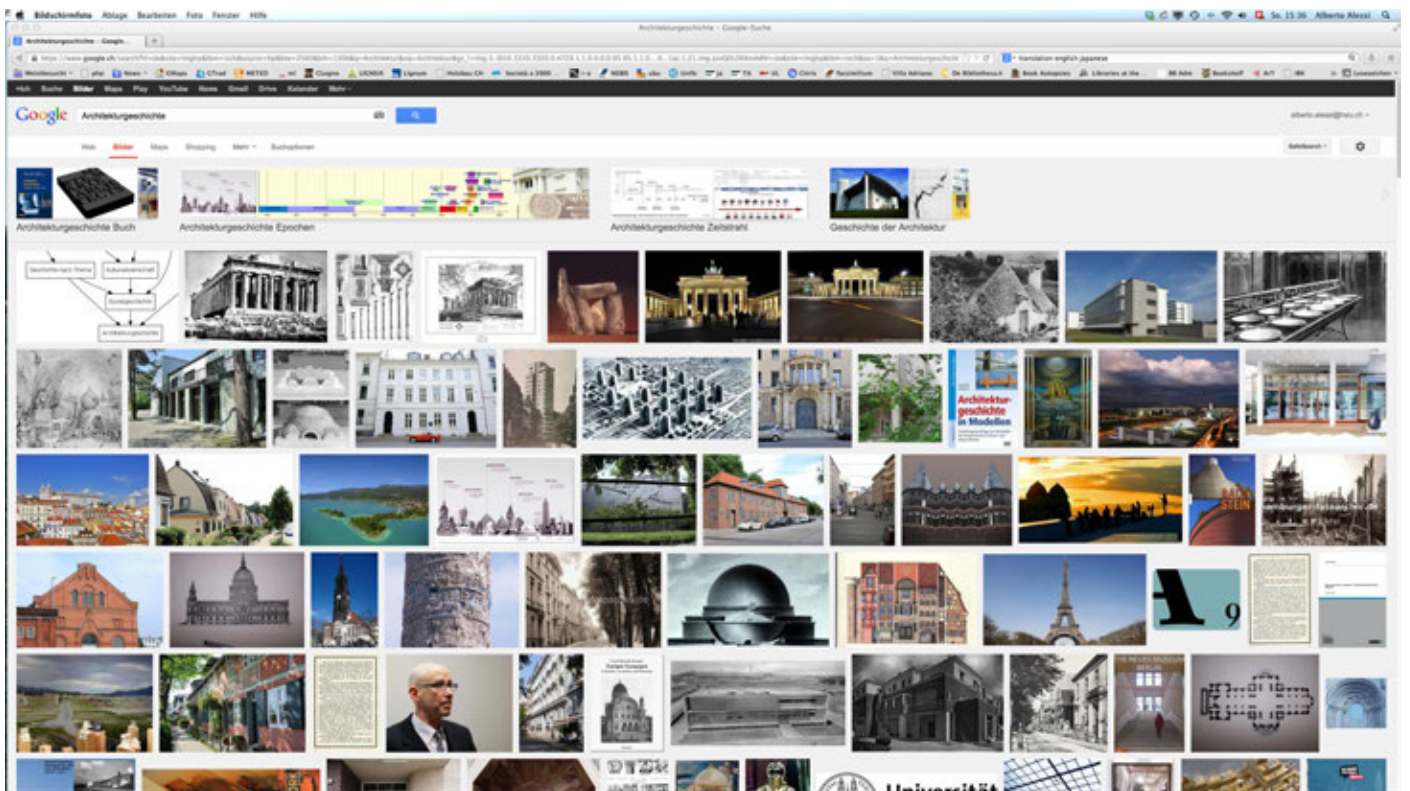
in English



in Esperanto

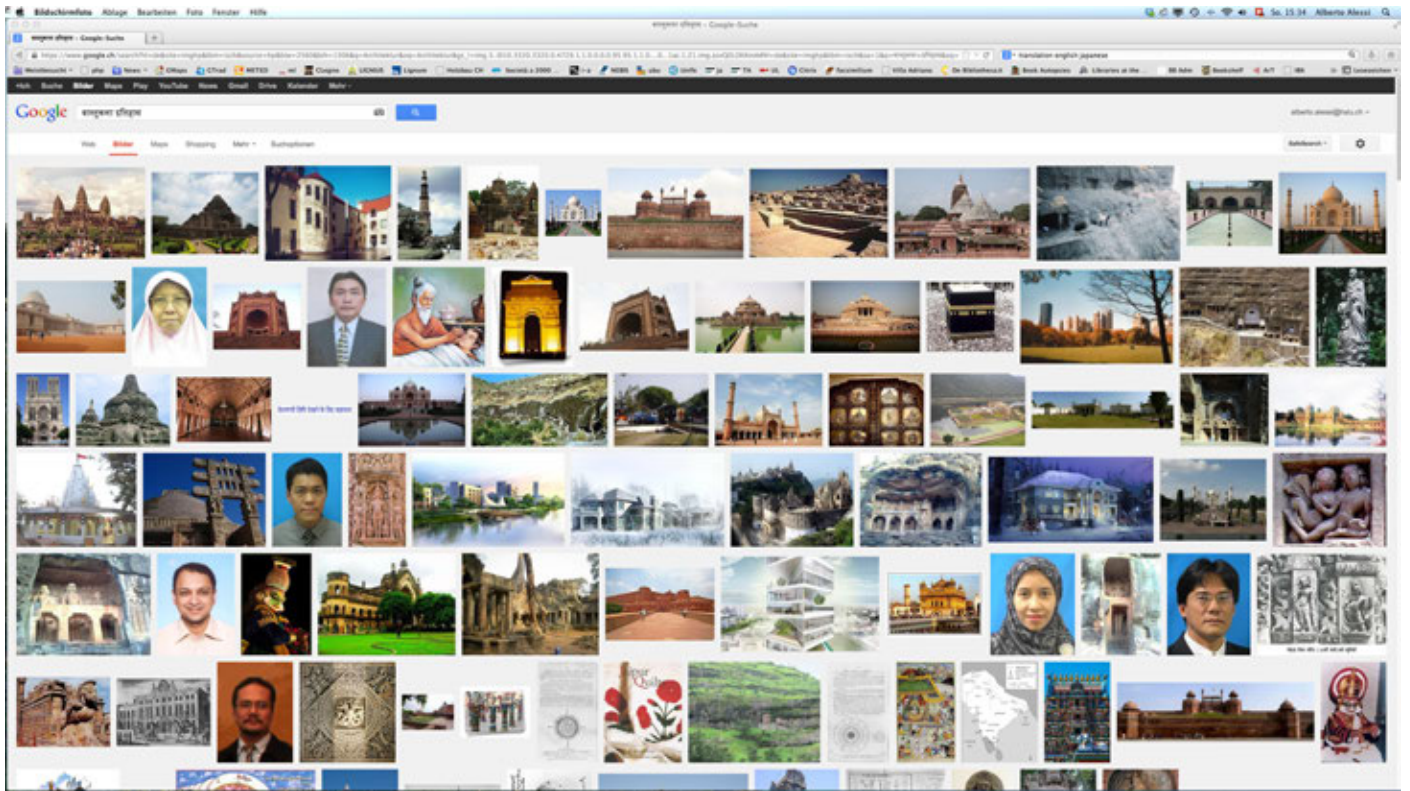


in French

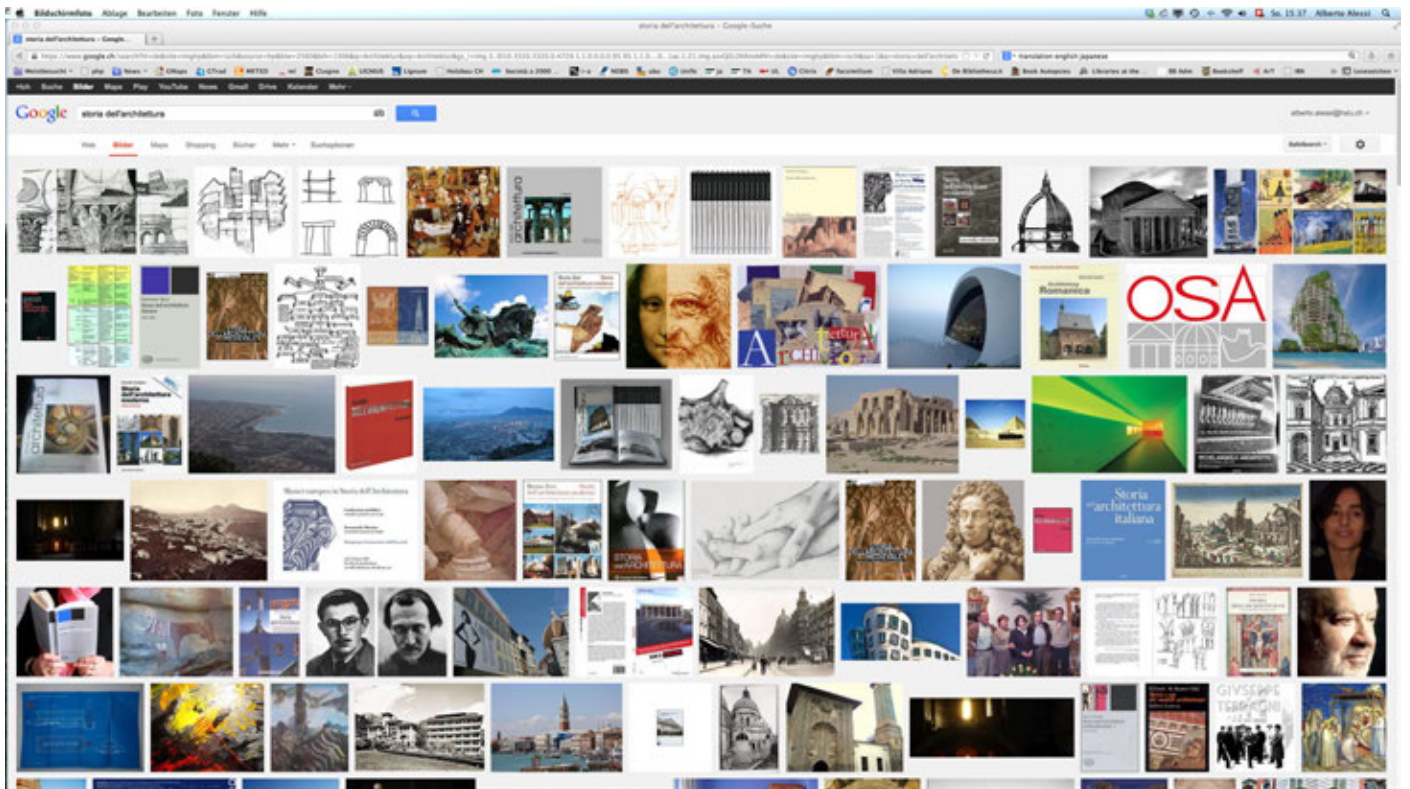


in German

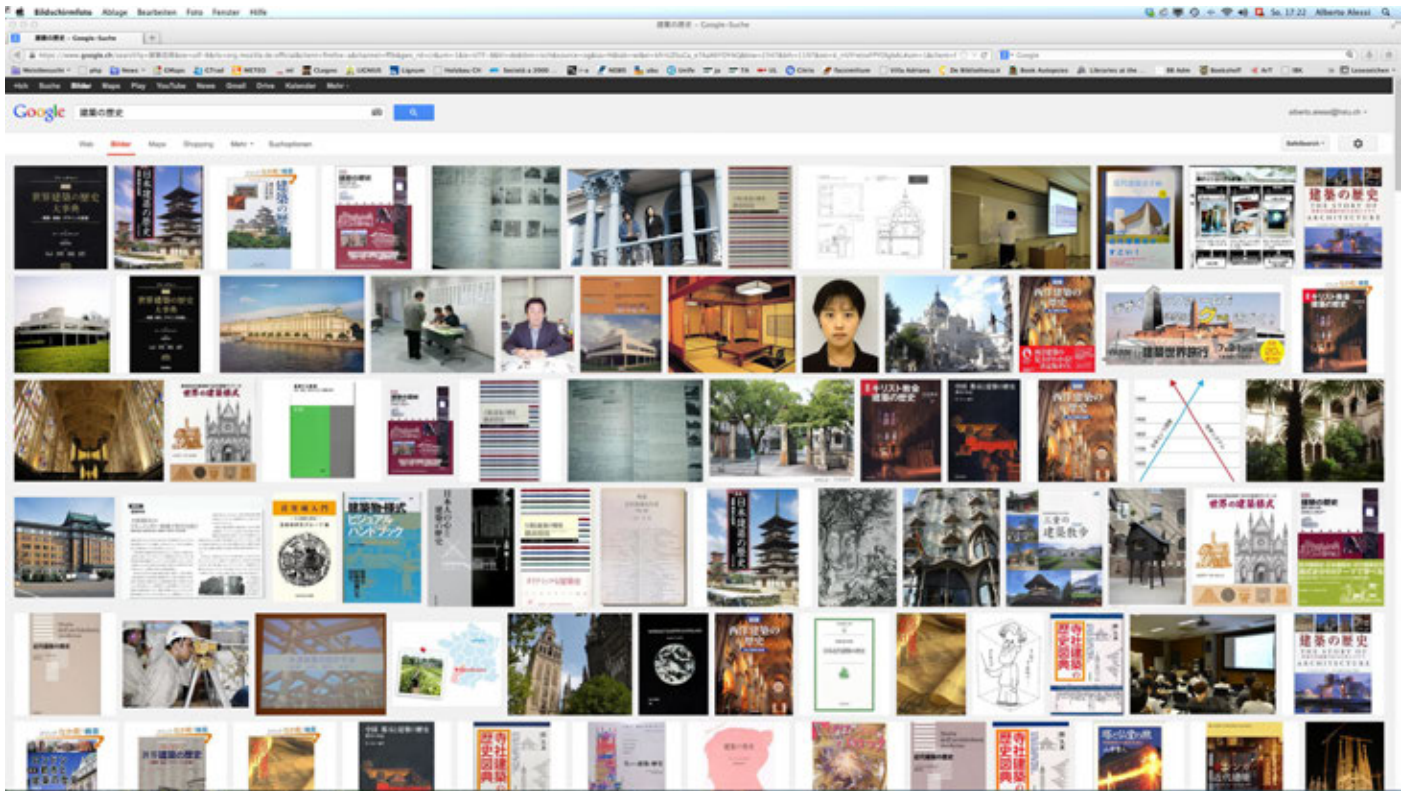




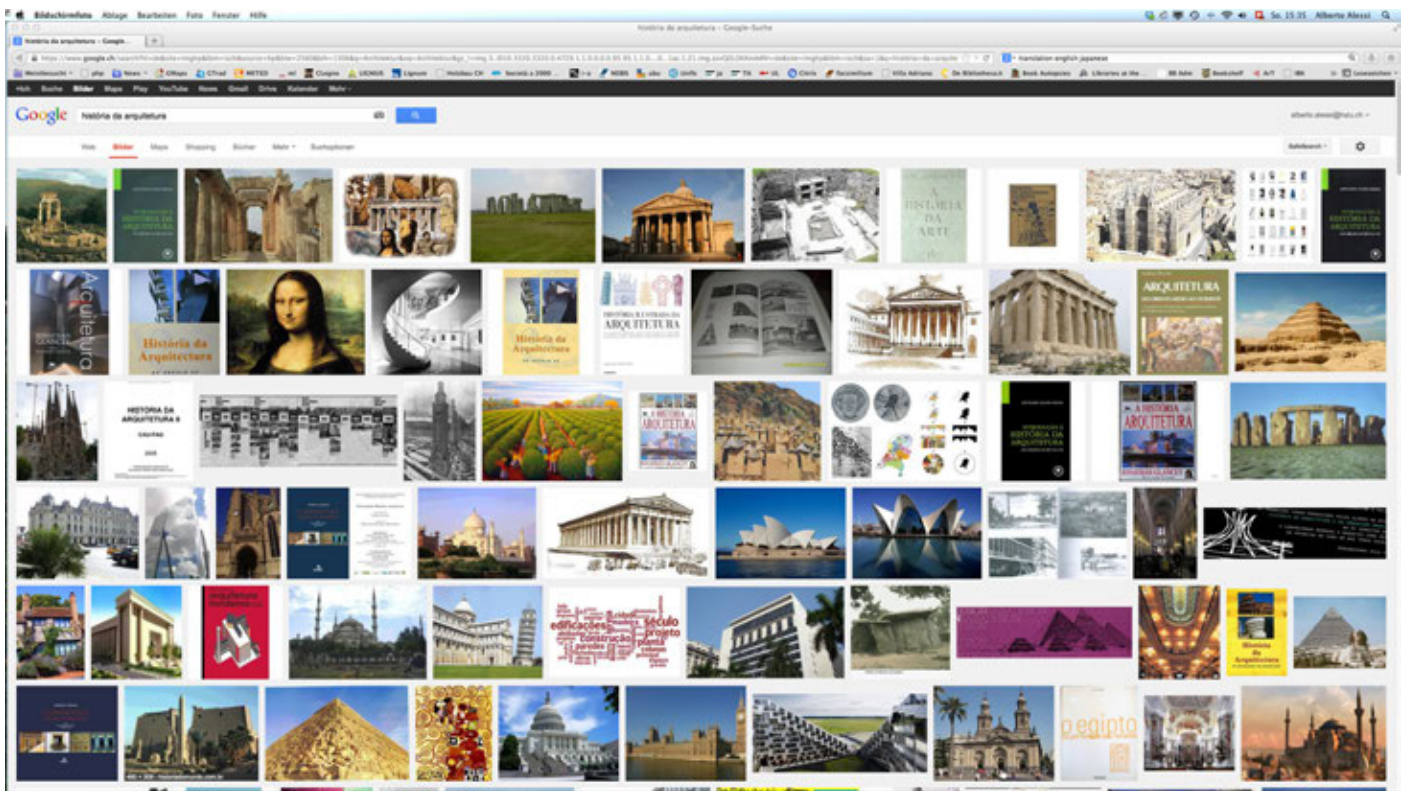
in Hindi



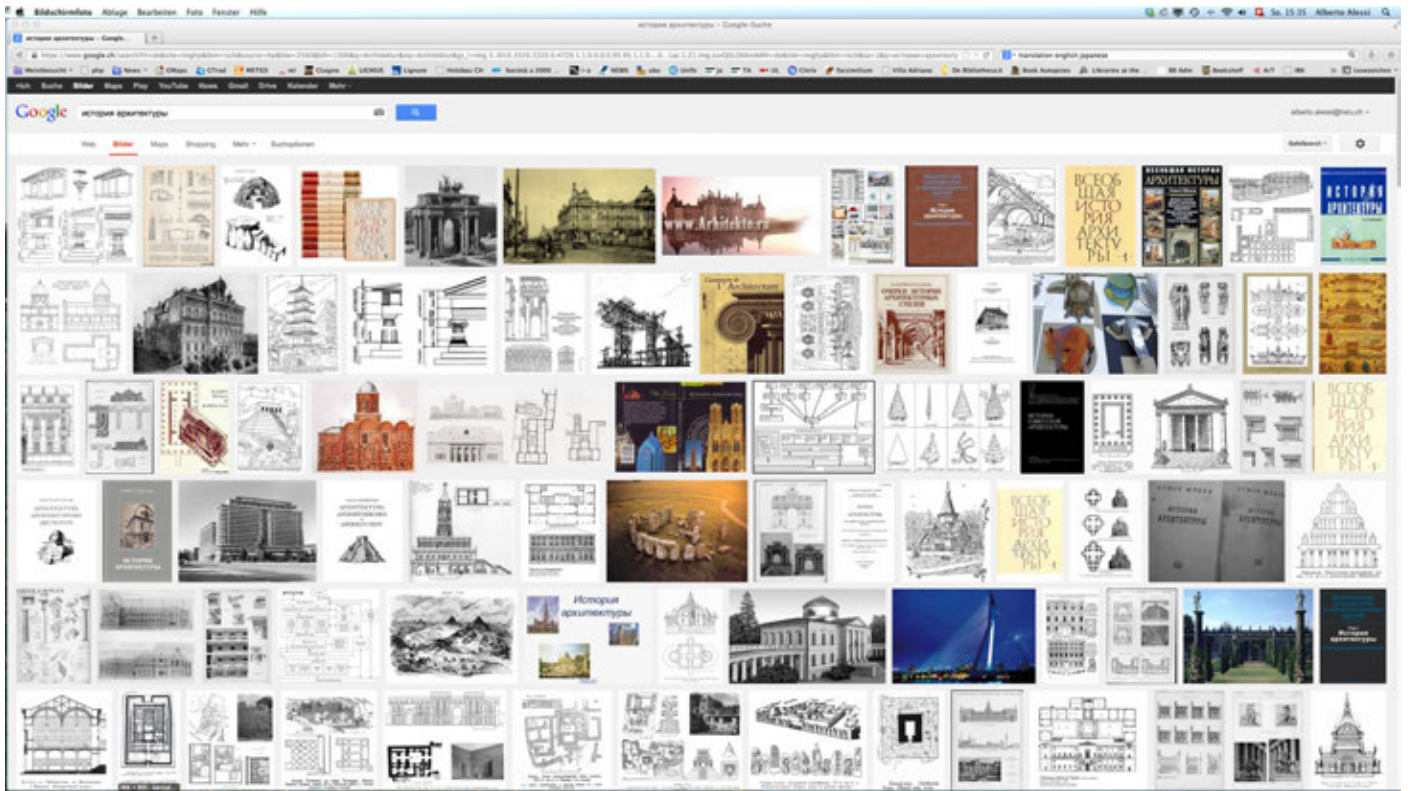
in Italian



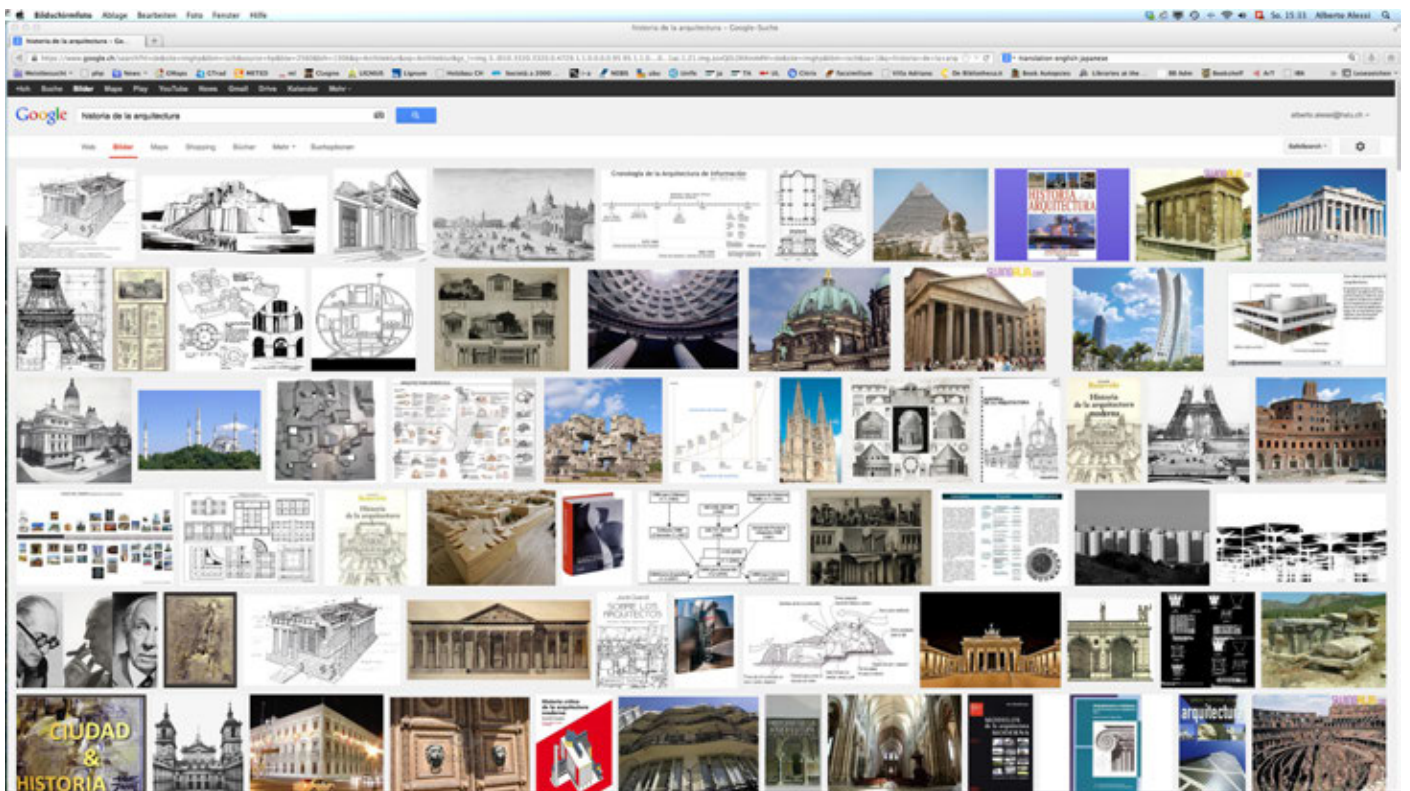
in Japanese



in Portuguese



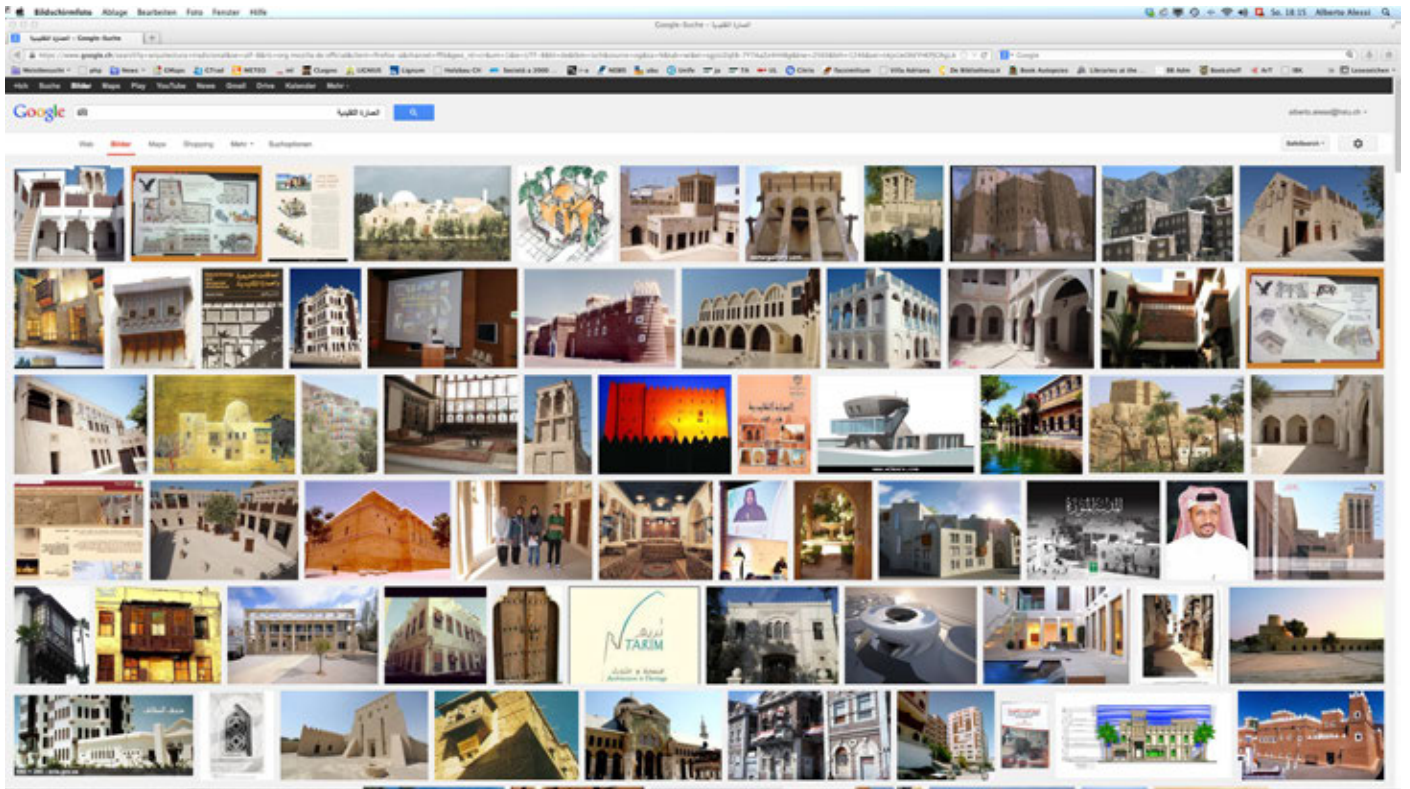
in Russian



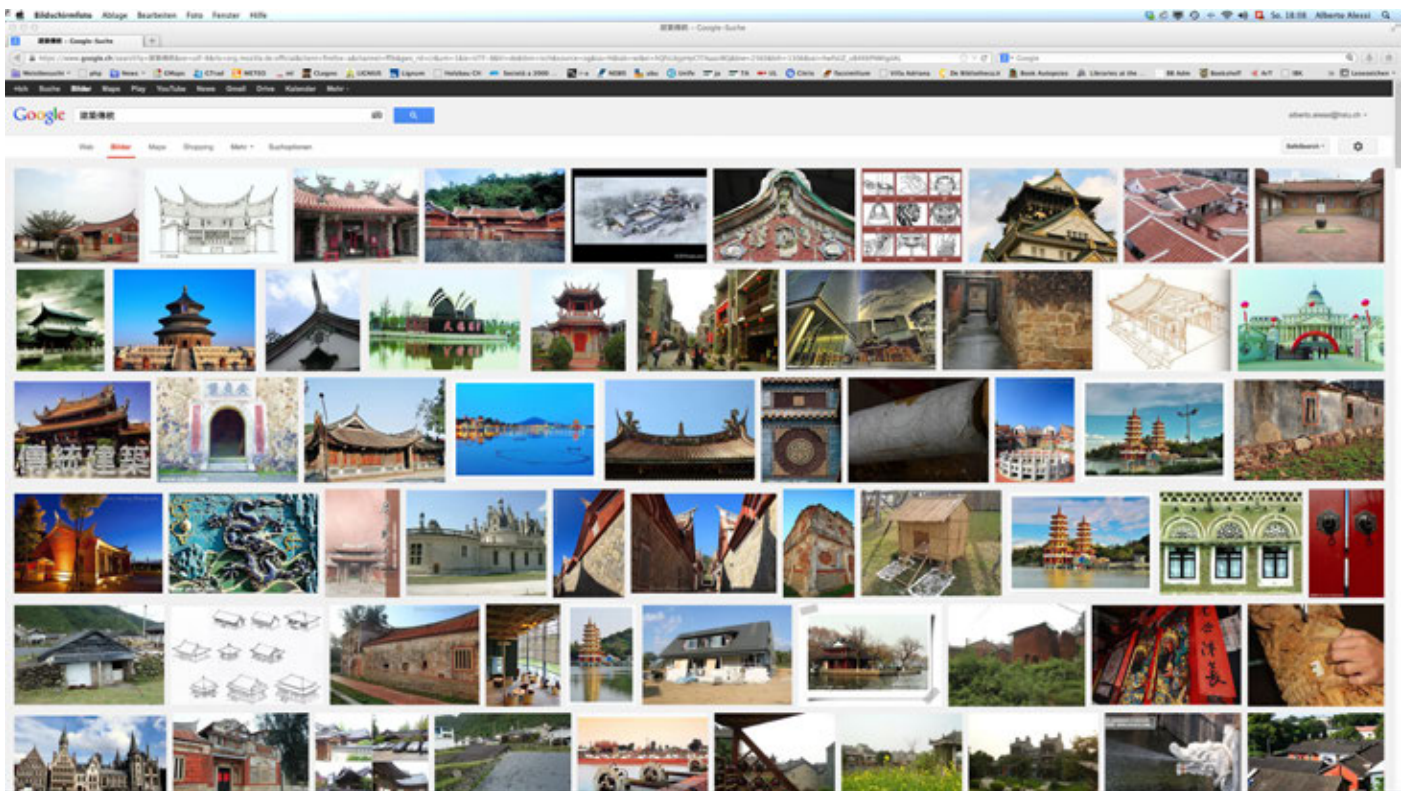
in Spanish



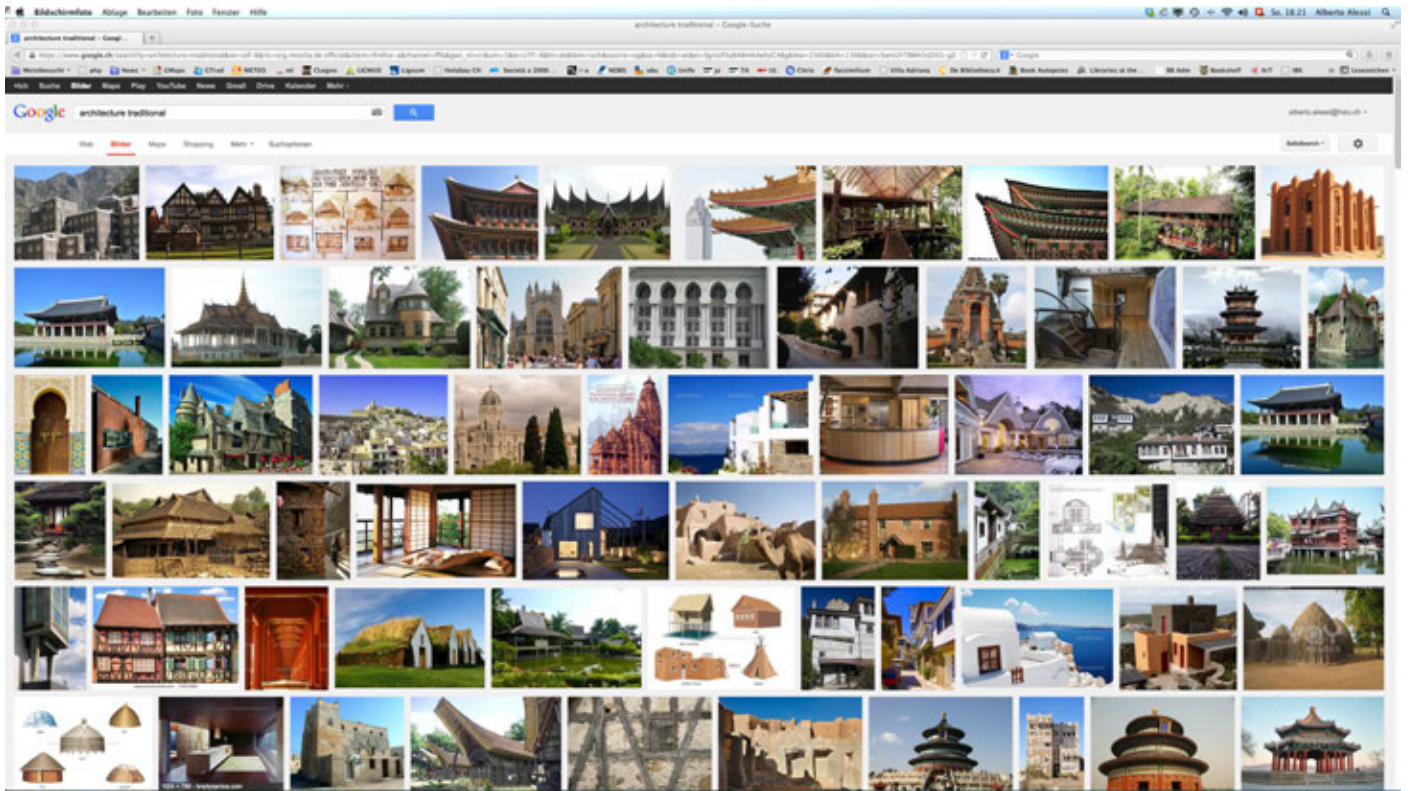
architecture tradition



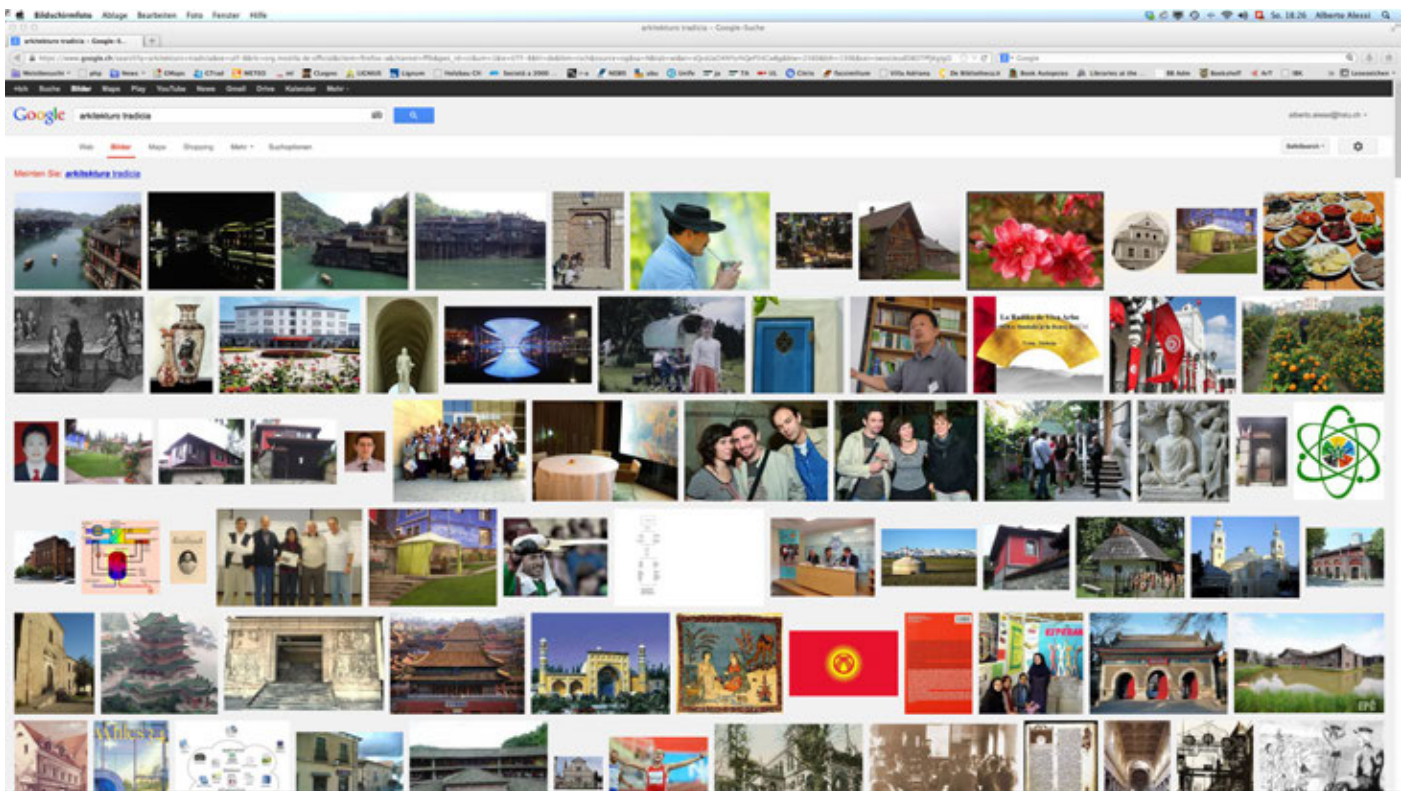
in Arabic



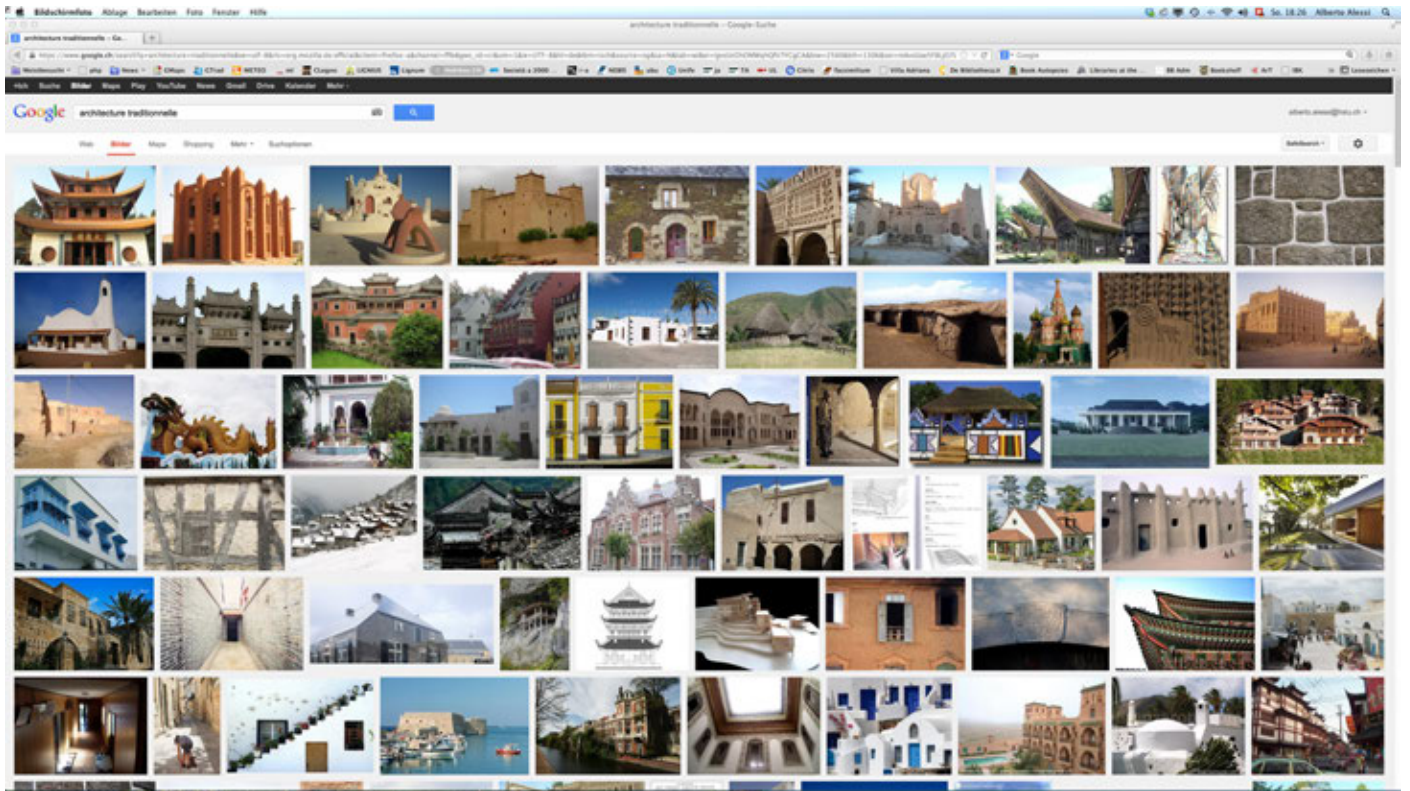
in Chinese



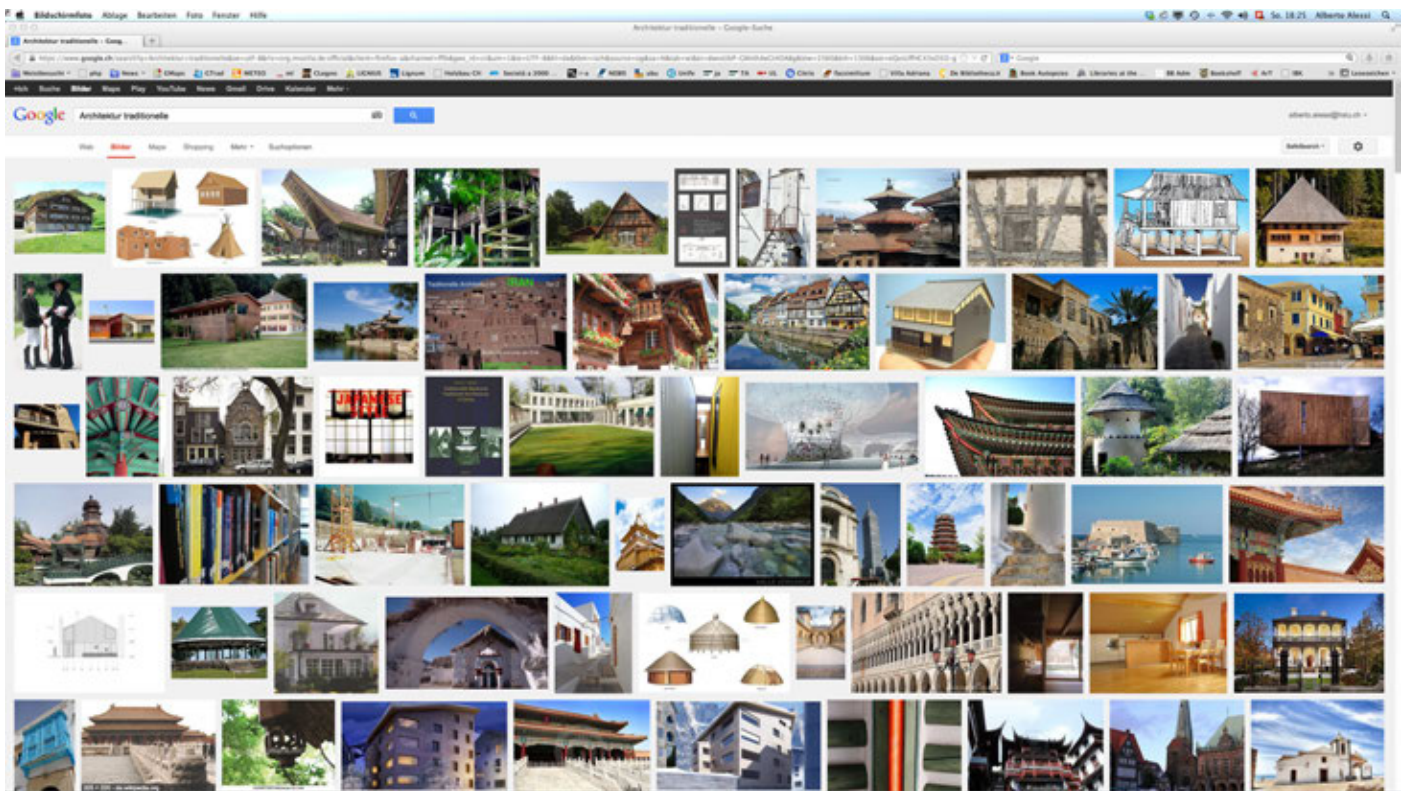
in English



in Esperanto

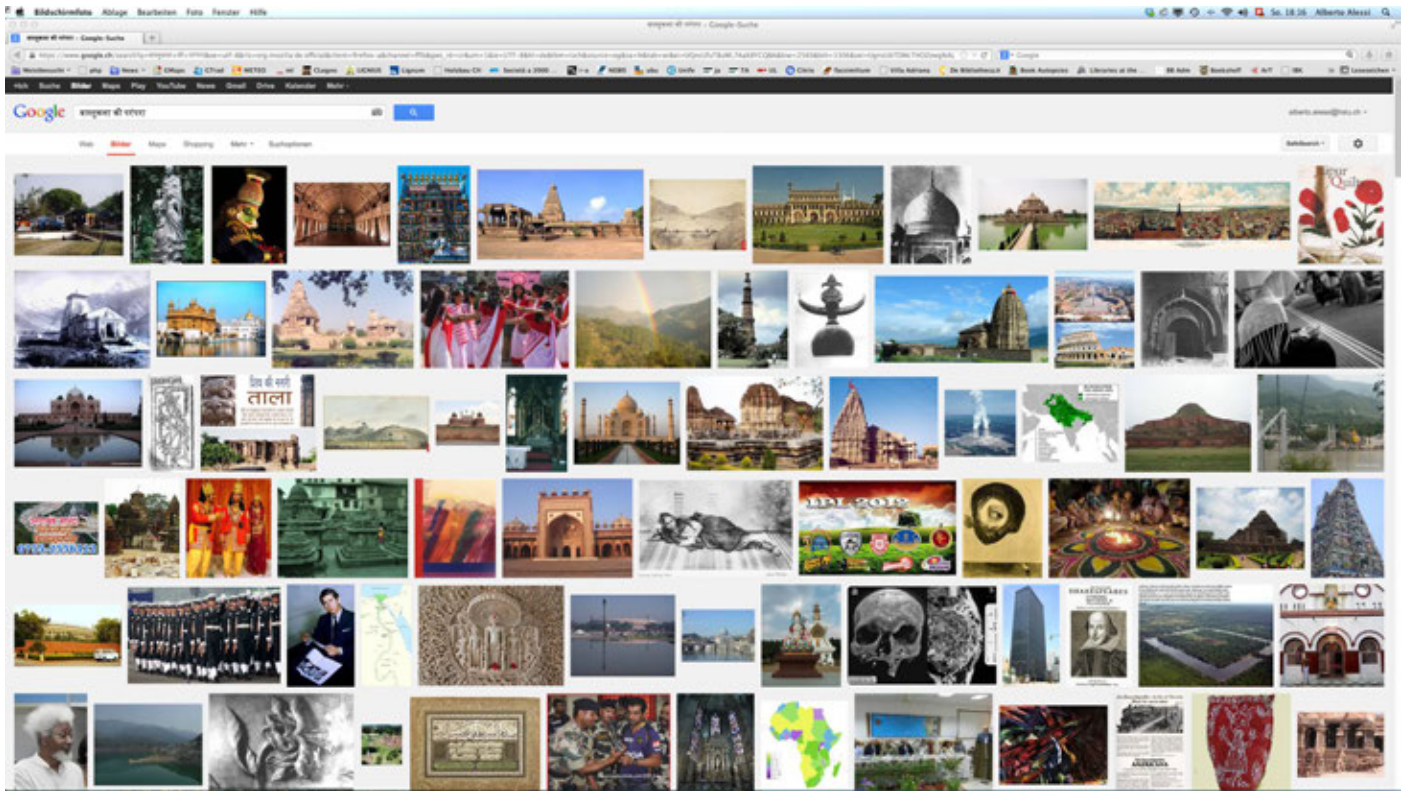


in French

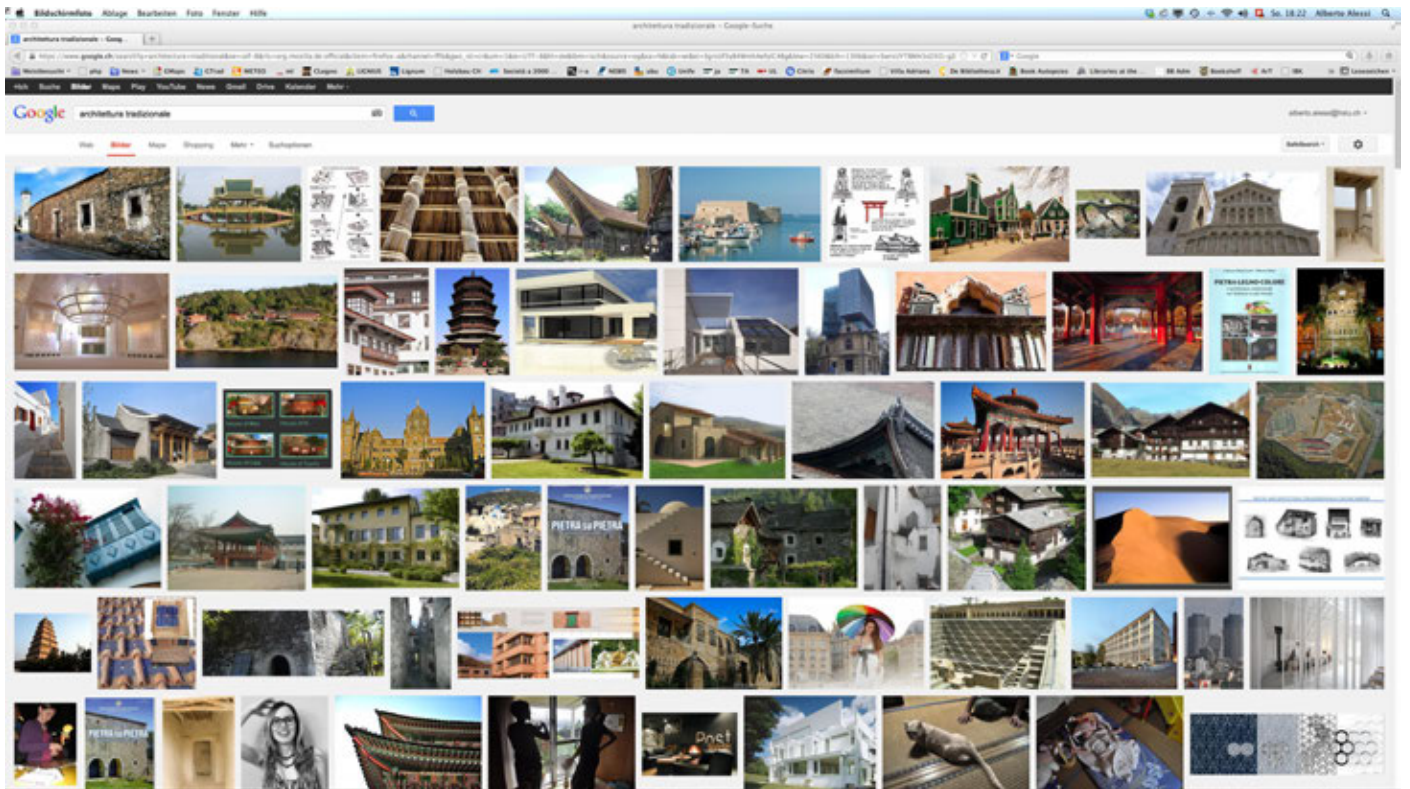


in German

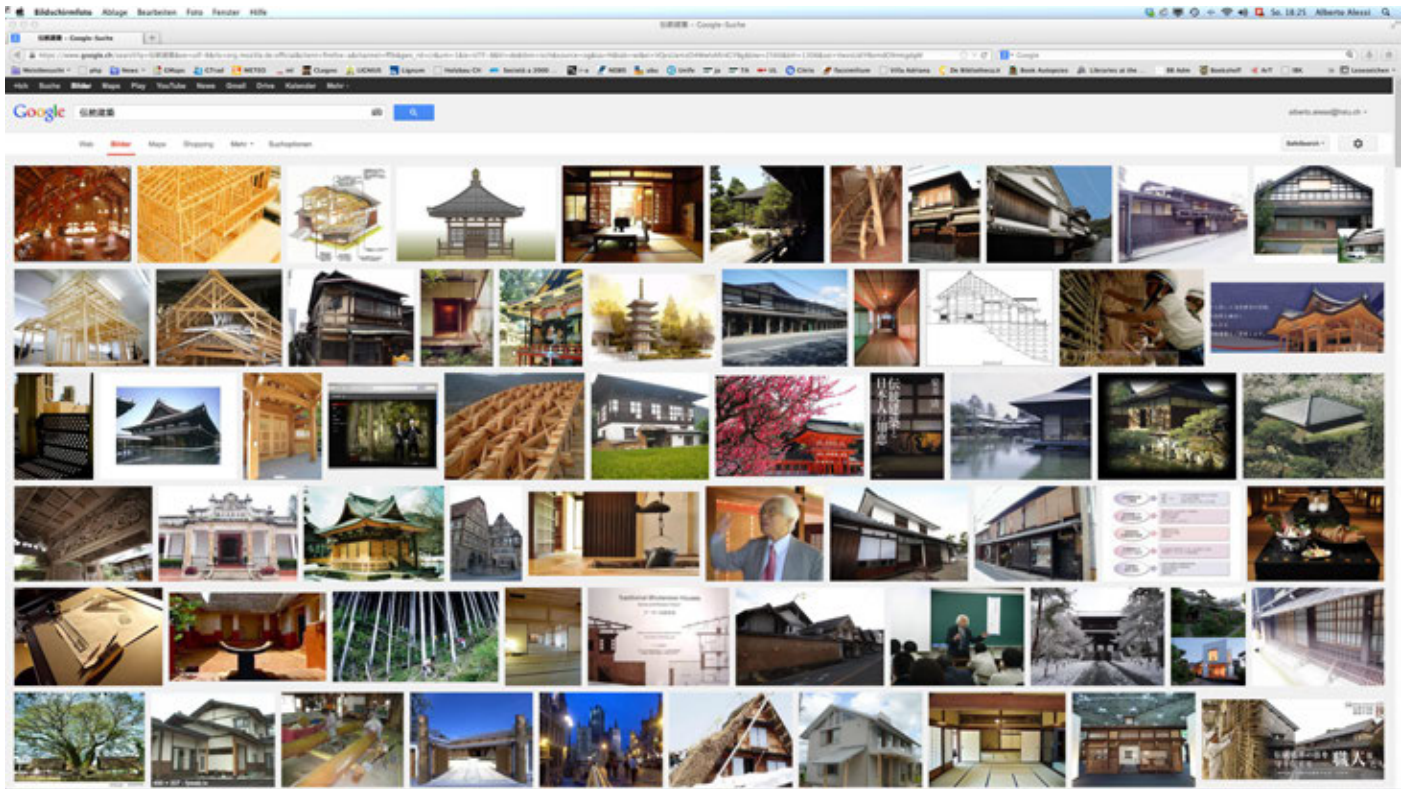




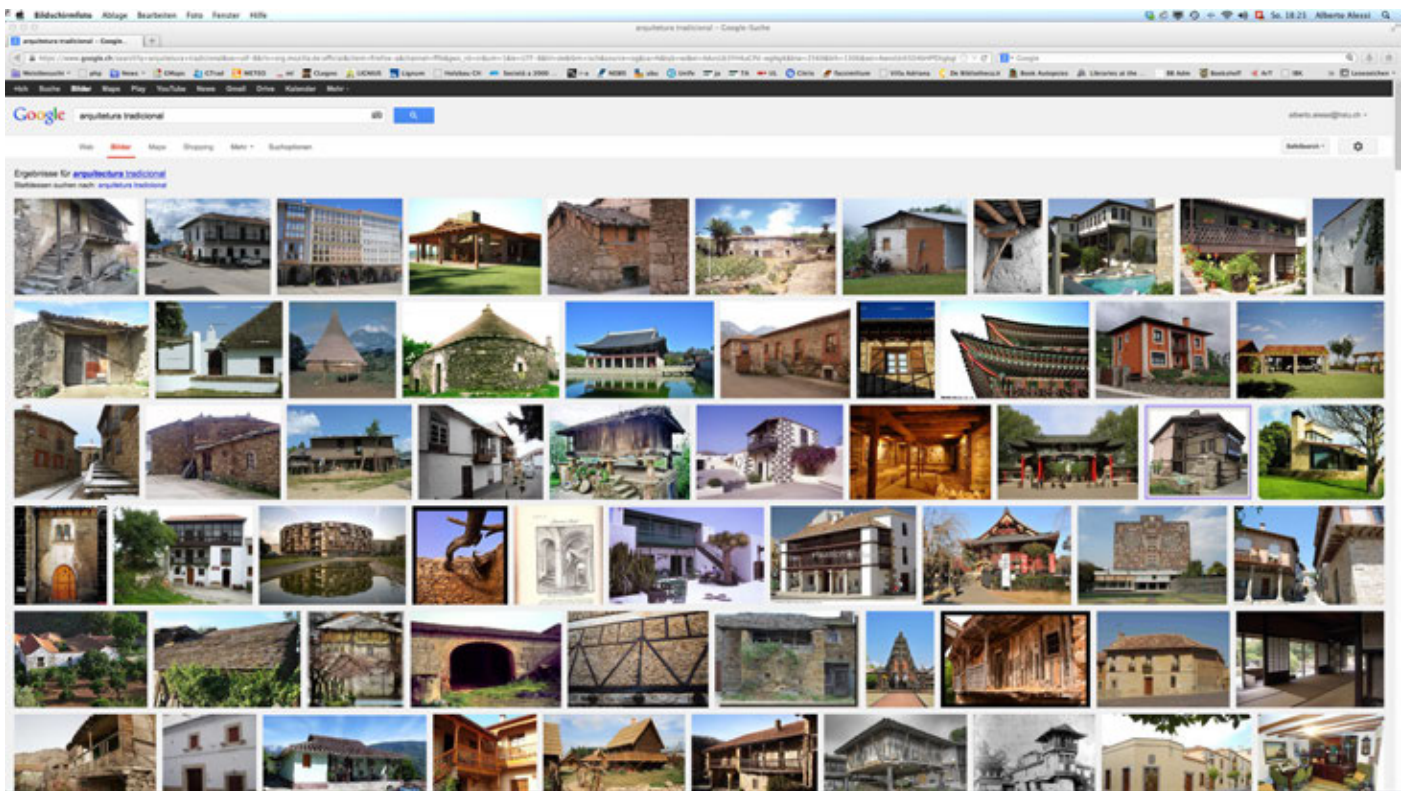
in Hindi



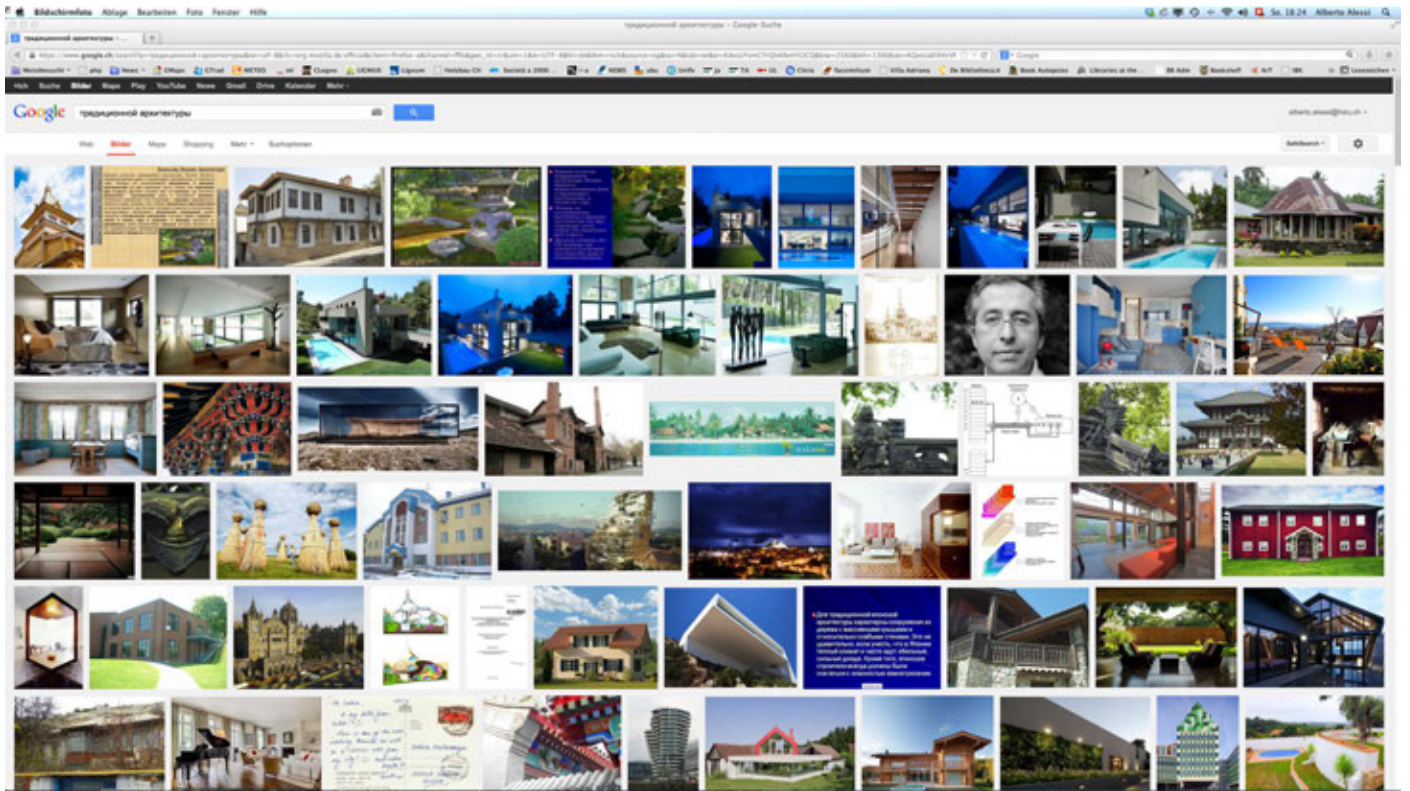
in Italian



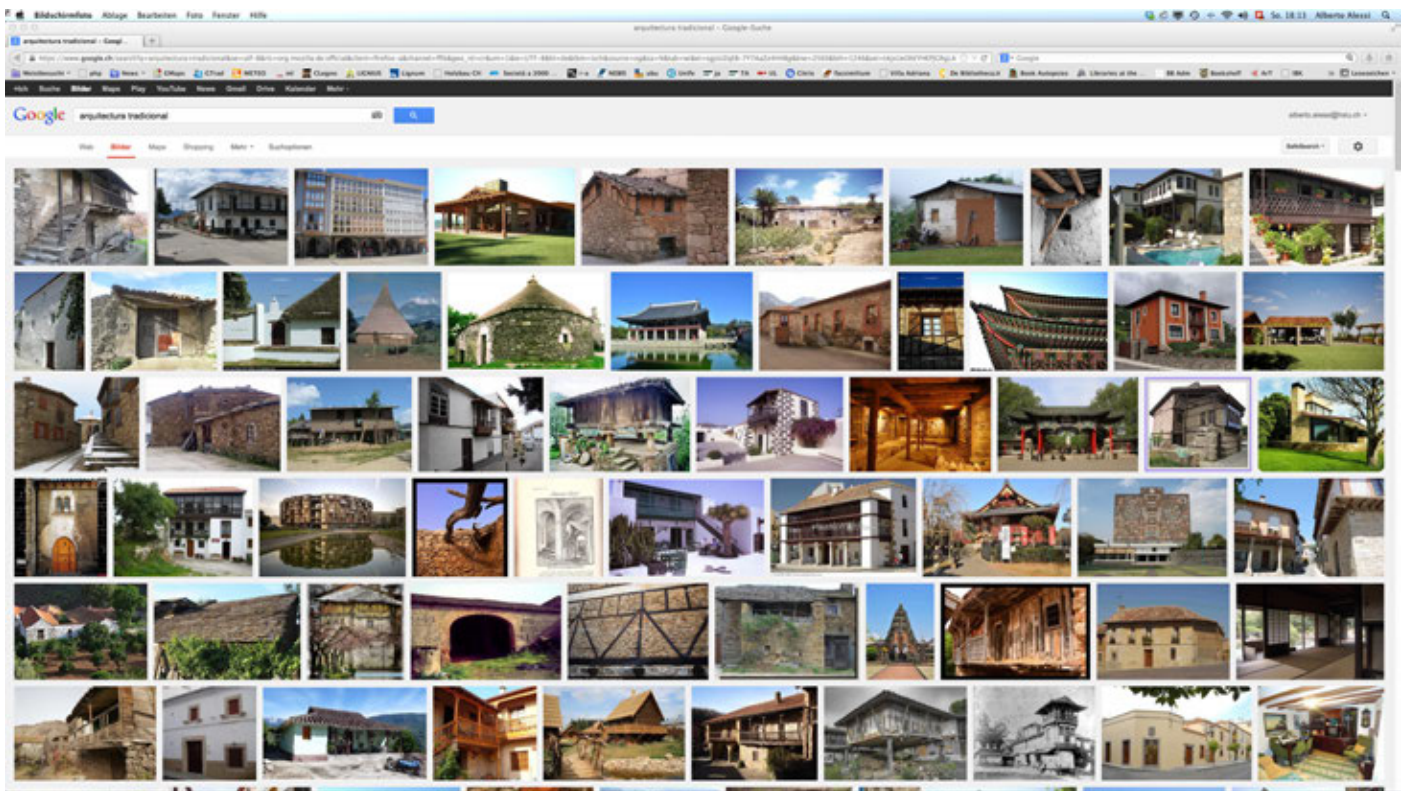
in Japanese



in Portuguese



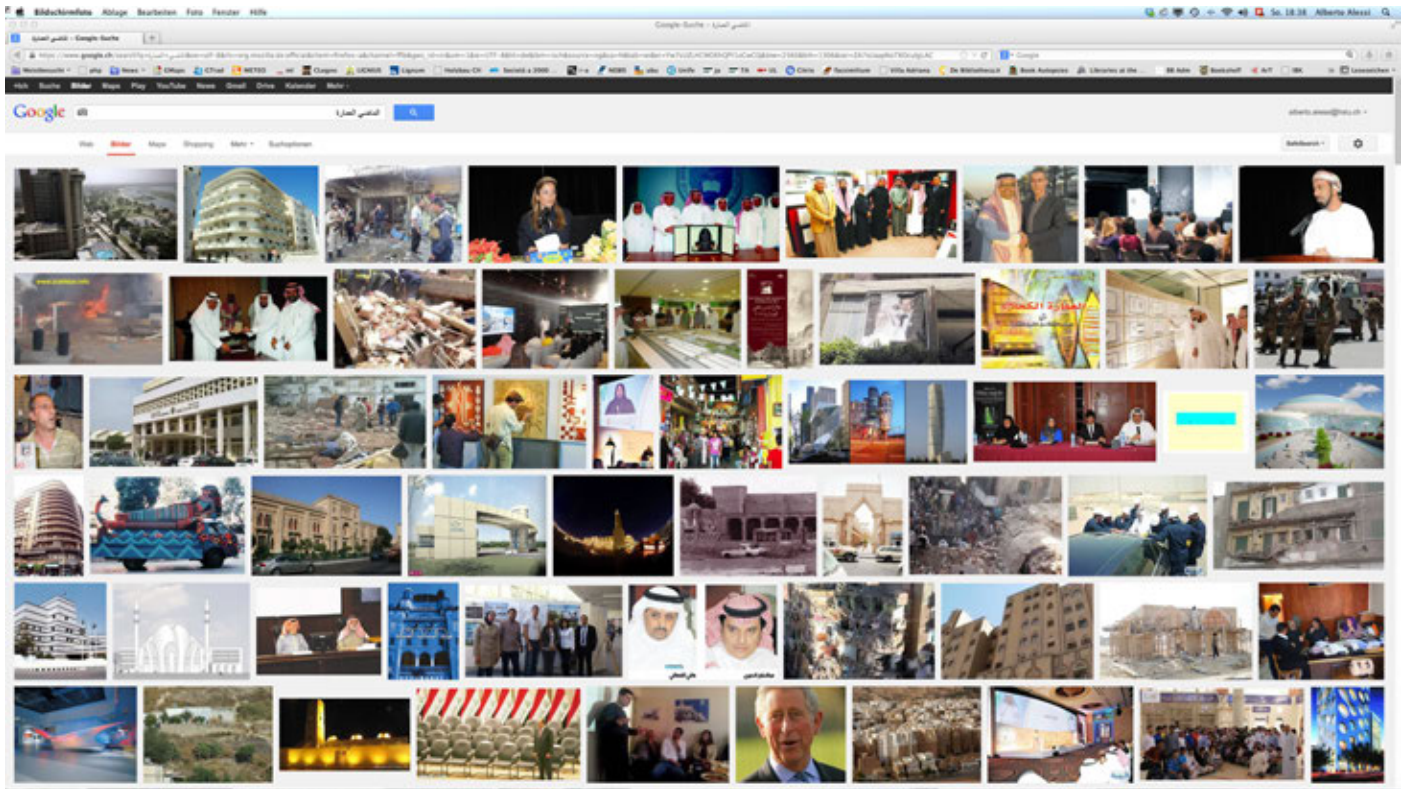
in Russian



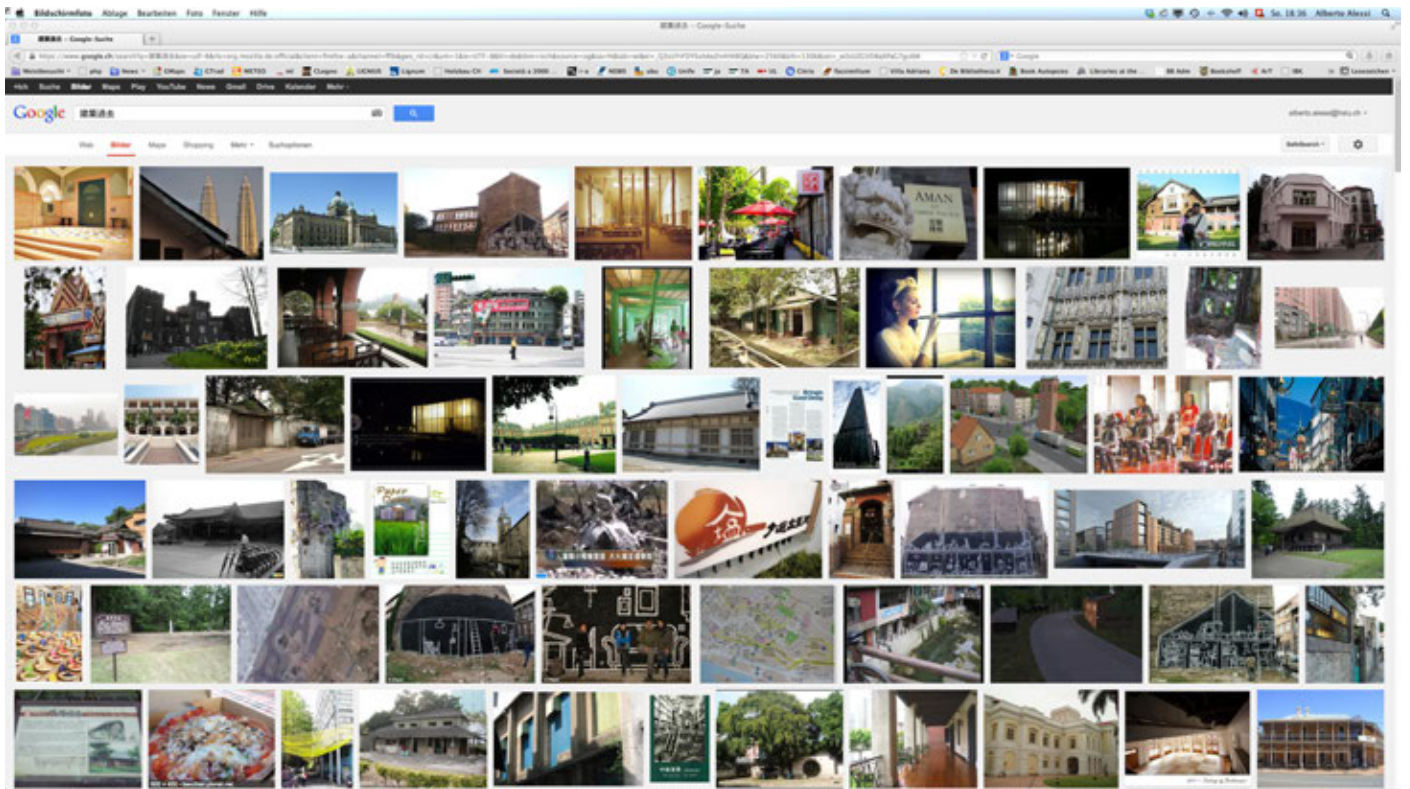
in Spanish



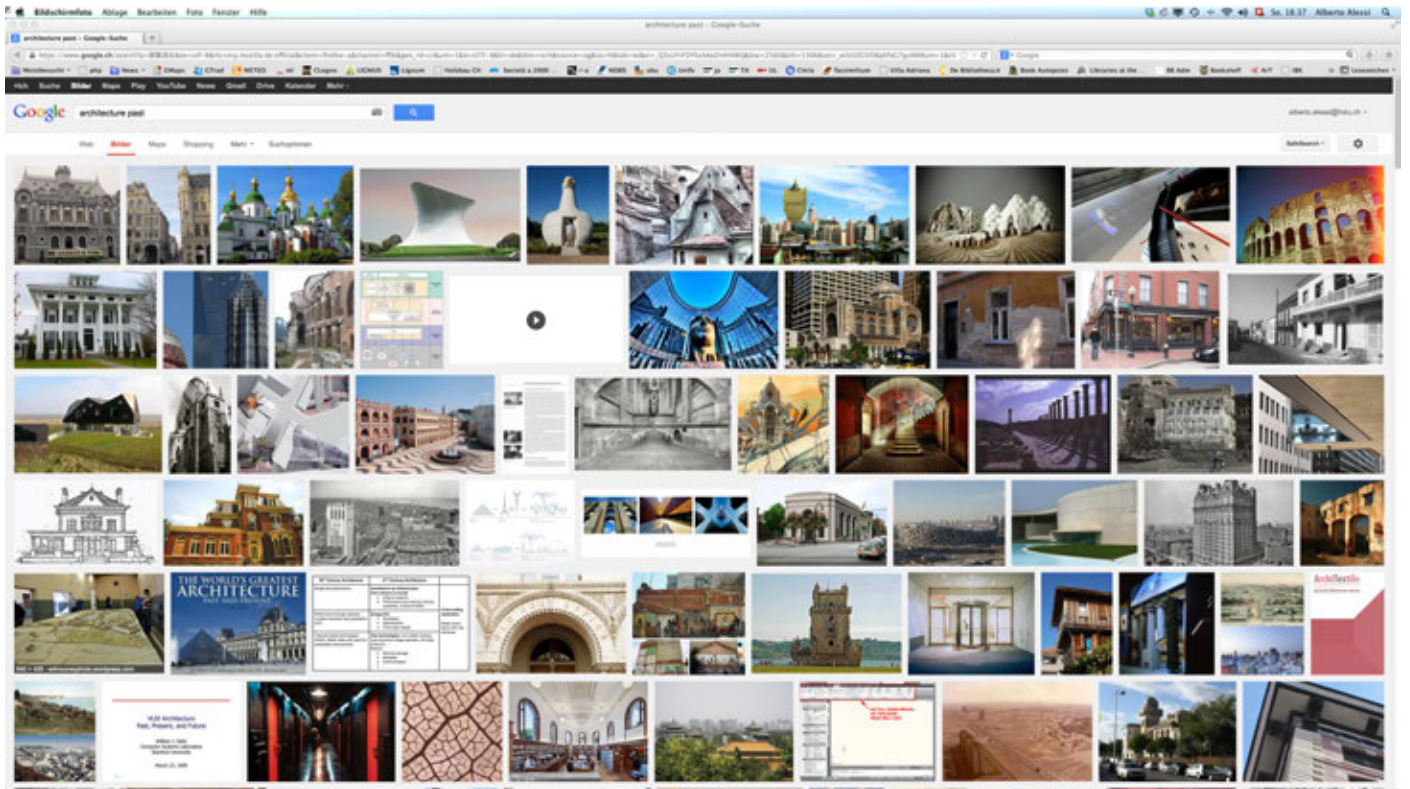
architecture past



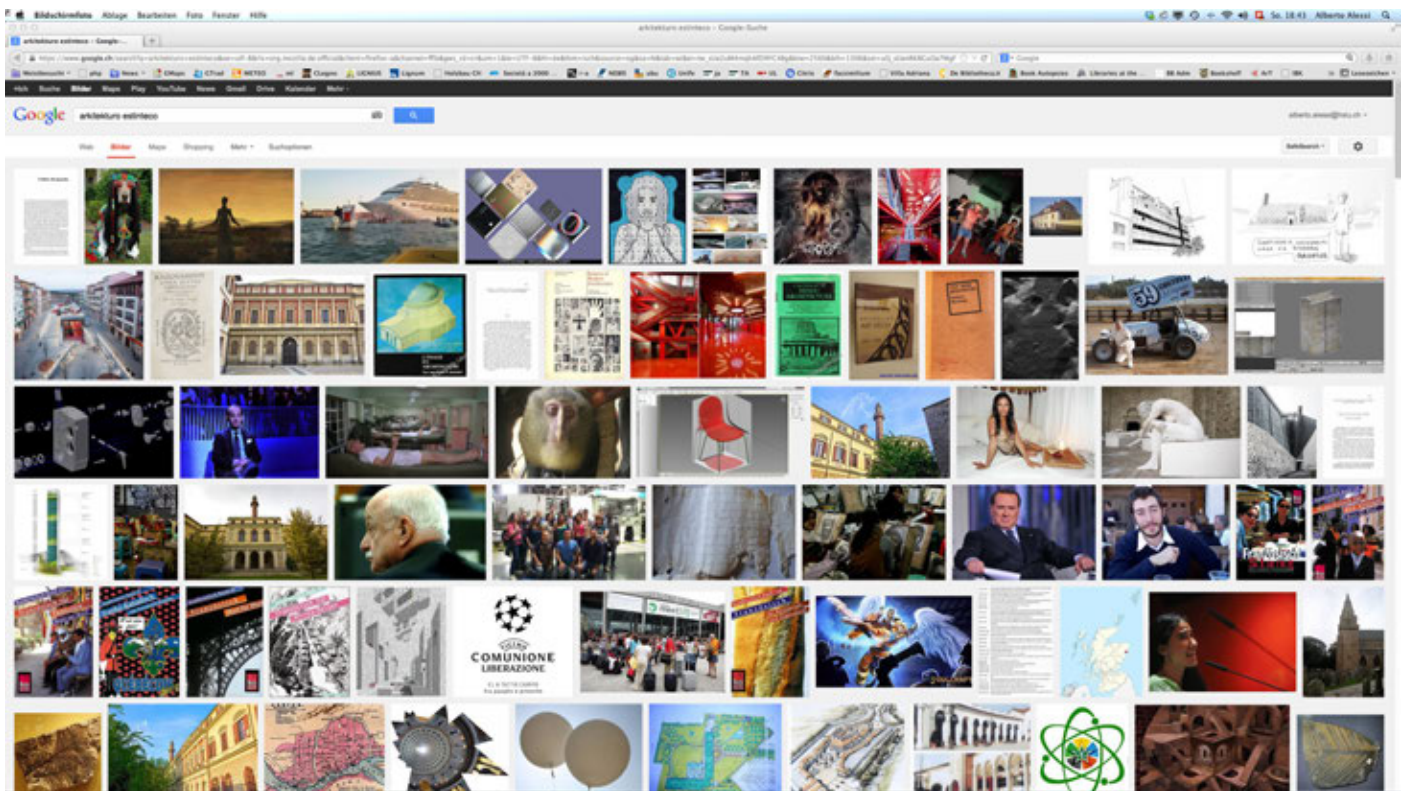
in Arabic



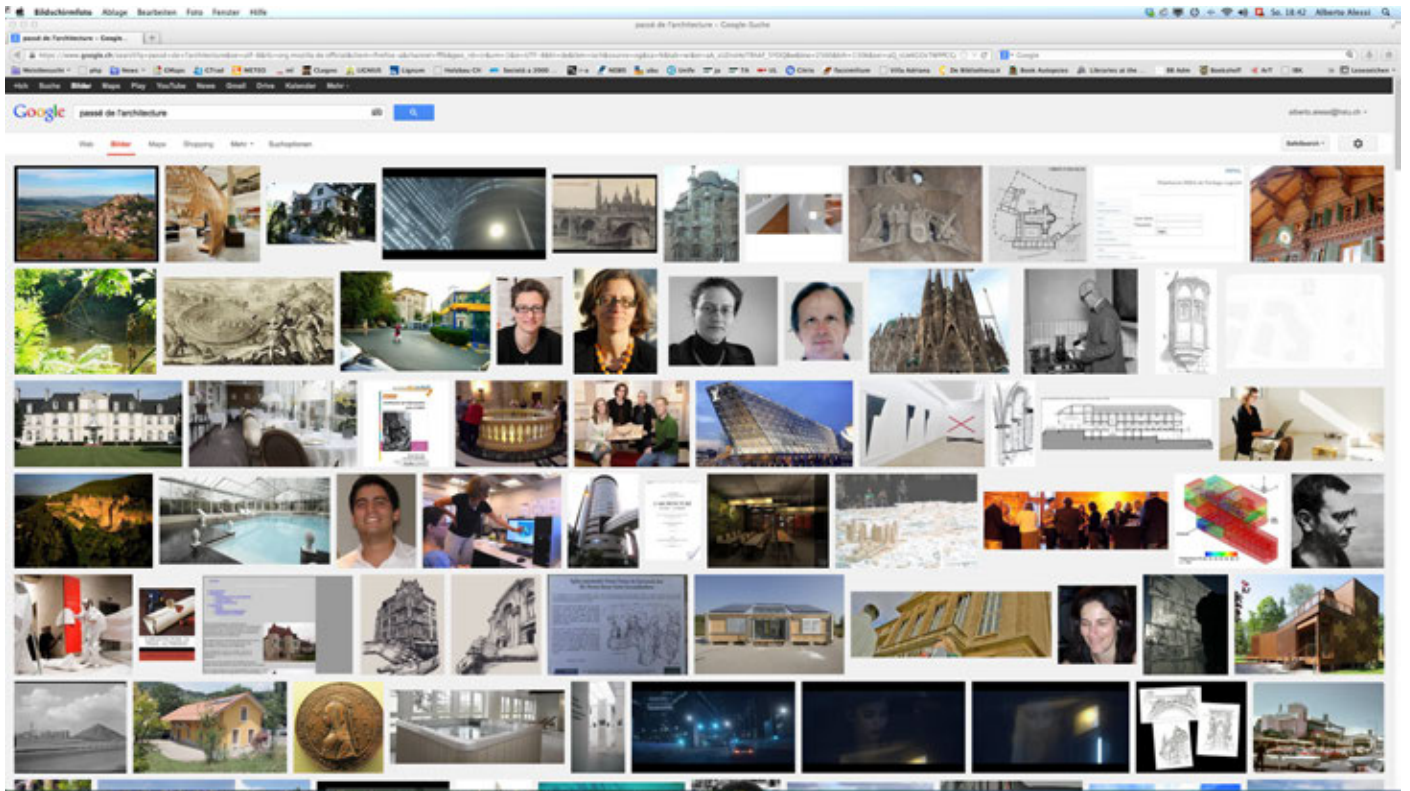
in Chinese



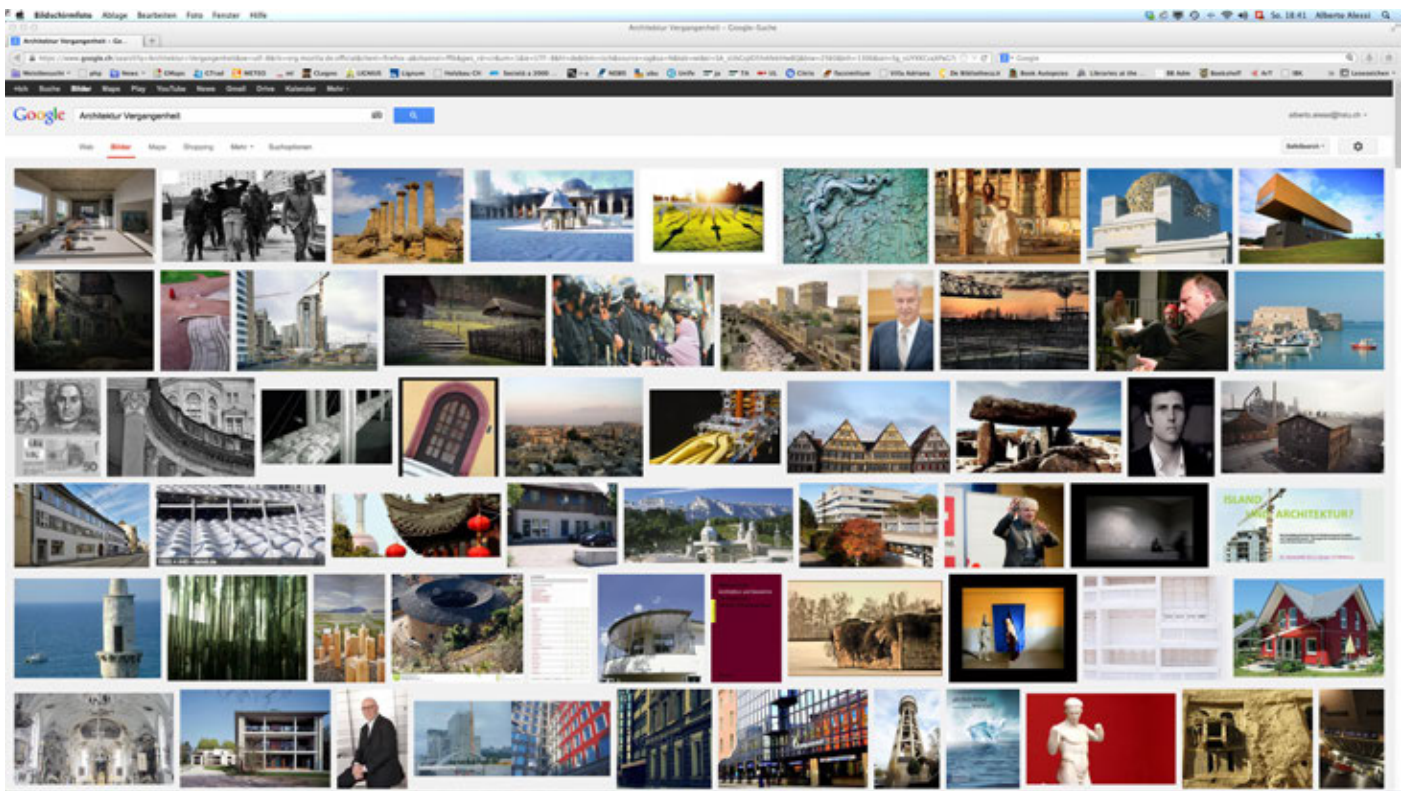
in English



in Esperanto

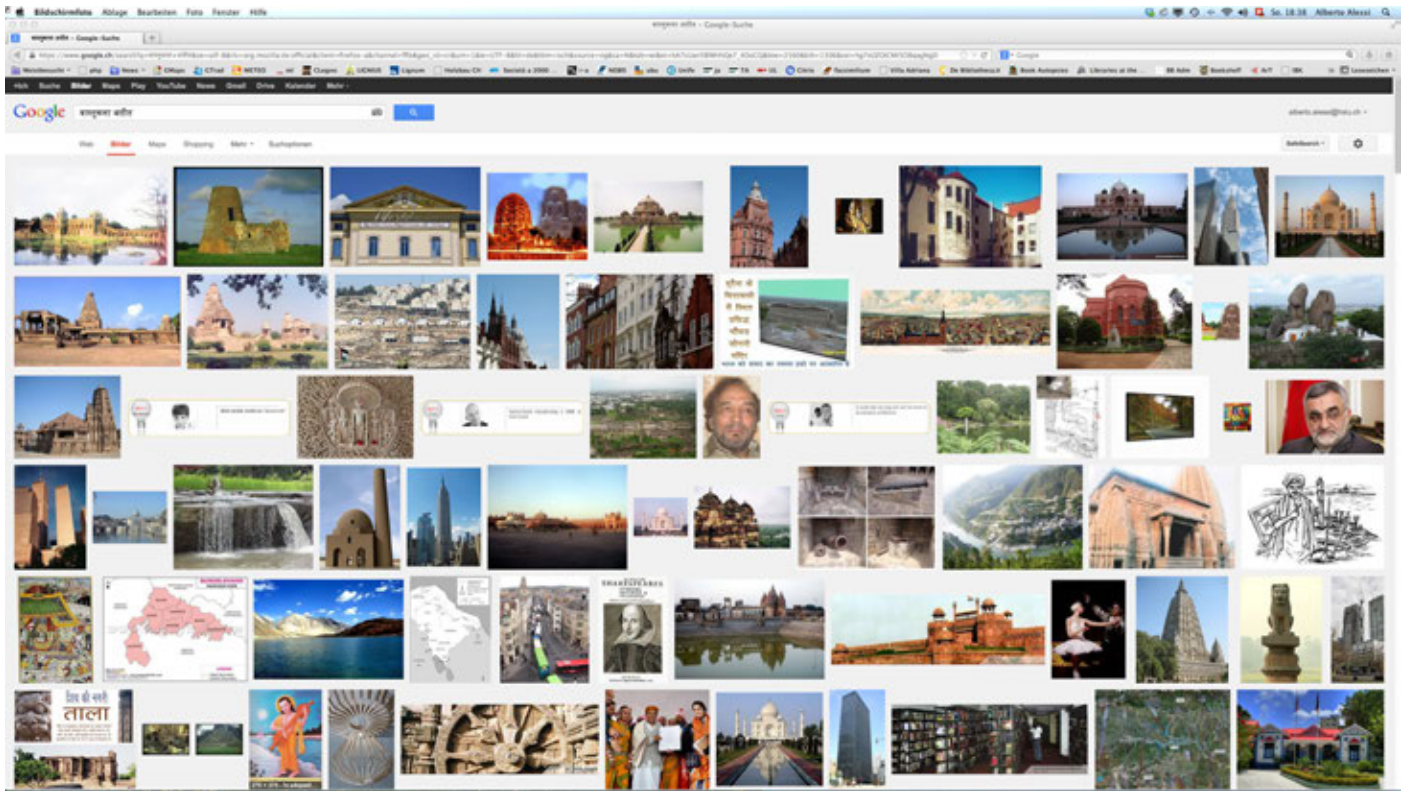


in French

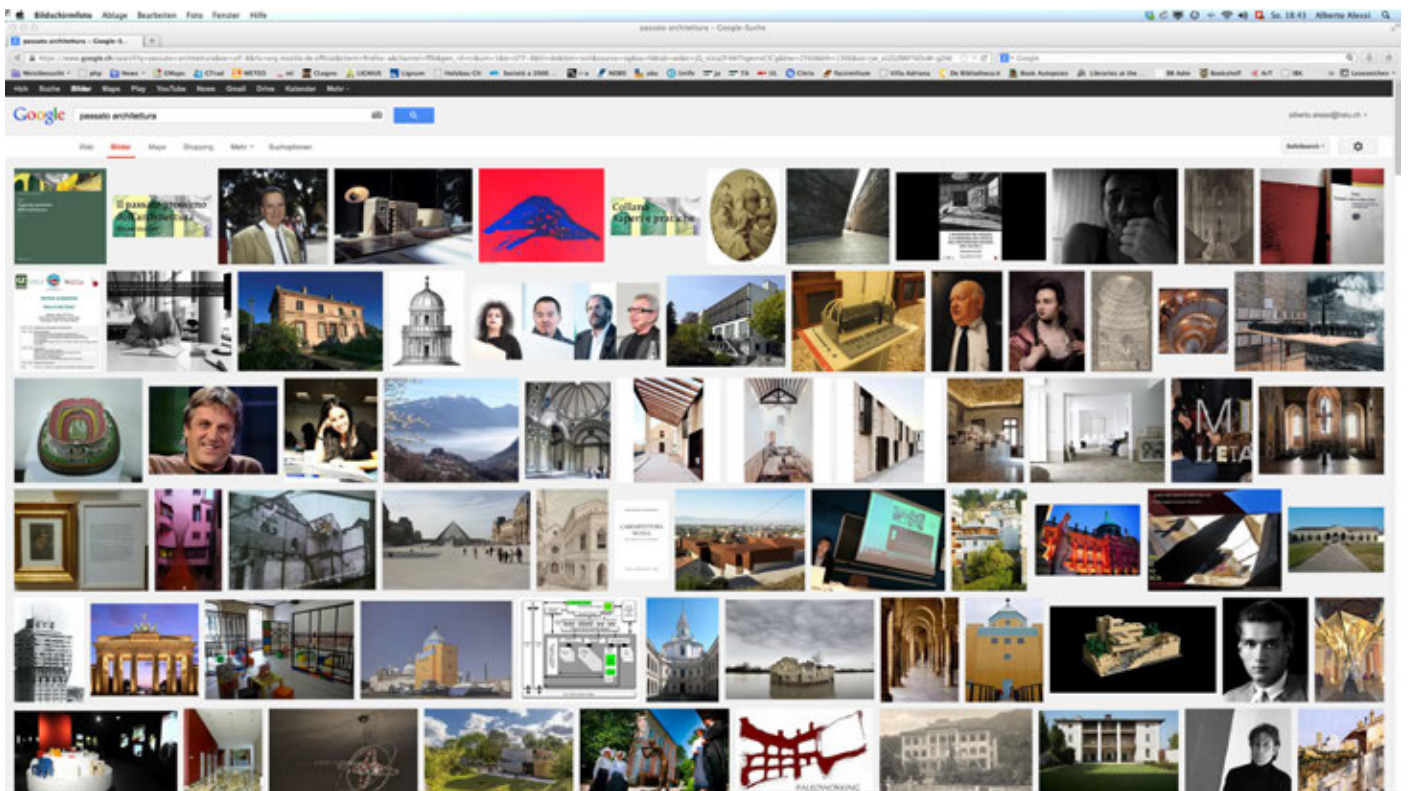


in German

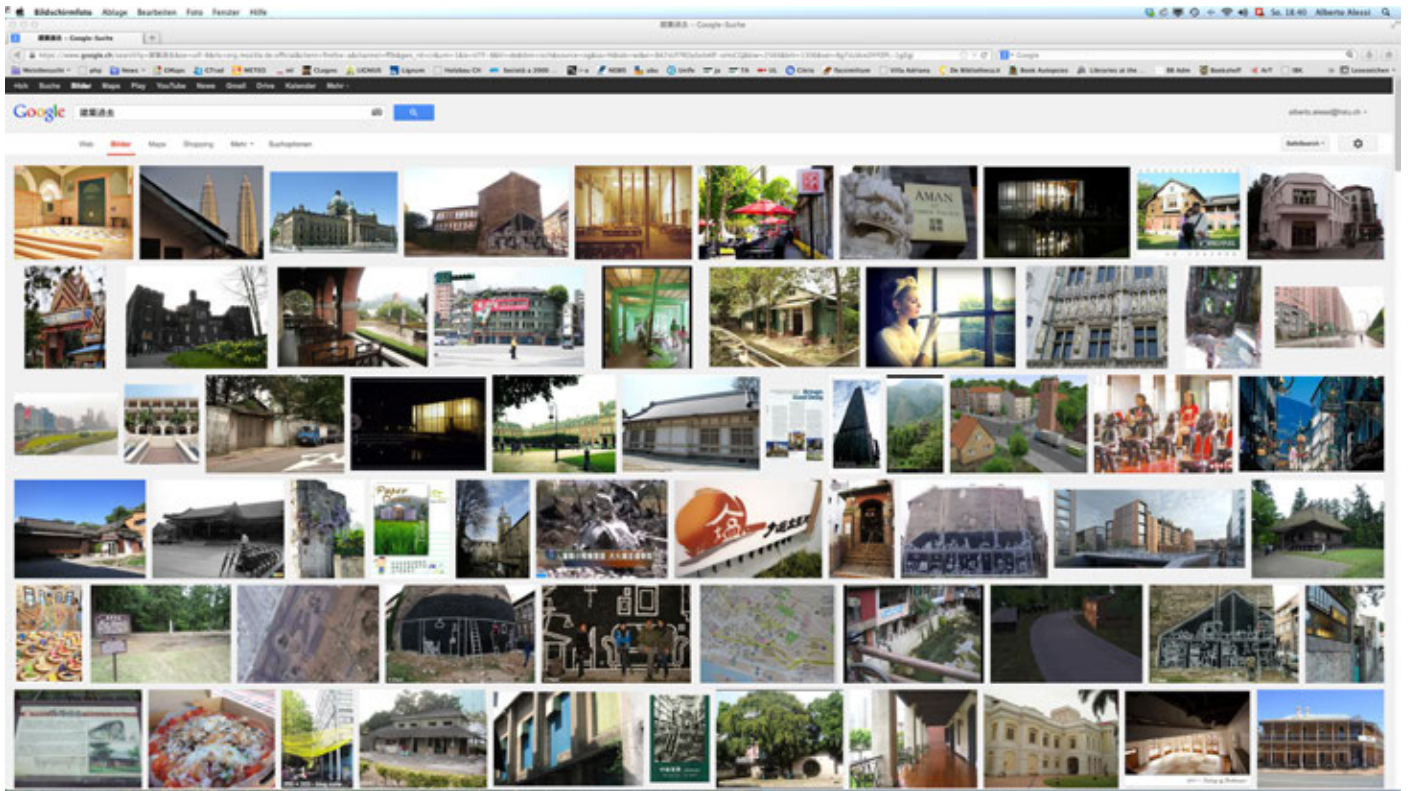




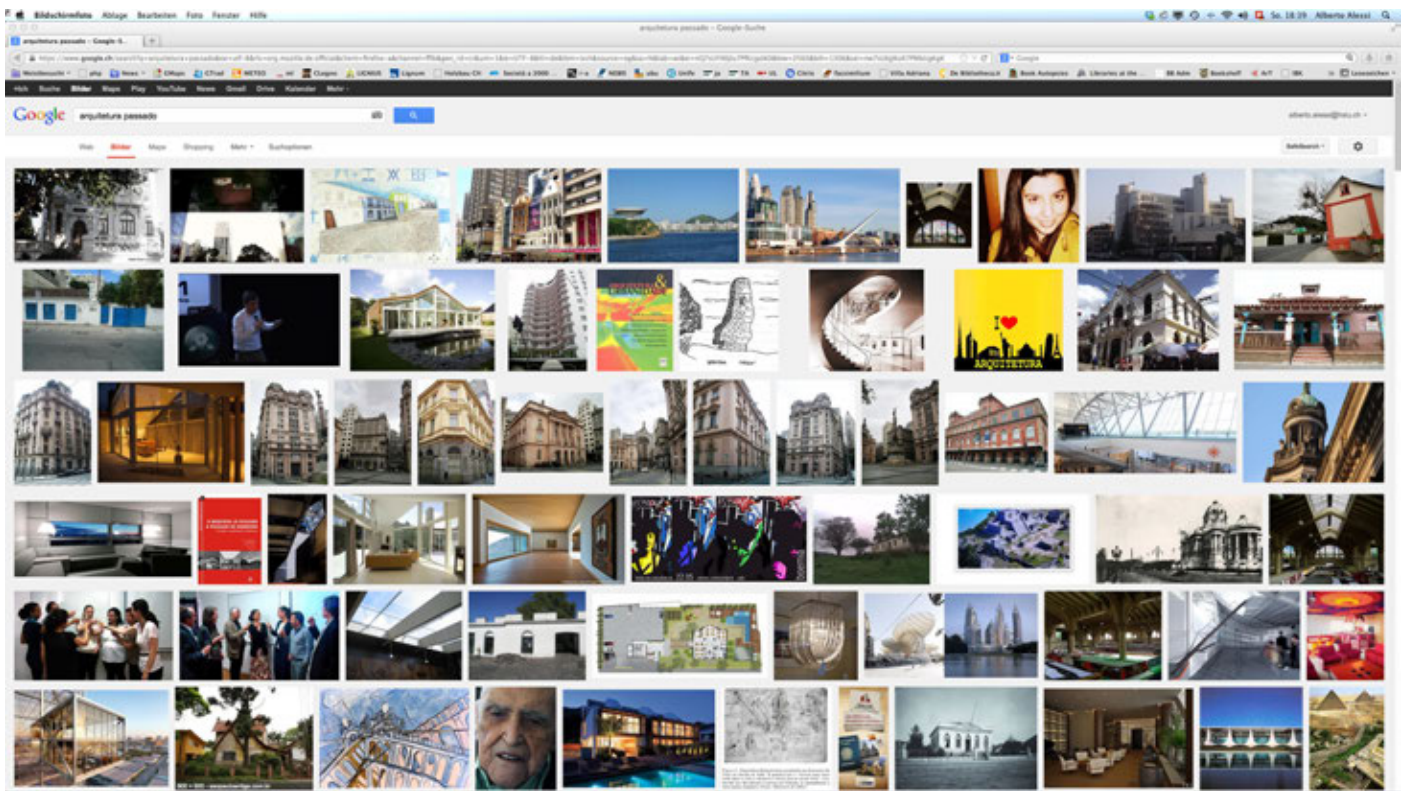
in Hindi



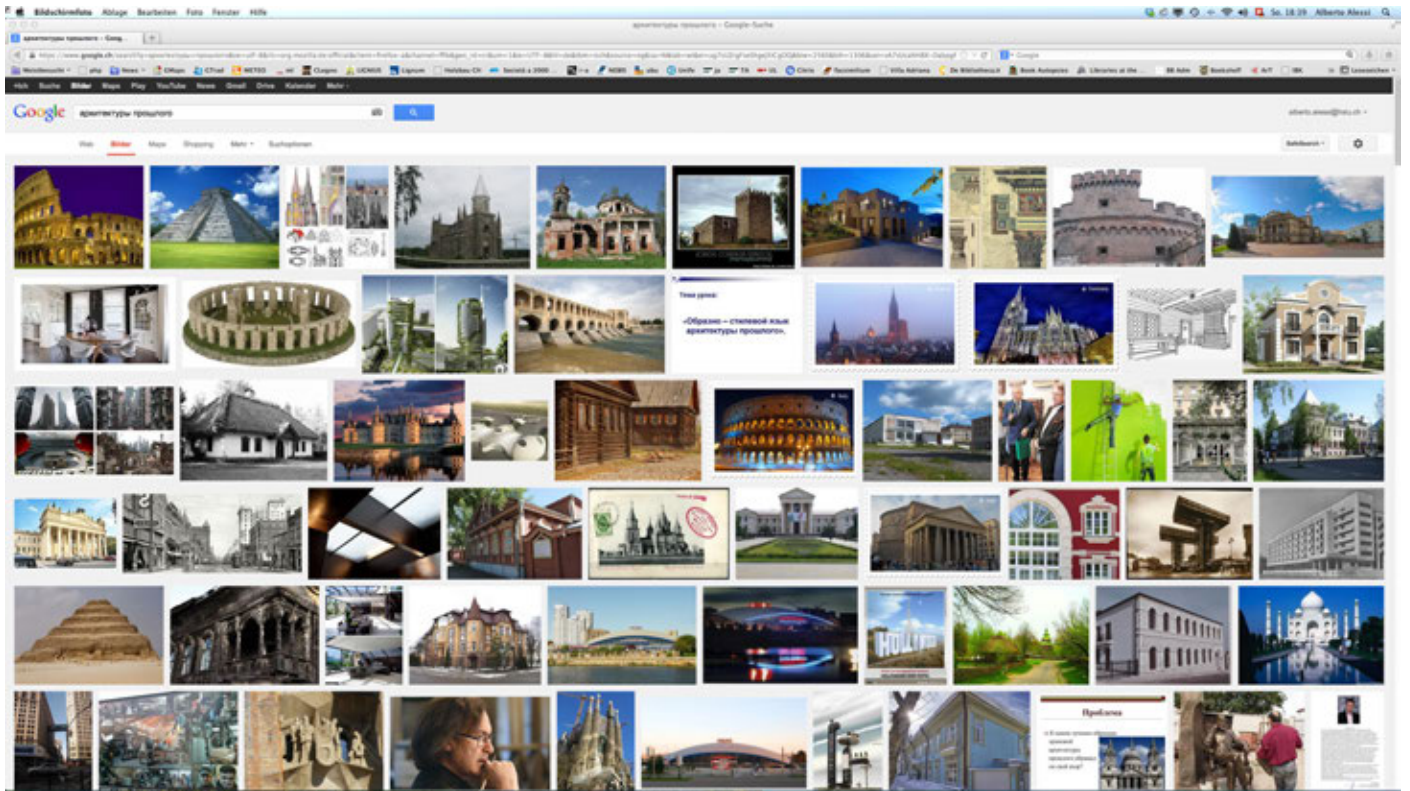
in Italian



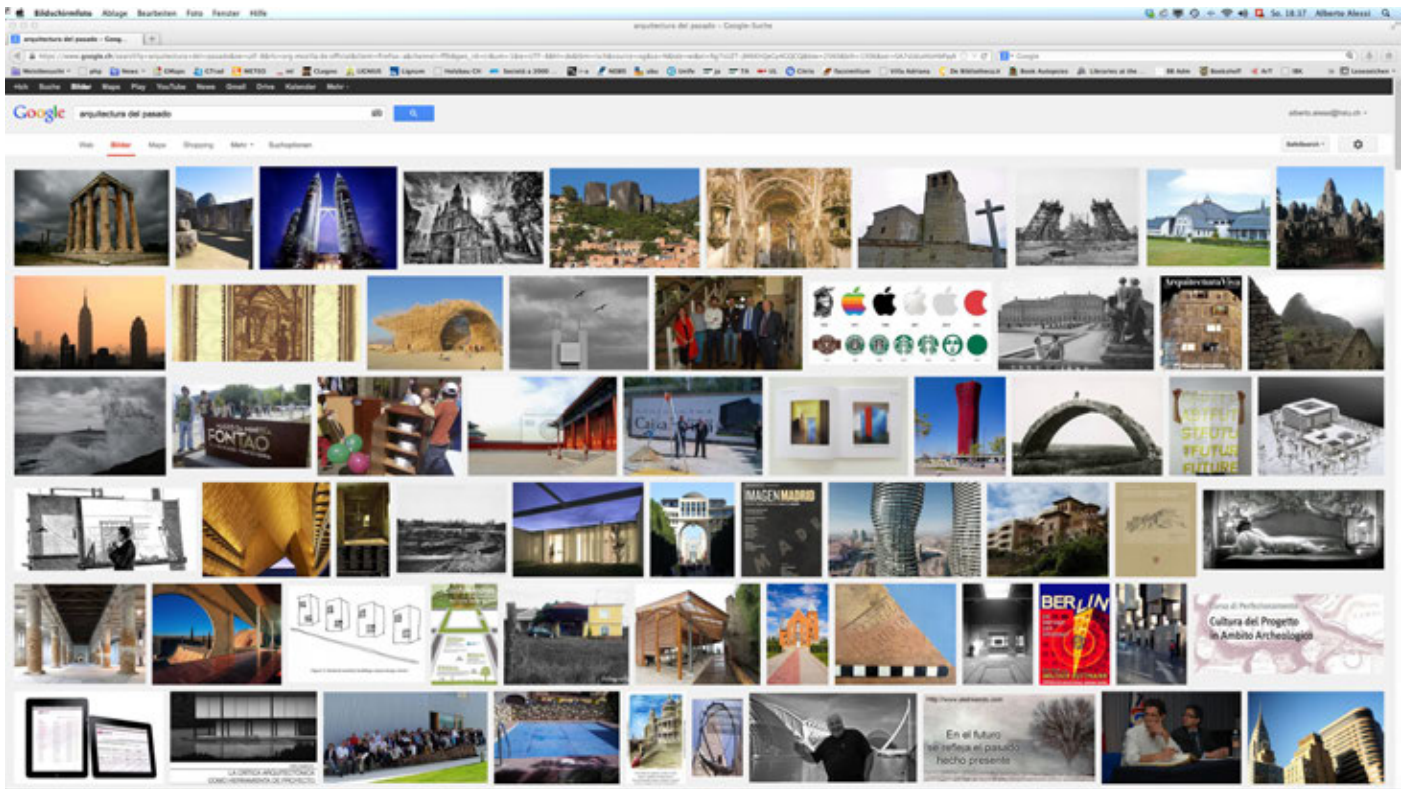
in Japanese



in Portuguese



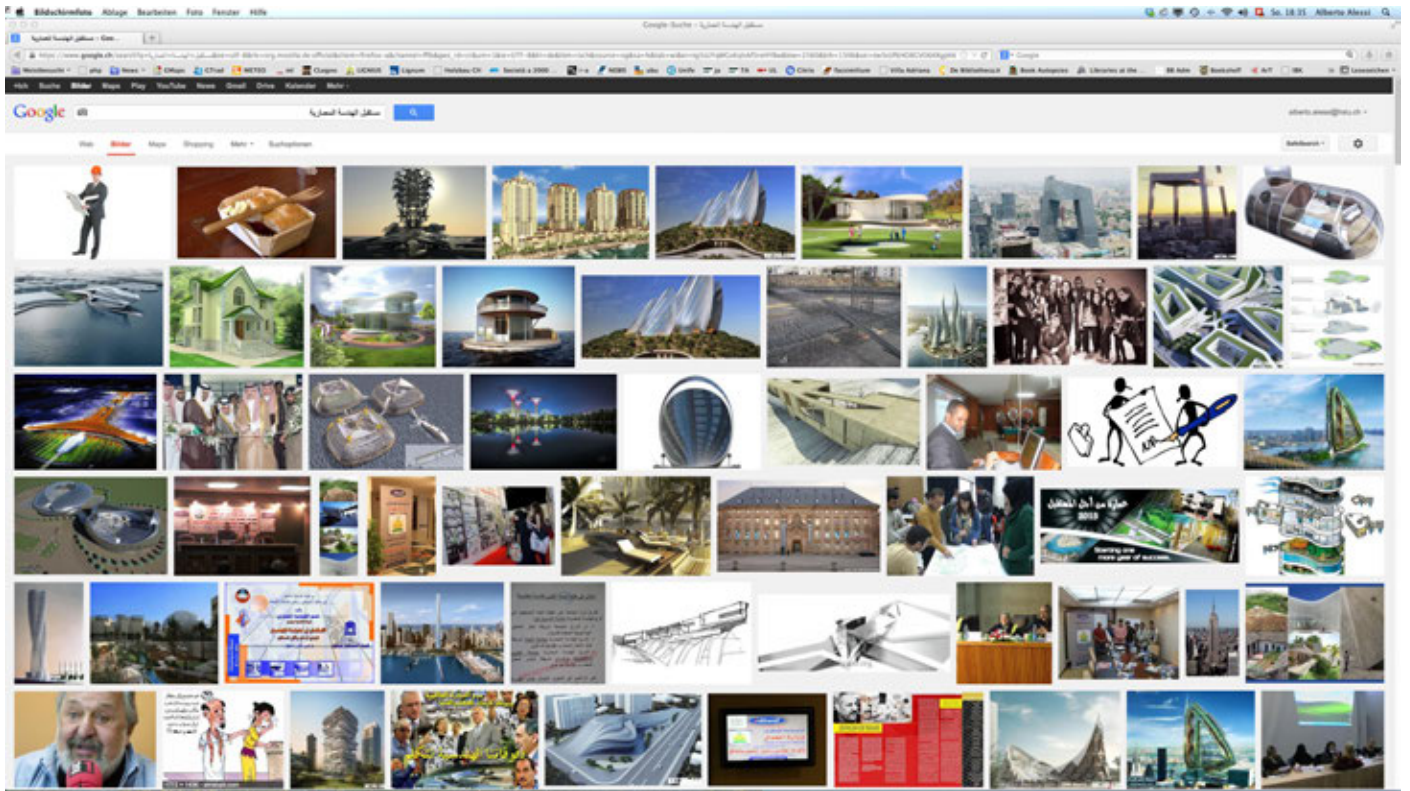
in Russian



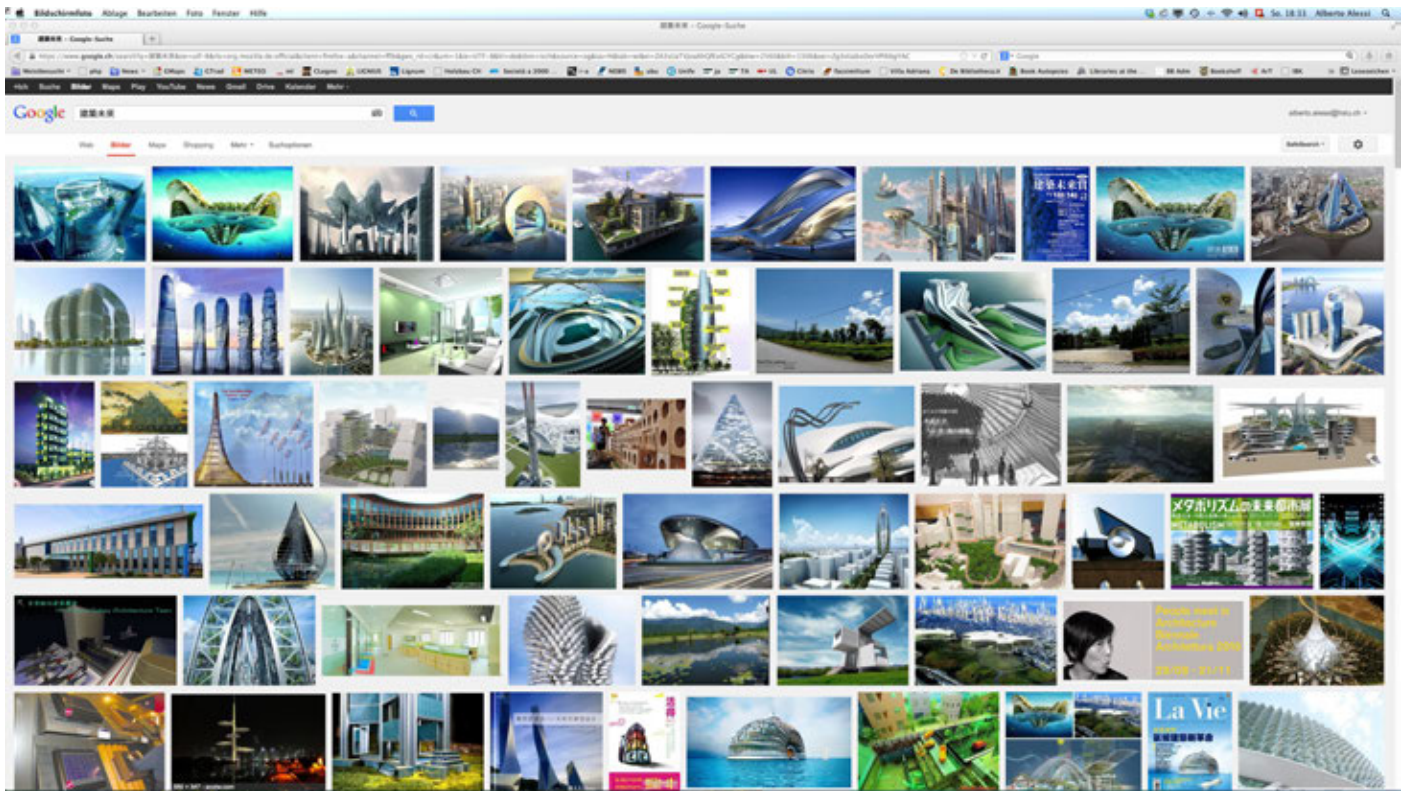
in Spanish



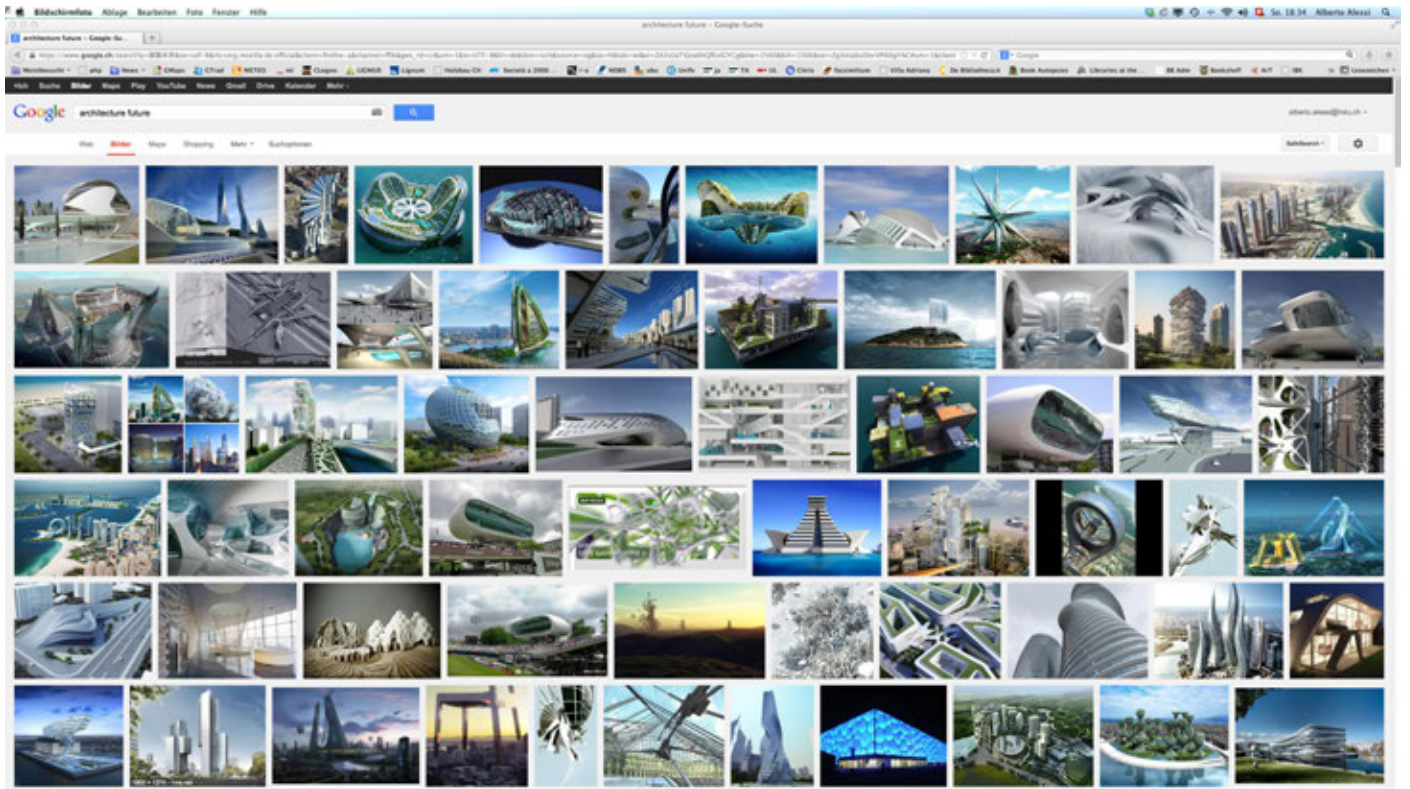
architecture future



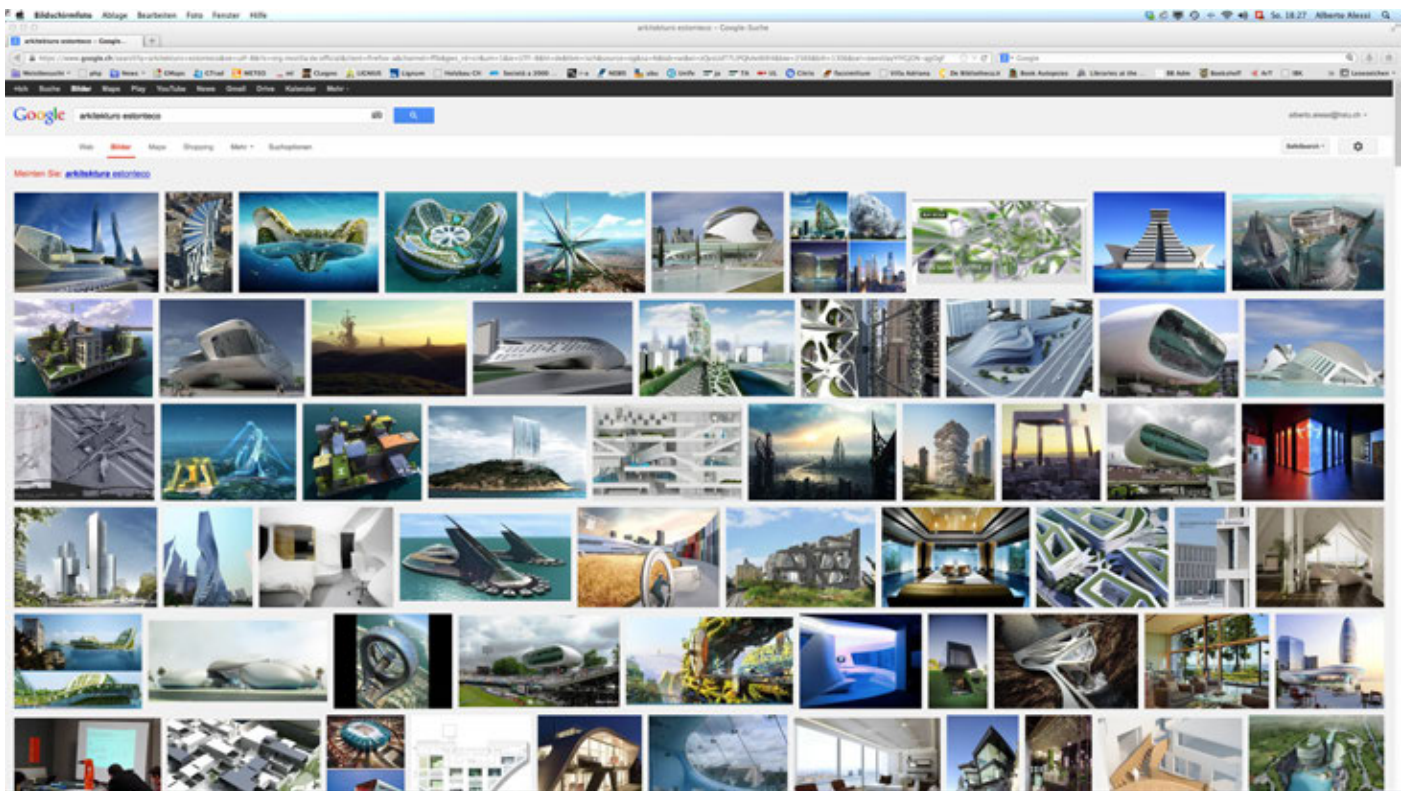
in Arabic



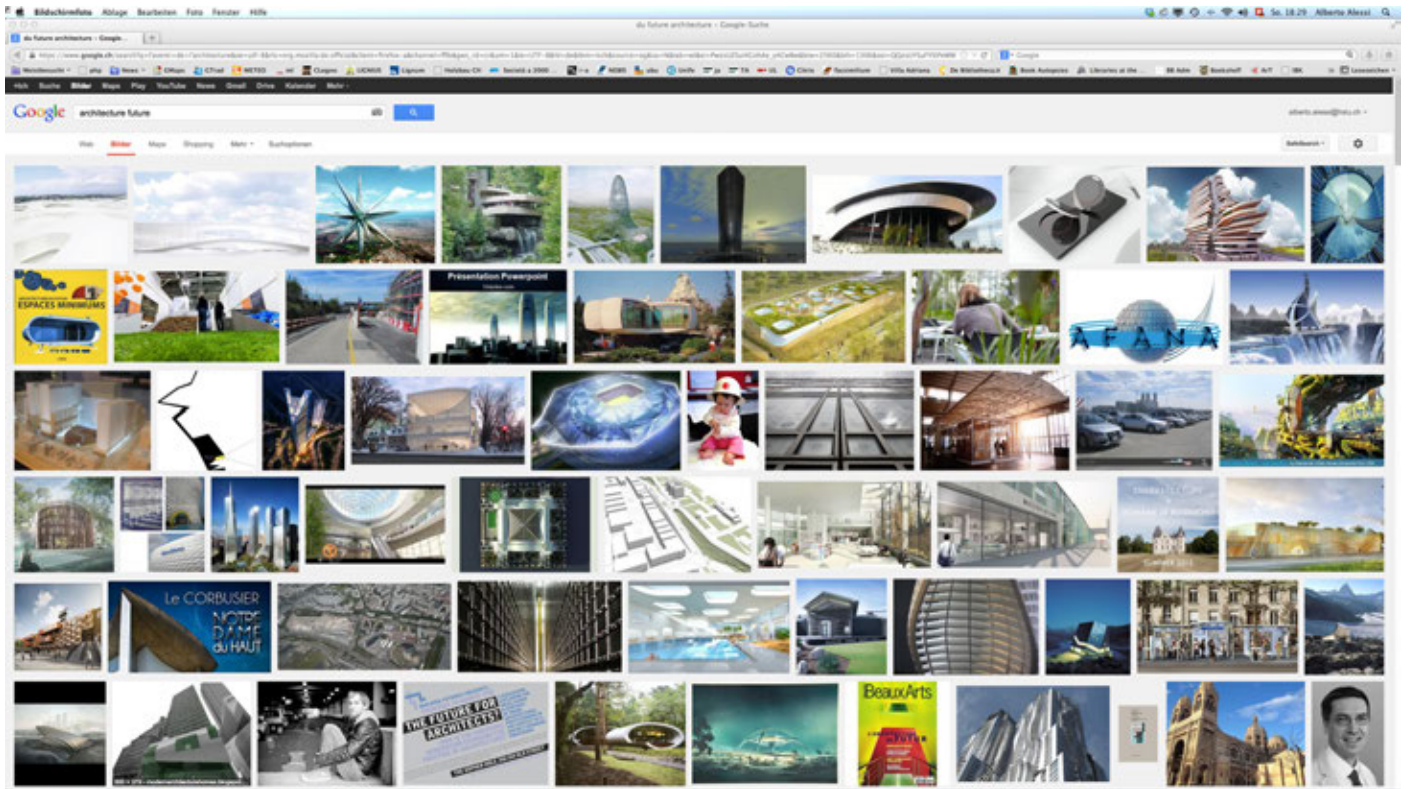
in Chinese



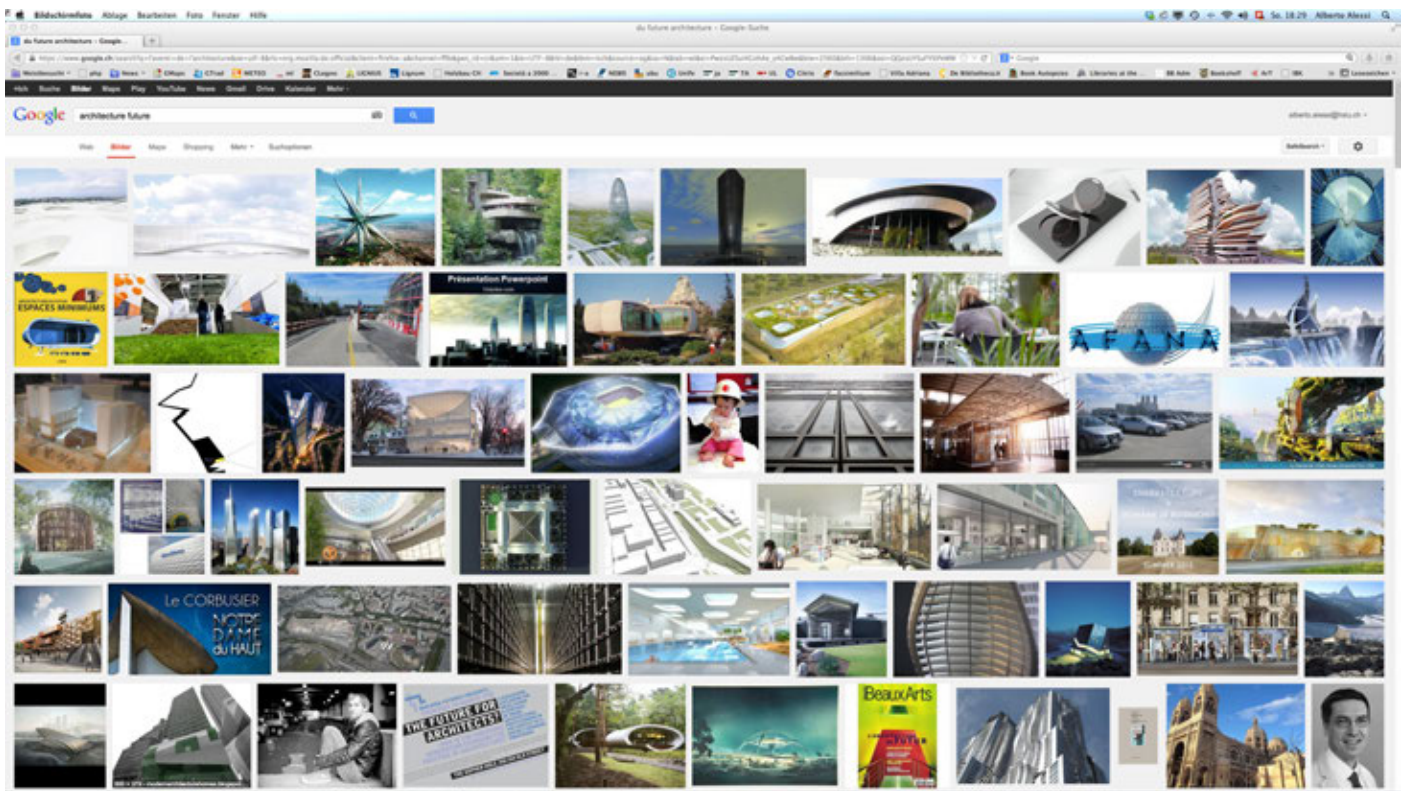
in English



in Esperanto

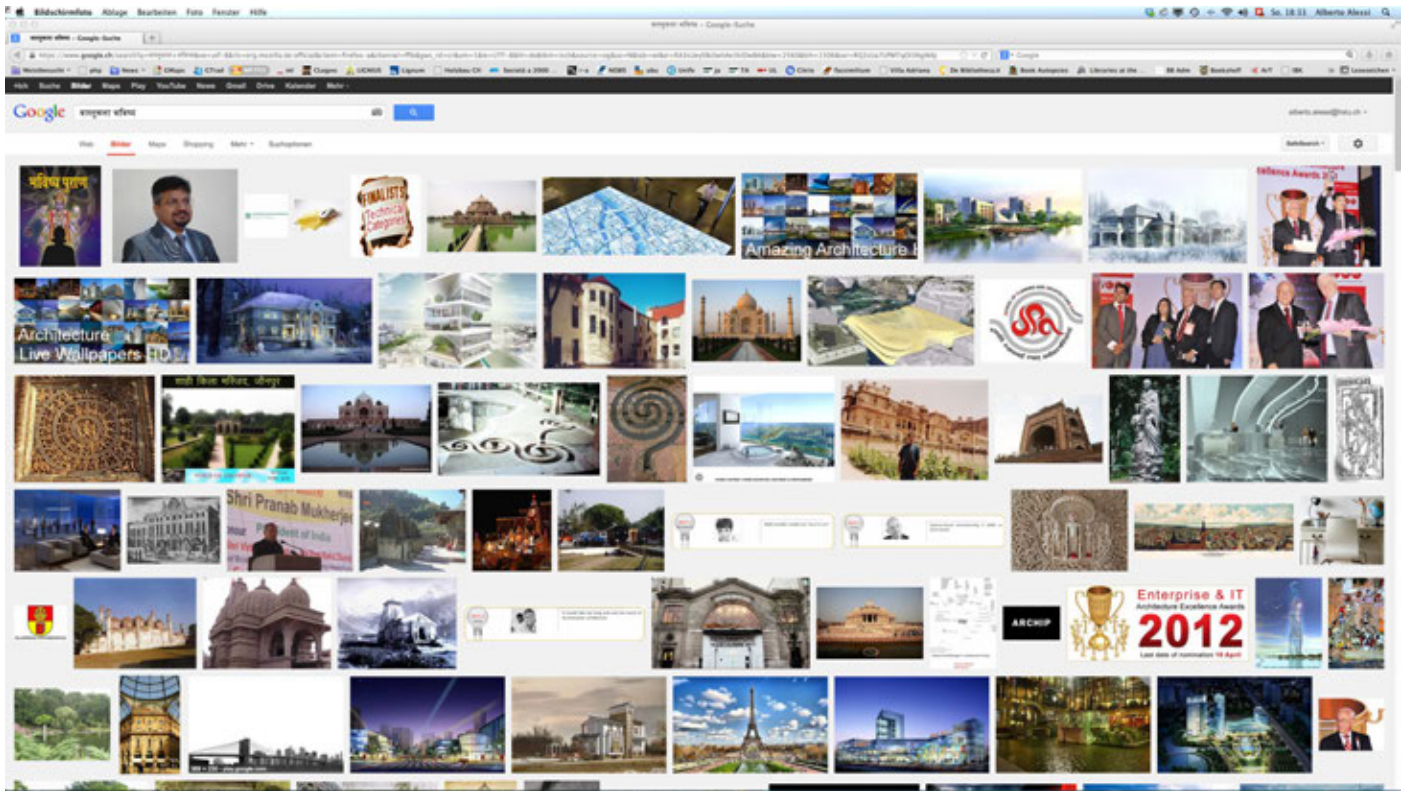


in French

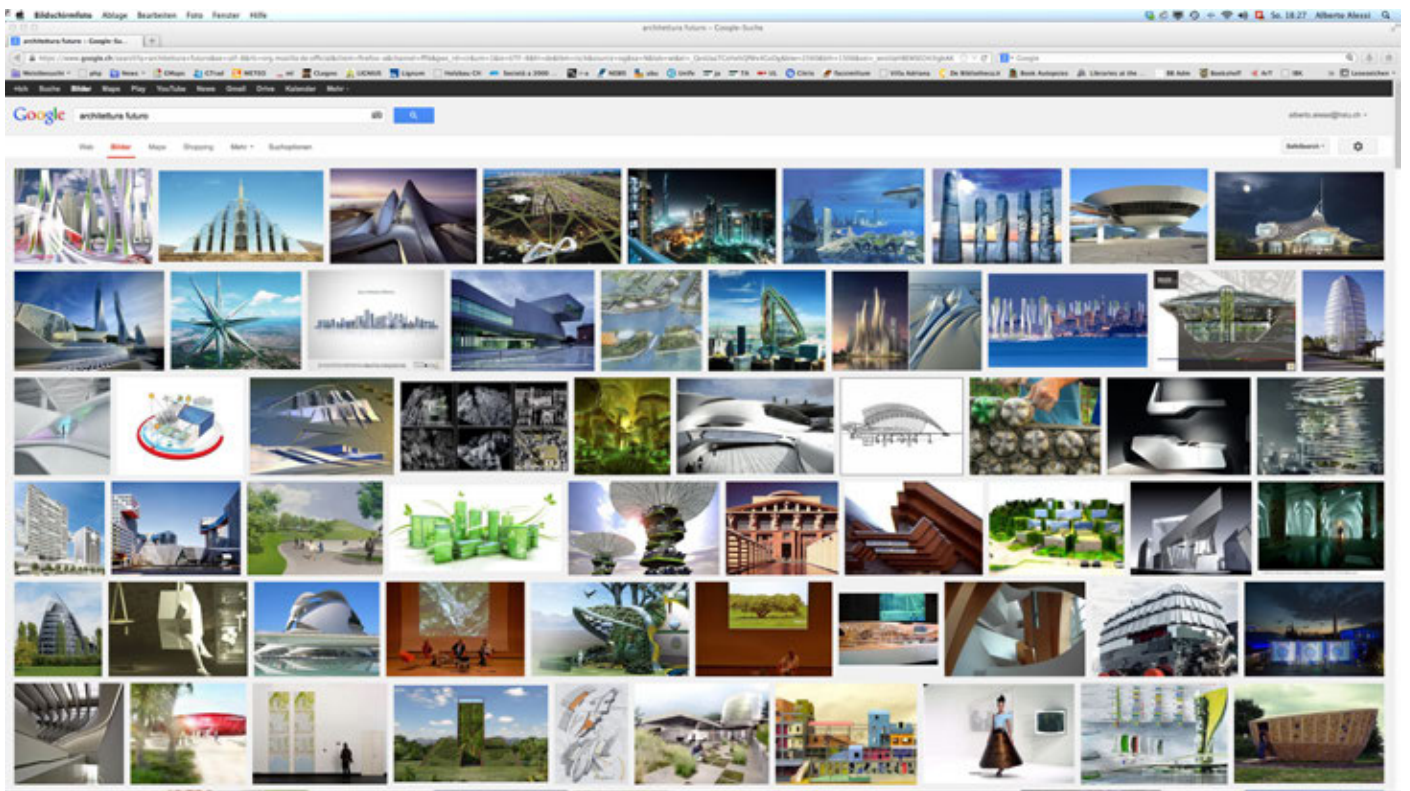


in German

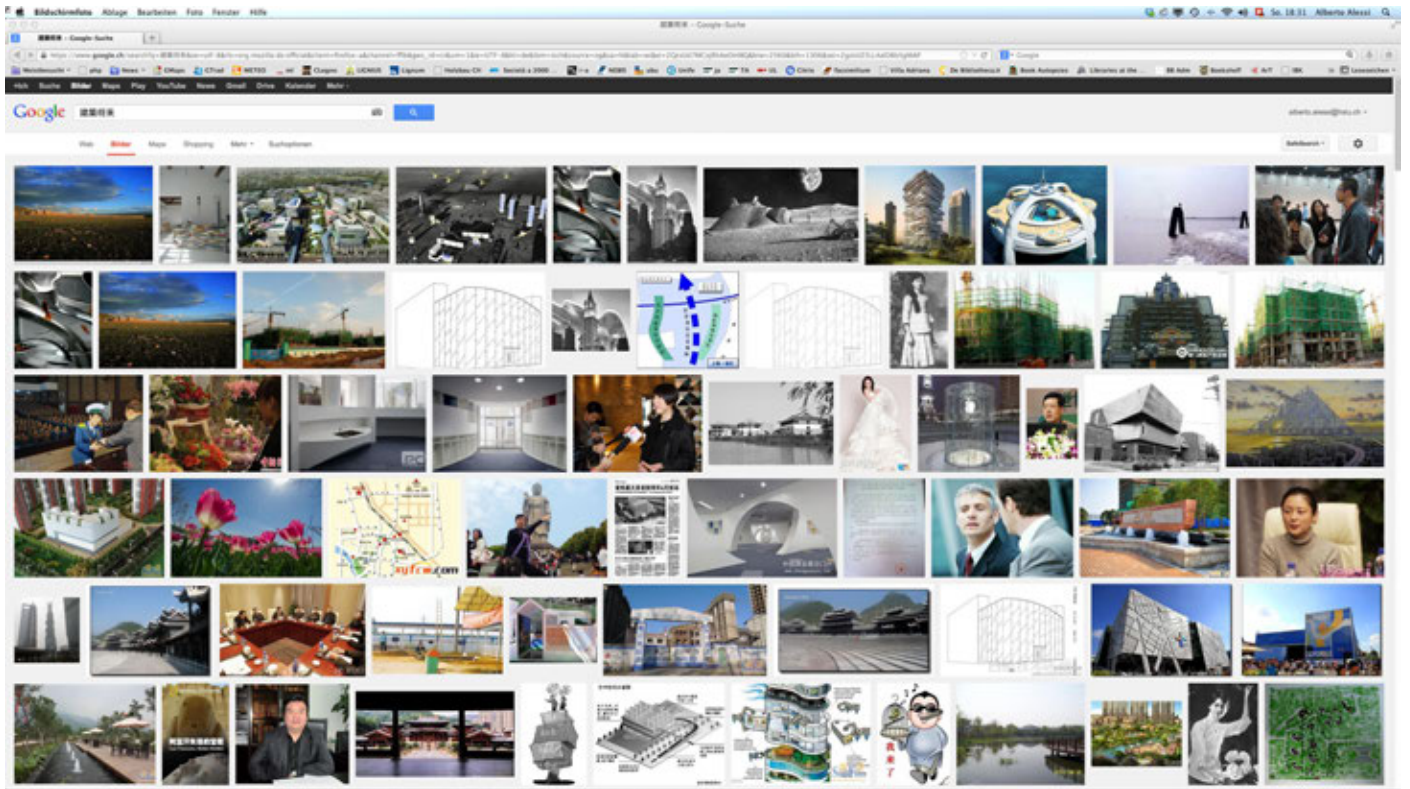




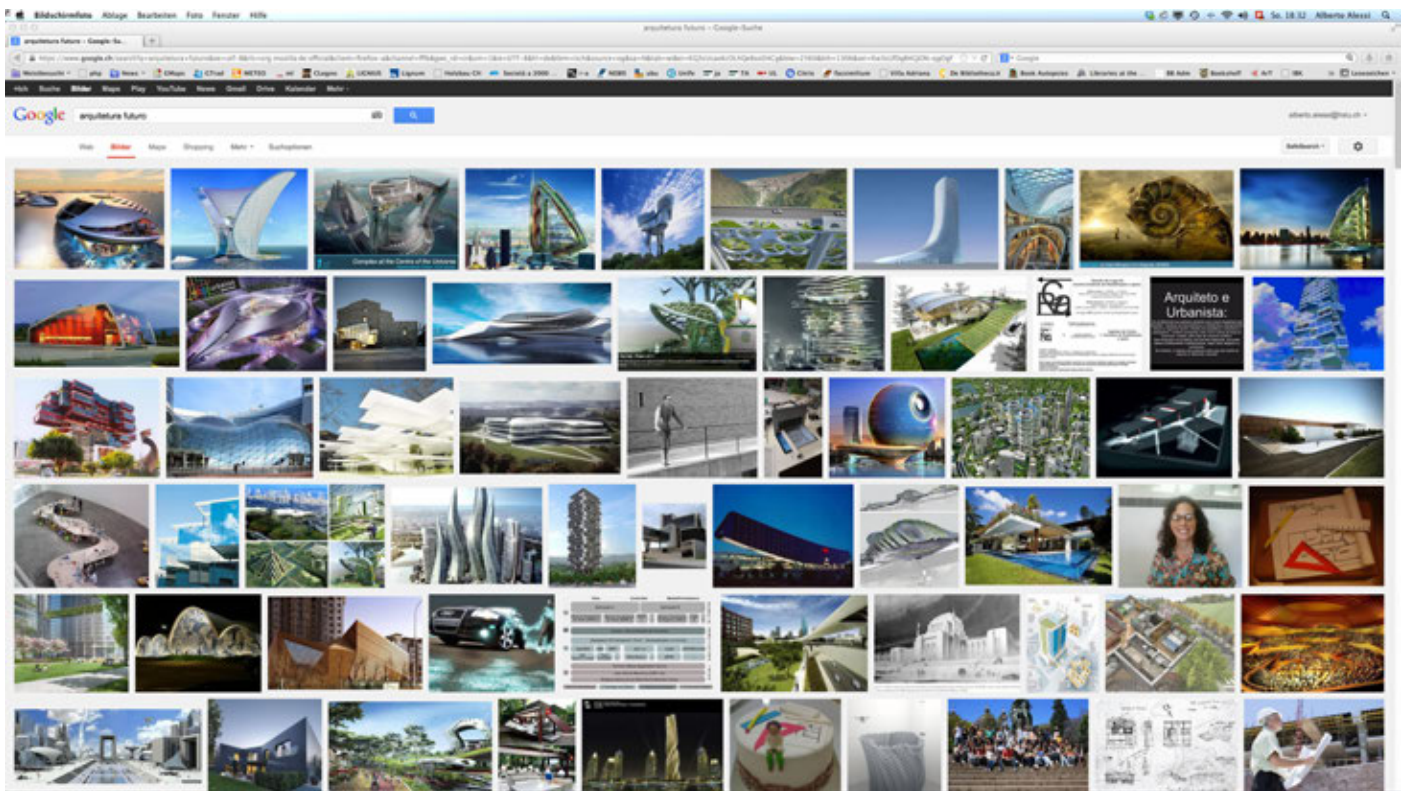
in Hindi



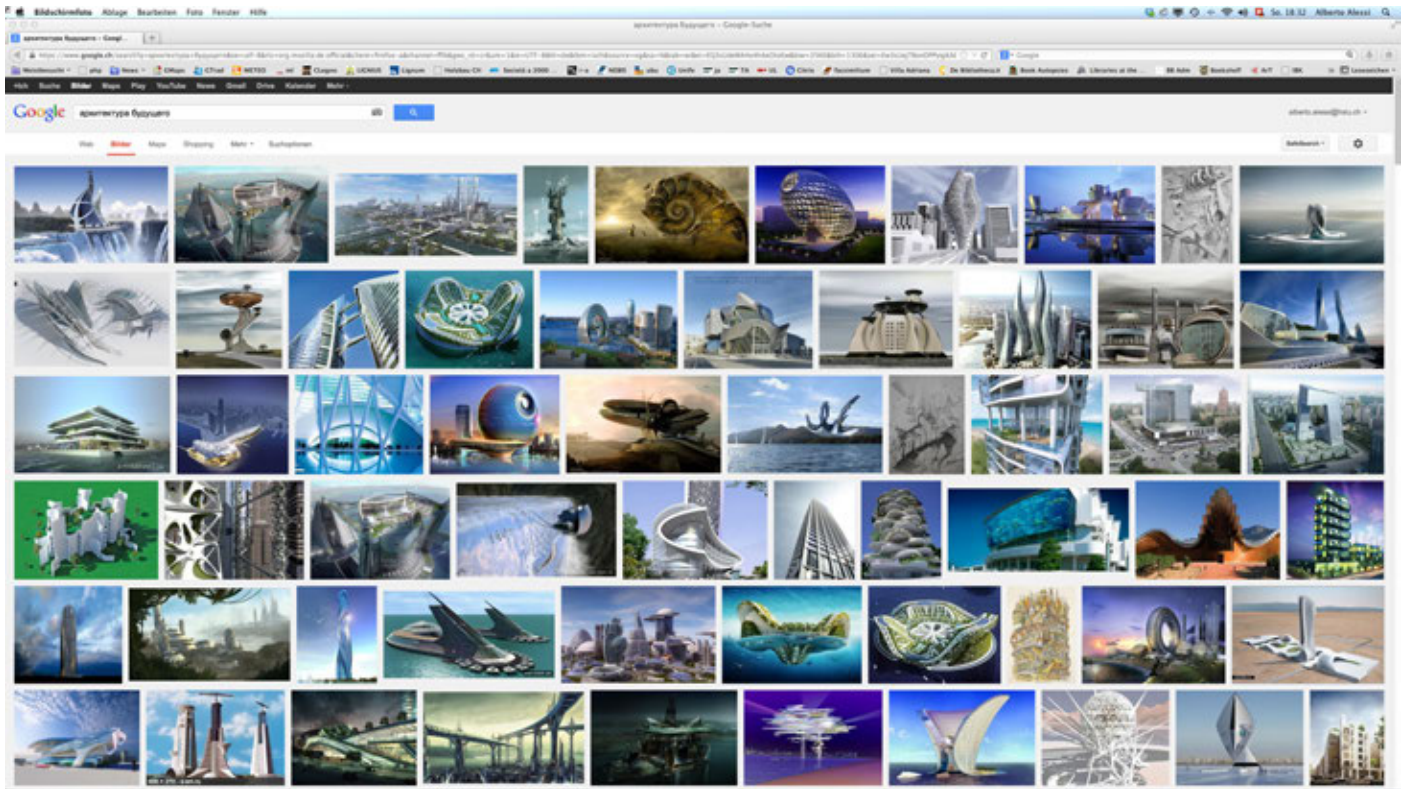
in Italian



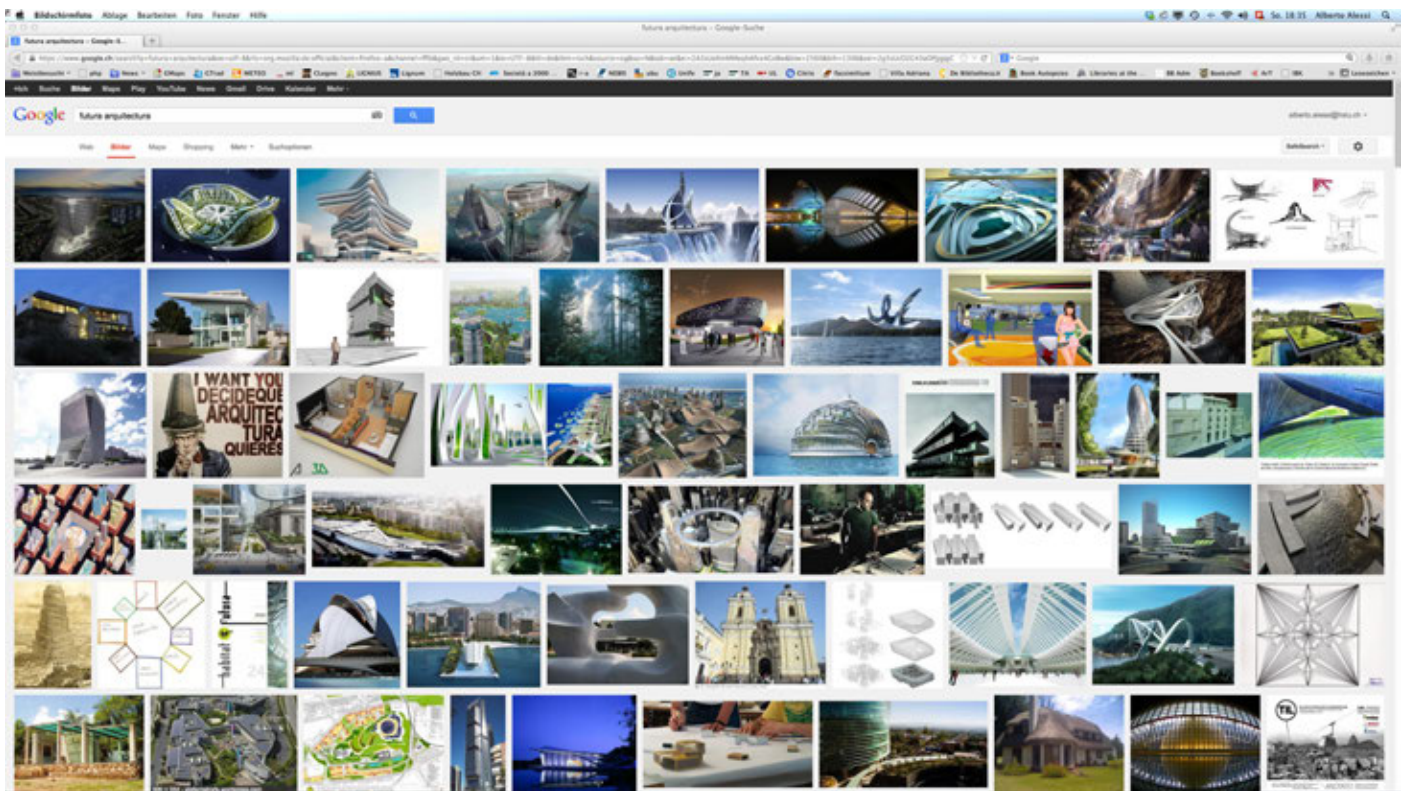
in Japanese



in Portuguese



in Russian



in Spanish

	Architecture Theory	Architecture History	Architecture Tradition	Architecture Future
<b>ARABIC</b>				
Localisation	Modernity	+ Arabicism	Arabicness	Internationality
Temporality	Historicity	Historicity	Historicity	Actuality
Thematic	Icons of the Modernity	Buildings & Persons	Buildings	Iconic Buildings & Persons
Typology	Mix of Images	Mix of Images	Mix of Images	Mix of Images
Special effects	LC, Wright	-	-	CCTV
<b>CHINESE</b>				
Localisation	Mix of Images	Westernness	Chineseness	Internationality
Temporality	Actuality	Historicity	Historicity	Actuality
Thematic	+ Books	Buildings & Books	Buildings & Details	Iconic Buildings
Typology	Mix of Images	Mix of Images	Mix of Images	Realistic Images
Special effects	Wright, Eisenman	-	-	Sejima
<b>ENGLISH</b>				
Localisation	Westernness	Westernness	Internationality	Internationality
Temporality	Historicity	Historicity	Historicity	Actuality
Thematic	Books & Diagrams	+ Buildings	Buildings	Iconic Buildings
Typology	Mix of Images	Mix of Images	Mix of Images	Realistic Images
Special effects	Theory by Taschen	-	-	-
<b>ESPERANTO</b>				
Localisation	Westernness	Westernness	Internationality	Internationality
Temporality	Actuality	Historicity	Historicity	Actuality
Thematic	Books & Diagrams	Buildings & Designers	Buildings & Persons	Iconic Buildings
Typology	Mix of Images	Mix of Images	Mix of Images	Realistic Images
Special effects	Theory by Taschen	-	-	-
<b>FRENCH</b>				
Localisation	Westernness	Westernness	+ Extra-Europeanness	Internationality
Temporality	Historicity	Historicity	Historicity	Actuality
Thematic	Books & Persons	Buildings & Books	Buildings & Details	Iconic Buildings
Typology	Mix of Images	Mix of Images	Mix of Images	Realistic Images
Special effects	Theory by Taschen	-	-	-
<b>GERMAN</b>				
Localisation	Westernness	Westernness	+ Extra-Europeanness	Internationality
Temporality	Historicity	Historicity	Historicity	Actuality
Thematic	Books & Persons	+ Buildings	Buildings	Iconic Buildings
Typology	Mix of Images	Mix of Images	Mix of Images	only Realistic Images
Special effects	Theory by Taschen	-	-	-
<b>HINDI</b>				
Localisation	Indianness	Easternness	Indianness	Easternness
Temporality	+ Historicity	Historicity	Historicity & Actuality	Historicity & Actuality
Thematic	Buildings & Persons	Buildings & Persons	+ Buildings	Iconic Buildings
Typology	Mix of Images	Mix of Images	Mix of Images	Mix of Images
Special effects	-	-	Prince Charles	-
<b>ITALIAN</b>				
Localisation	Westernness	Westernness	+ Extra-Europeanness	Internationality
Temporality	Historicity	Historicity	Historicity	Actuality
Thematic	Books & Persons	+ Books	Buildings	Iconic Buildings
Typology	Mix of Images	Mix of Images	Mix of Images	only Realistic Images
Special effects	Theory by Taschen	-	-	-
<b>JAPANESE</b>				
Localisation	Mix of Images	Westernness	Japaneseness	Internationality
Temporality	Historicity & Actuality	Historicity	Historicity	Actuality
Thematic	Books & Persons	+ Books	Buildings & Details	Iconic Buildings & Persons
Typology	Mix of Images	Mix of Images	Mix of Images	Mix of Images
Special effects	Eisenman	-	-	-
<b>PORTUGUESE</b>				
Localisation	Mix of Images	Westernness	+ Portugueseeness	Internationality
Temporality	Actuality	Historicity	Historicity	Actuality
Thematic	+ Books	Buildings & Books	Buildings & Details	Iconic Buildings
Typology	Mix of Images	Mix of Images	Realistic Images	Realistic Images
Special effects	Theory by Taschen	-	-	-
<b>RUSSIAN</b>				
Localisation	Westernness	Westernness	Internationality	Internationality
Temporality	Historicity	Historicity	Historicity & Actuality	Actuality
Thematic	Books & Persons	Buildings & Books	Buildings & Details	Iconic Buildings
Typology	Mix of Images	Drawings	Mix of Images	Realistic Images
Special effects	-	-	-	-
<b>SPANISH</b>				
Localisation	Westernness	Westernness	+ Spanishness	Internationality
Temporality	Historicity	+ Historicity	Historicity	Actuality
Thematic	Books, Buildings & Persons	Buildings & Books	Buildings & Details	Iconic Buildings
Typology	Mix of Images	Mix of Images	Realistic Images	Realistic Images
Special effects	Theory by Taschen	LC, Mies, Wright	-	Tower of Babel

