

Palast der Republik

iconically modeling a demolition process

Letícia Vitral

João Queiroz

1 – Premisses

2 – Peirce's Semiotic and iconicity

3 – The semiotic resources in the photobook – and their relations

4 – Final comments

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semiotic
resources
from very
distinct
nature

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semiotic
resources
from very
distinct
nature

iconic

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semiotic
resources
from very
distinct
nature

iconic indexical

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semiotic
resources
from very
distinct
natures
interacting
with one
another

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reveal an new
experience
about the
demolition
process of the
building

Peirce's Semiotic and iconicity

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ICONS

Similarity

Likeness

Resemblance

ICONS

Similarity

Likeness

Resemblance





“For a great distinguishing property of the icon is that by the direct observation of it other truths concerning its objects can be discovered than those which suffice to determine its construction”

Icons' Operational Concept

(Frederik Stjernfelt 2011)

ICON



manipulation
and
observation

new information about relations and structures

ICON



manipulation
and
observation

new information about **relations** and **structures**

DIAGRAMS

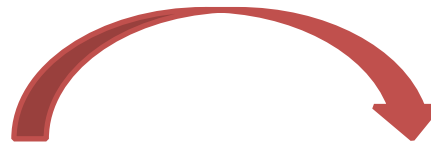
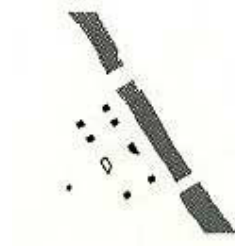


manipulation
and
observation

new information about **relations** and **structures**



PdR 081025 K3
Woche vom 25.10.2008
Kern 3



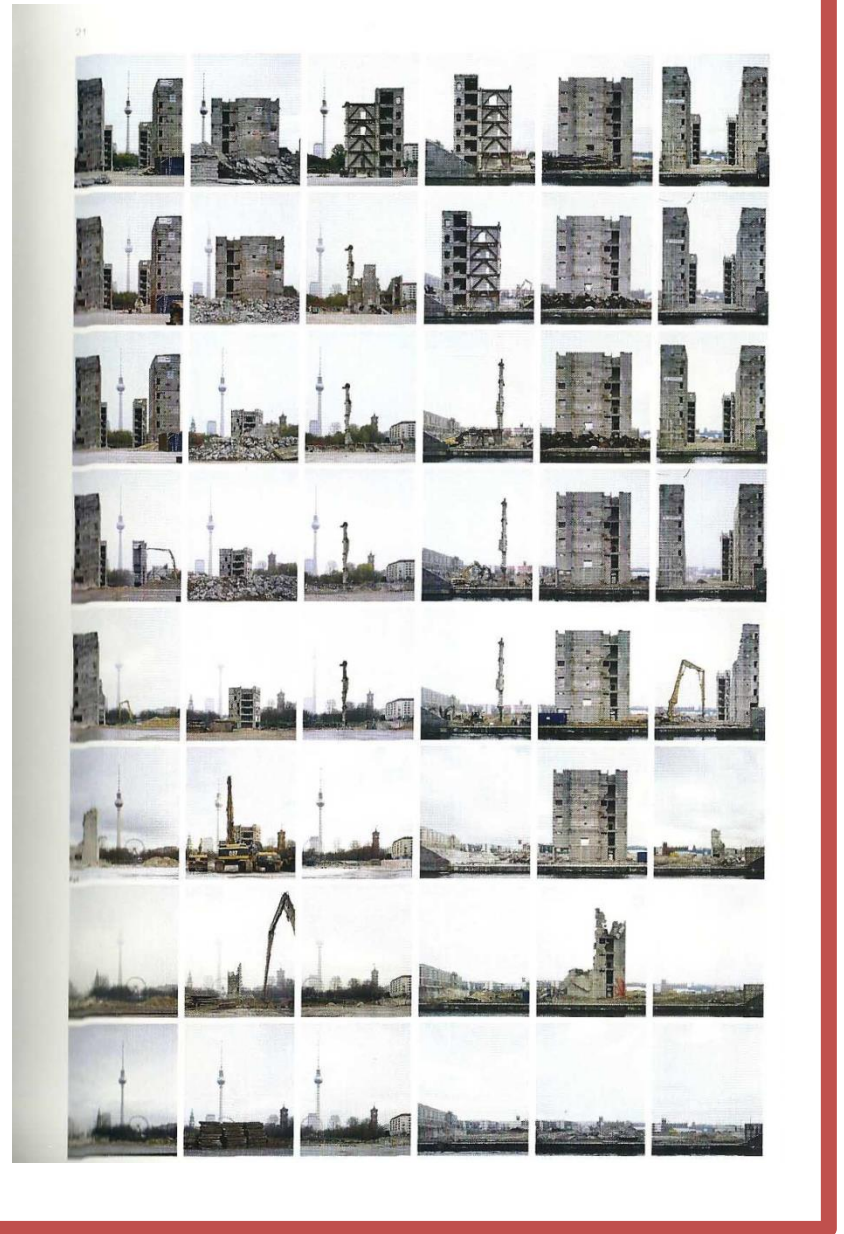
Demolition process (Object)

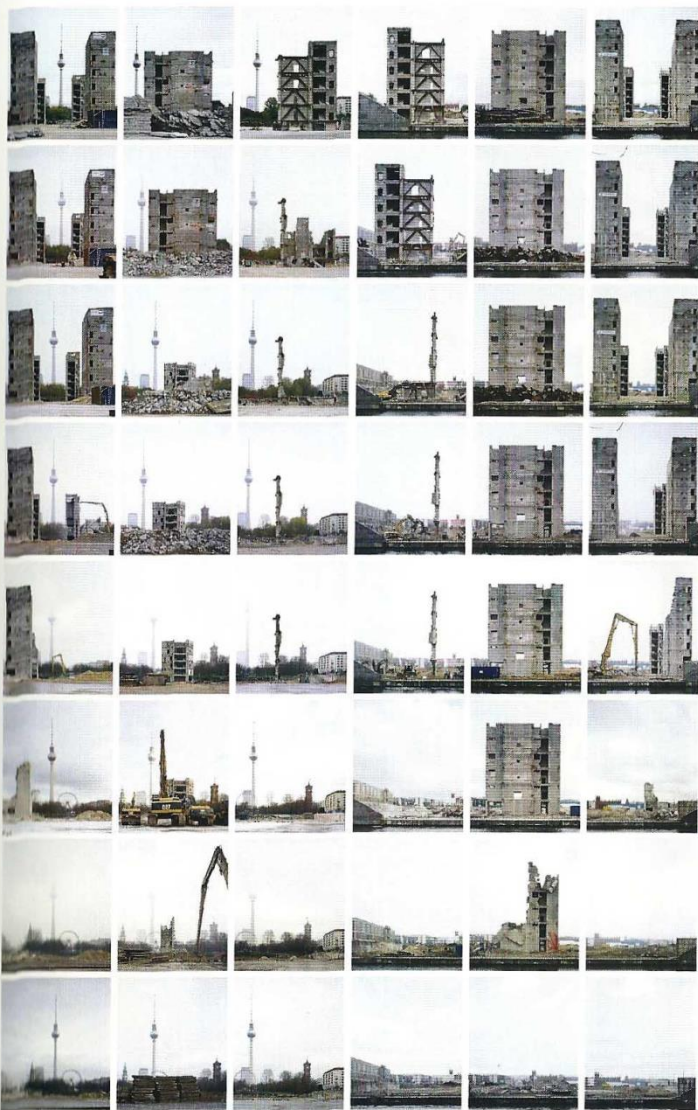
Icon (Sign)

How?

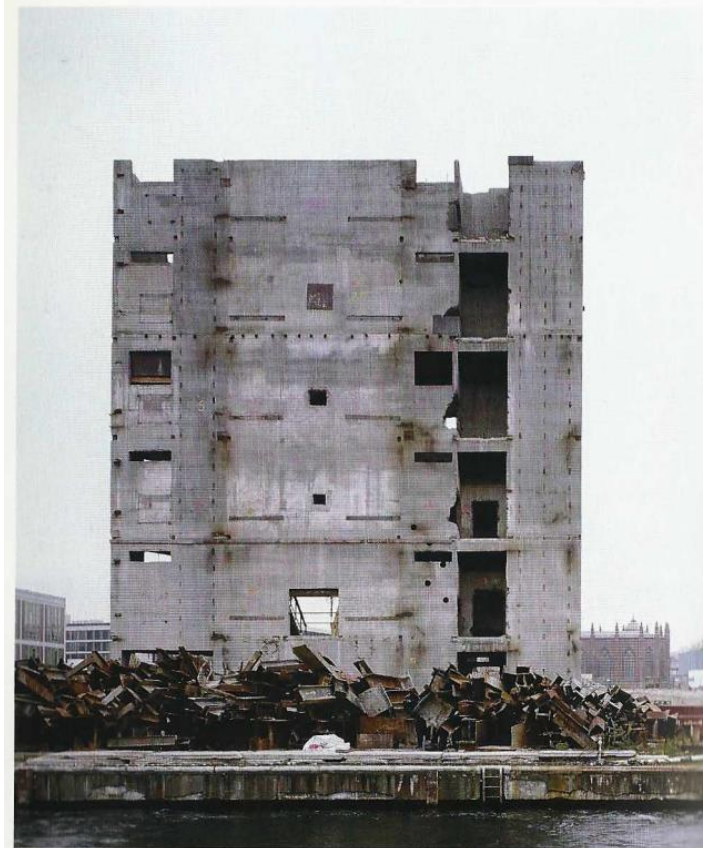
The semiotic resources in the photobook – and their relations







PdR 081025 K6
Woche vom 25.10.2008
Kern 6



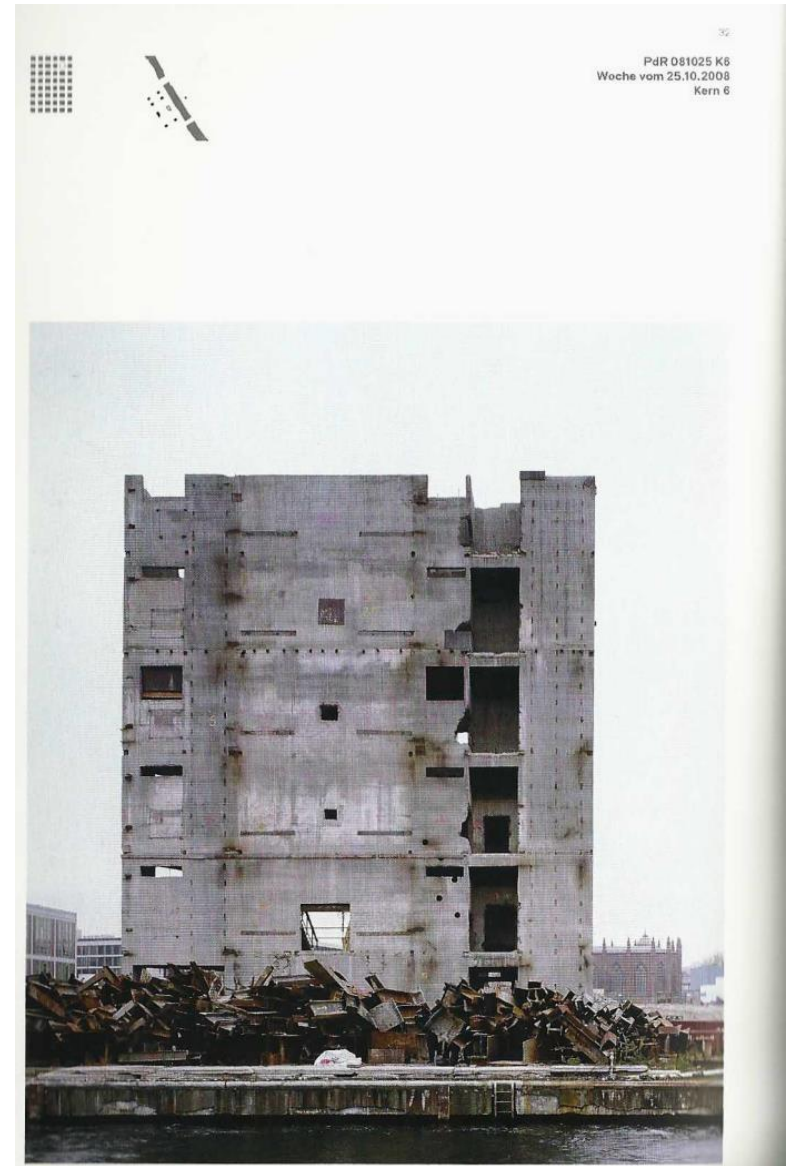
1. the initial grid

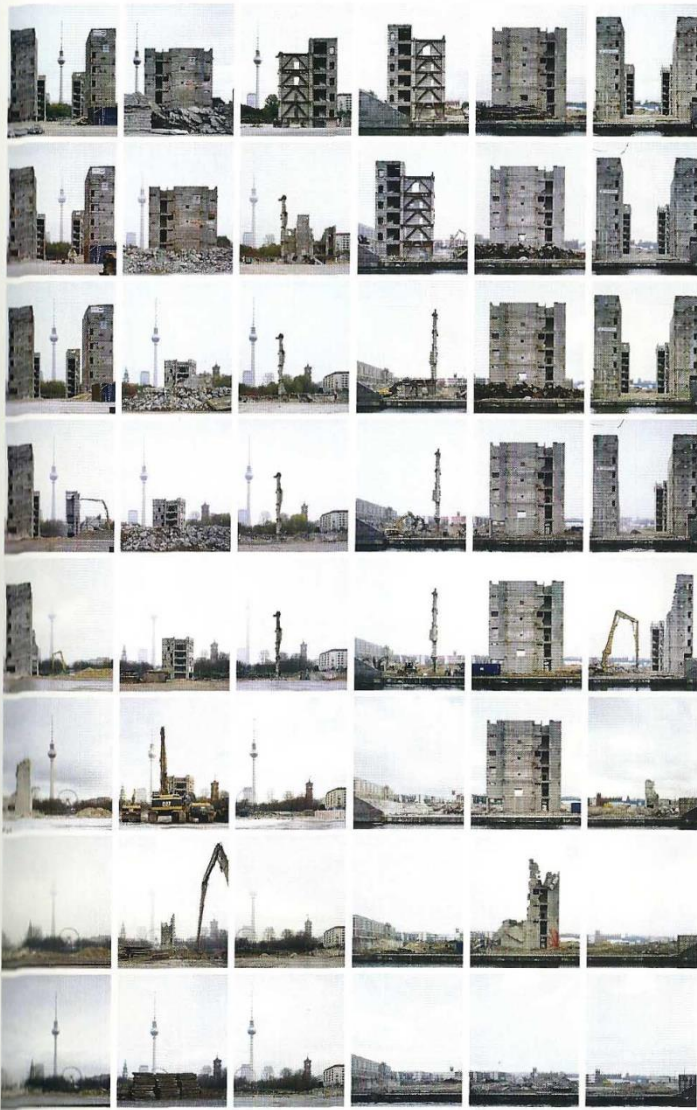
2.the photographs

3.the diagrams of the
initial grid

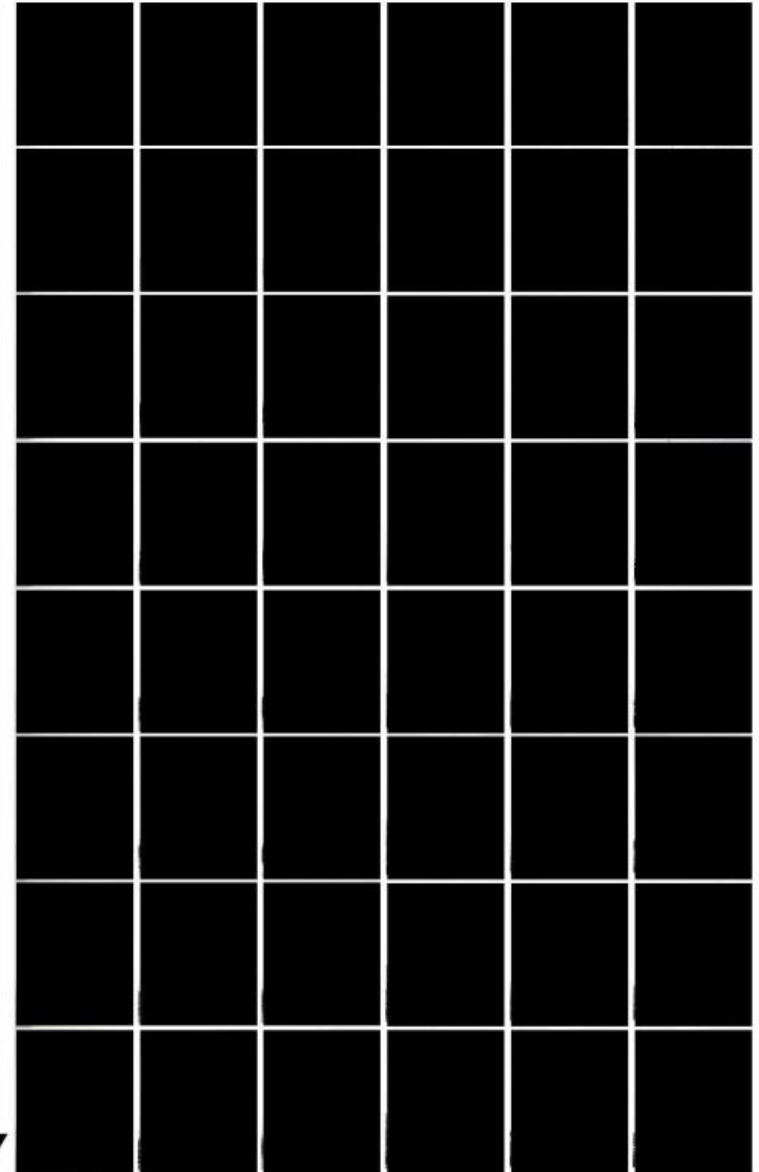
4.the simplified
floorplan

5.the written text



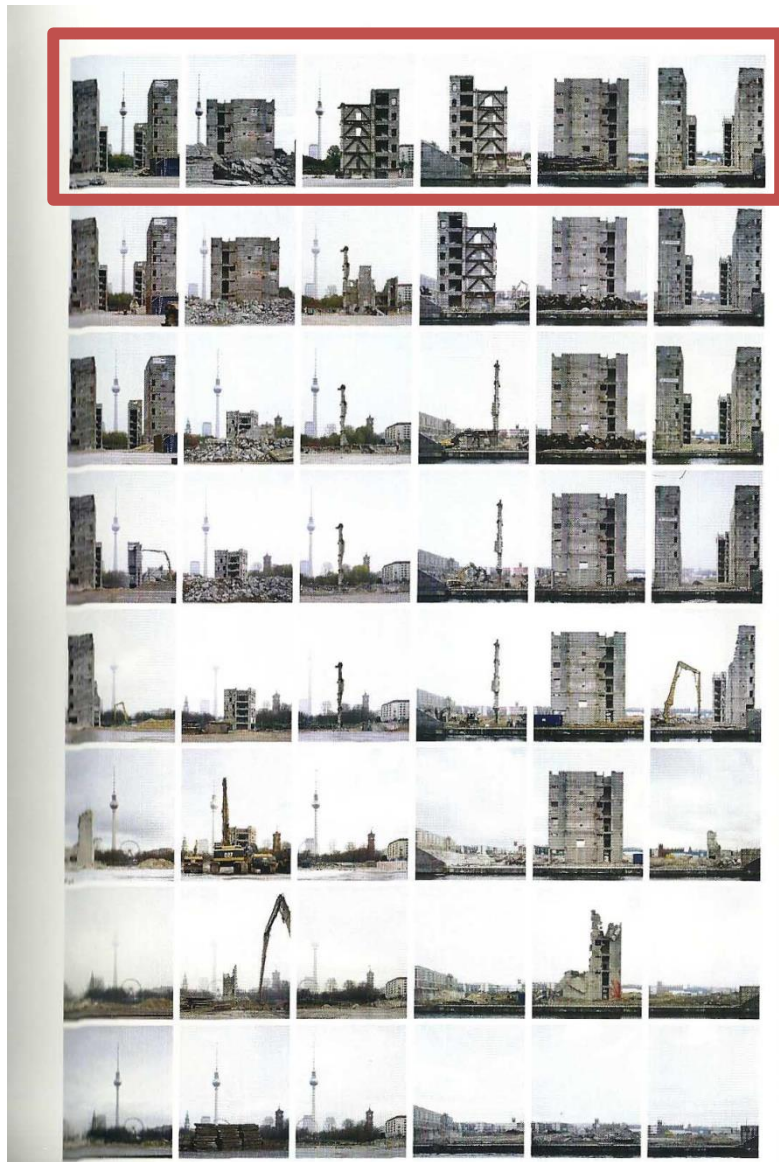


Axis-x: Spatial displacement

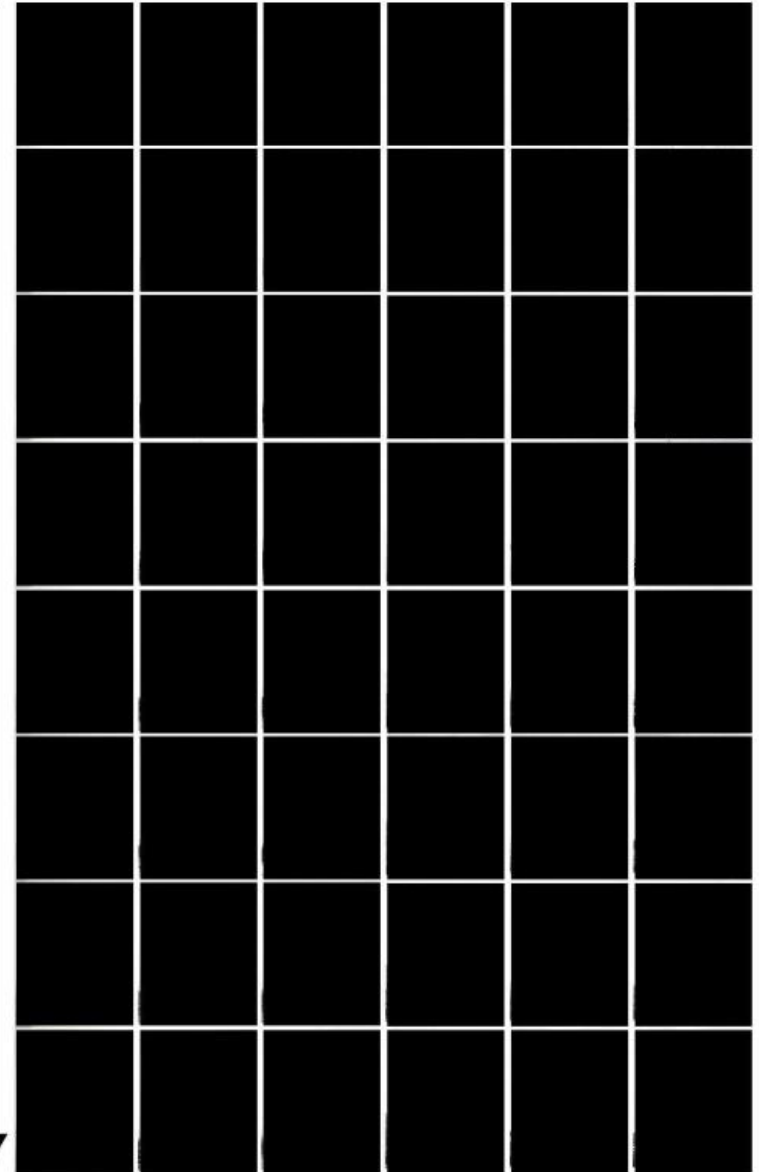


Axis-y:
Temporal
development

the initial grid



Axis-x: Spatial displacement

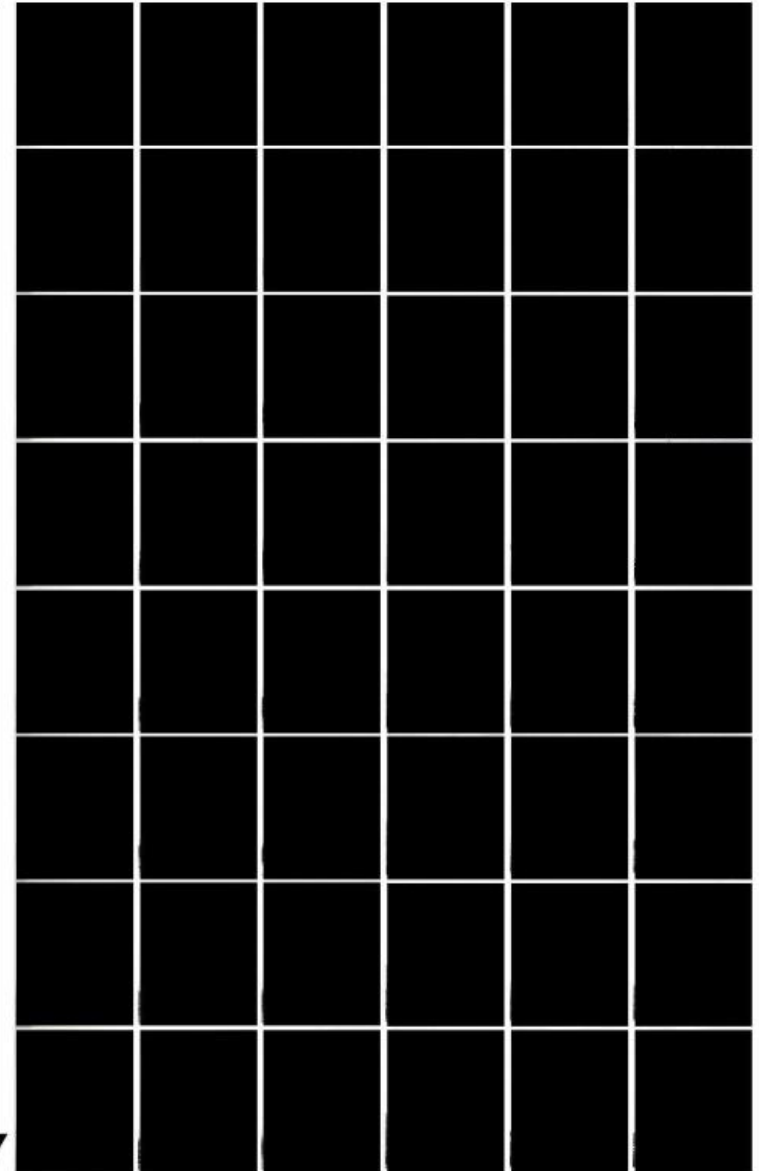


Axis-y:
Temporal
development

the initial grid

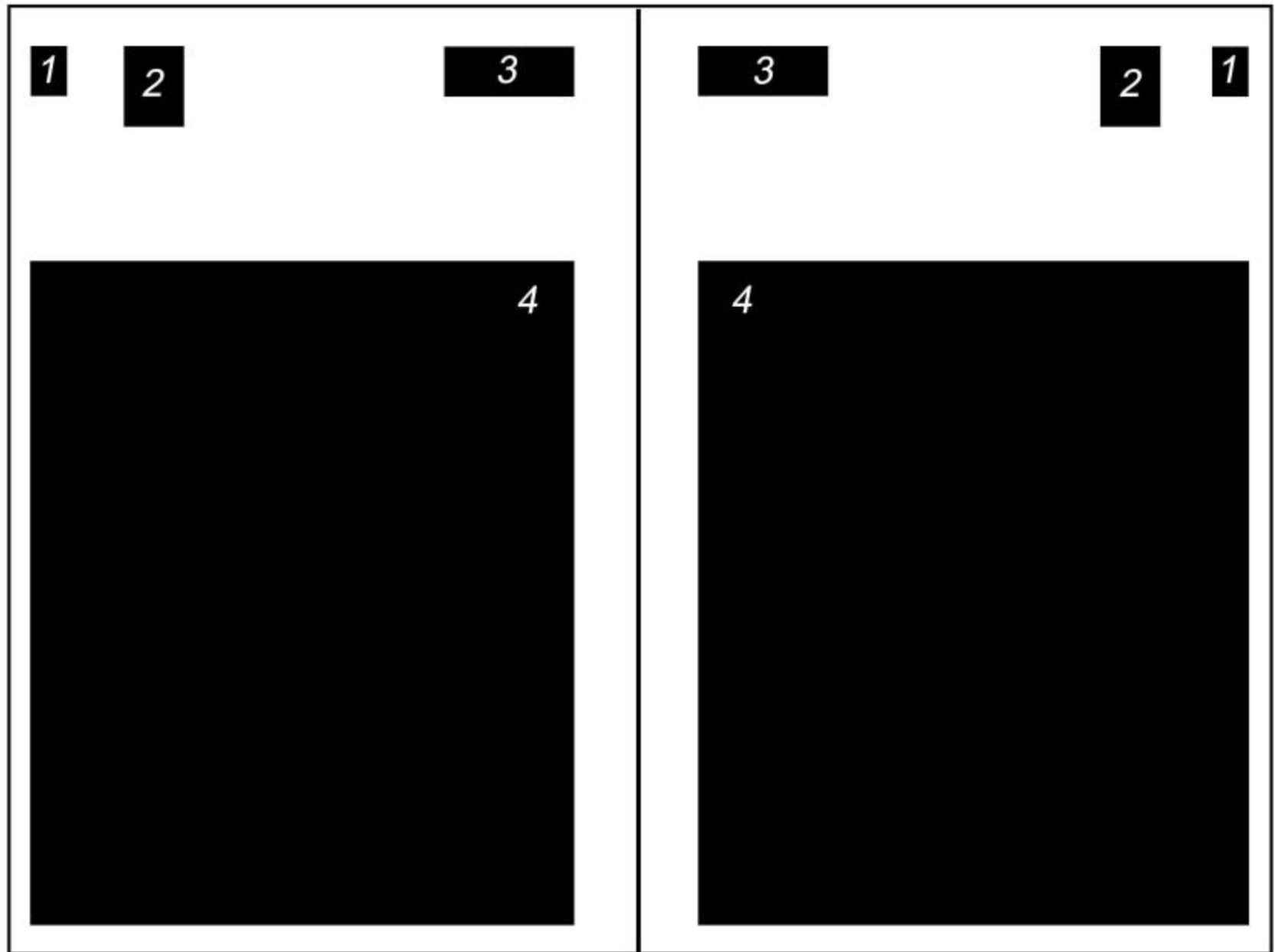


Axis-x: Spatial displacement

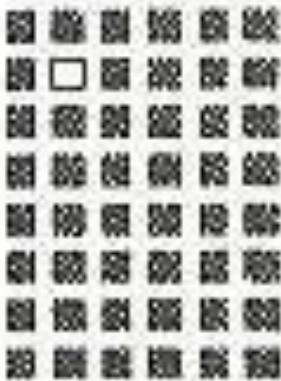


Axis-y:
Temporal
development

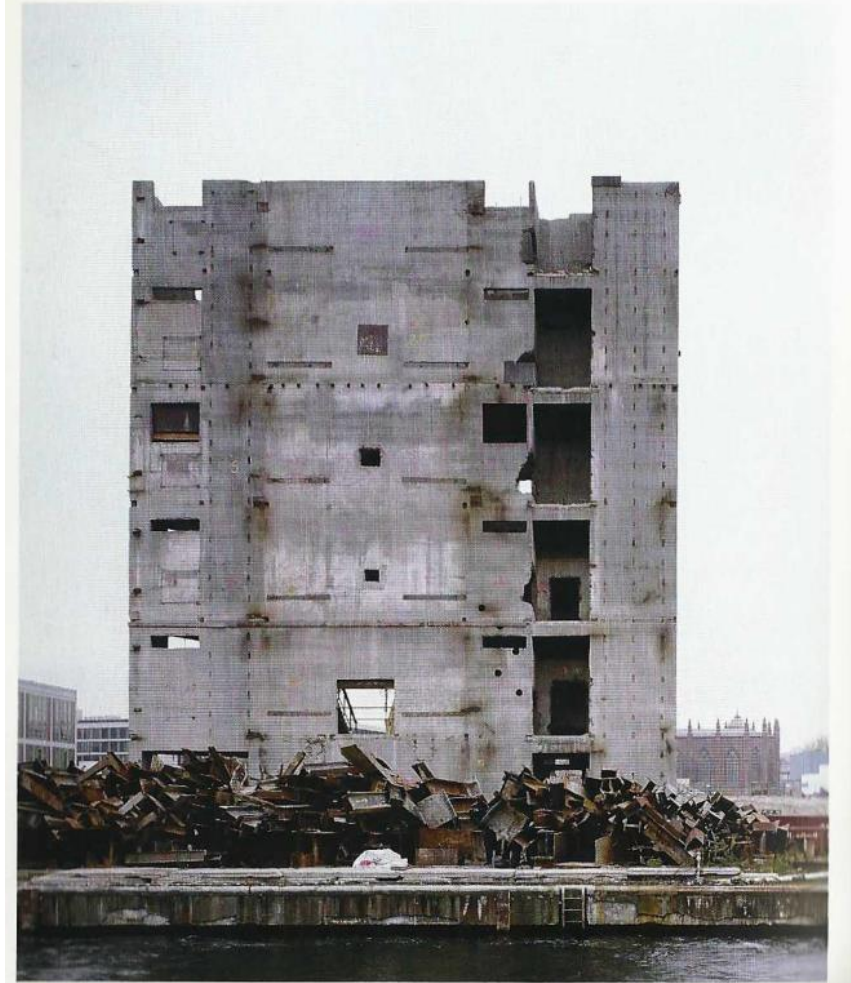
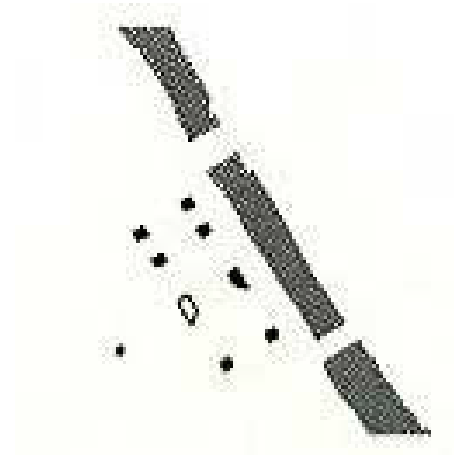
the initial grid



- 1 - Simplified grid
- 2 - Simplified floorplan
- 3 - Written text
- 4 - Photograph



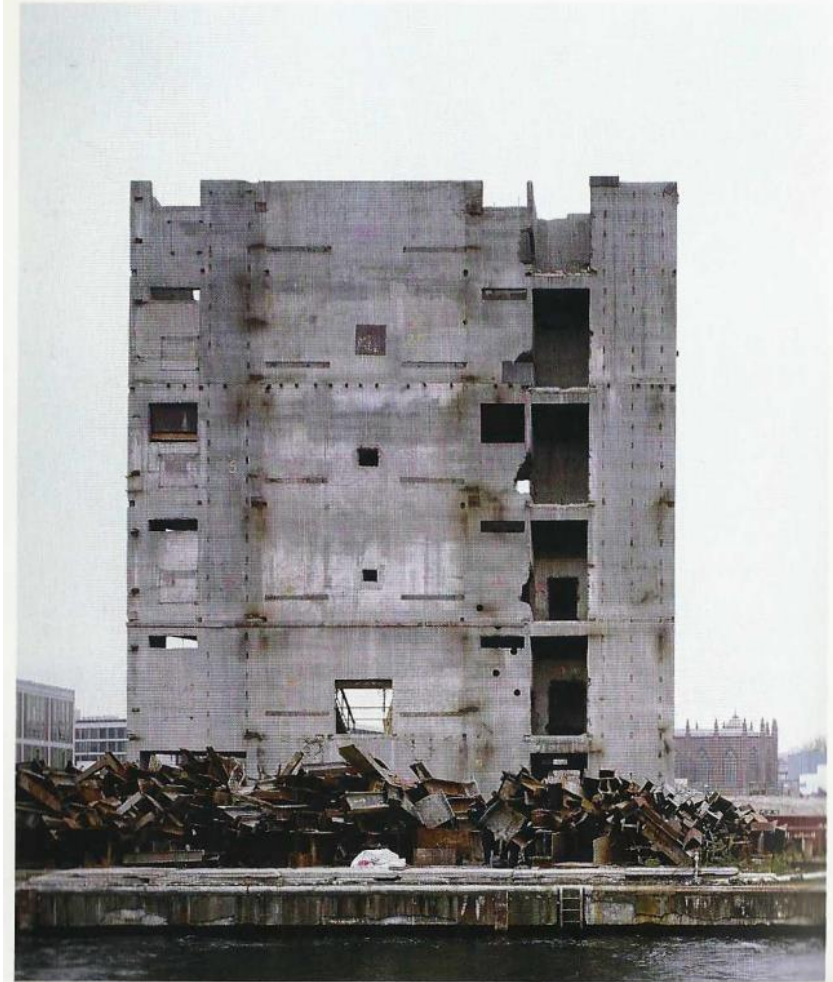
the diagrams of the initial grid



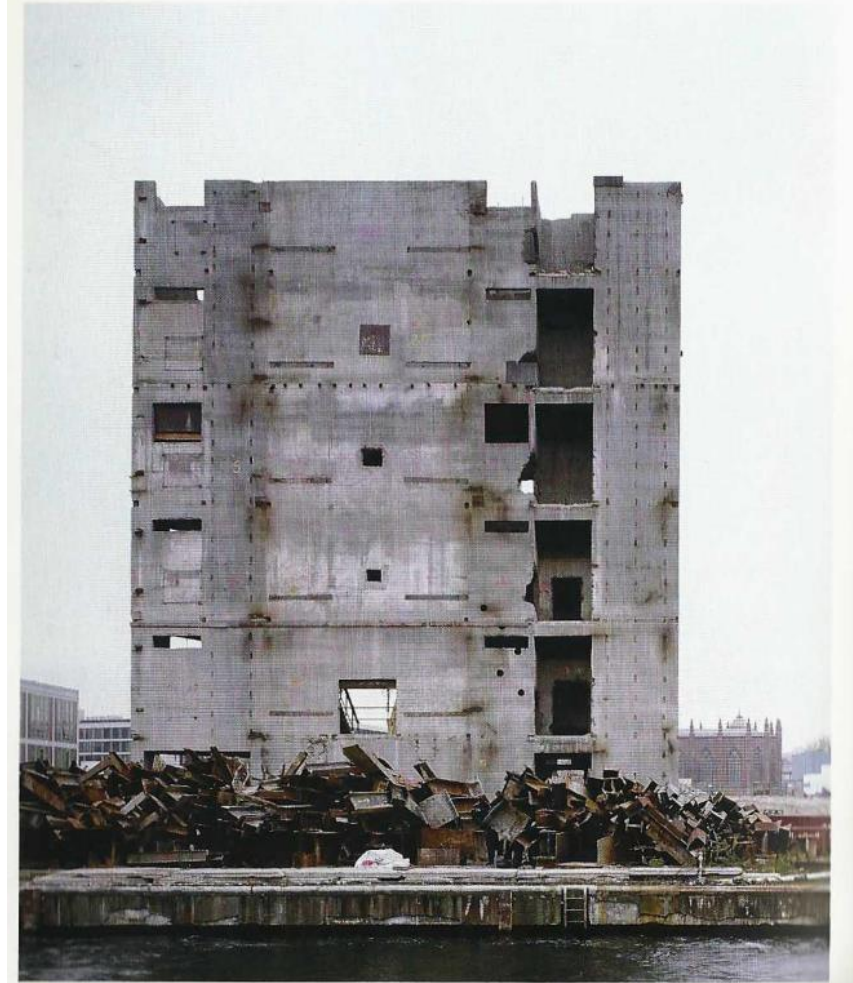
the simplified floorplan



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Woche vom 25.10.2008
Kern 3

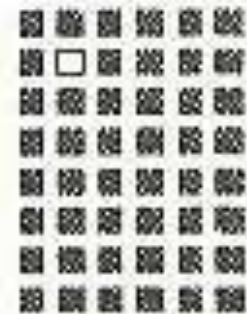
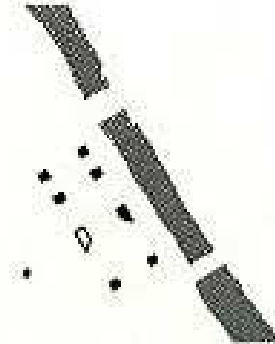


the written text



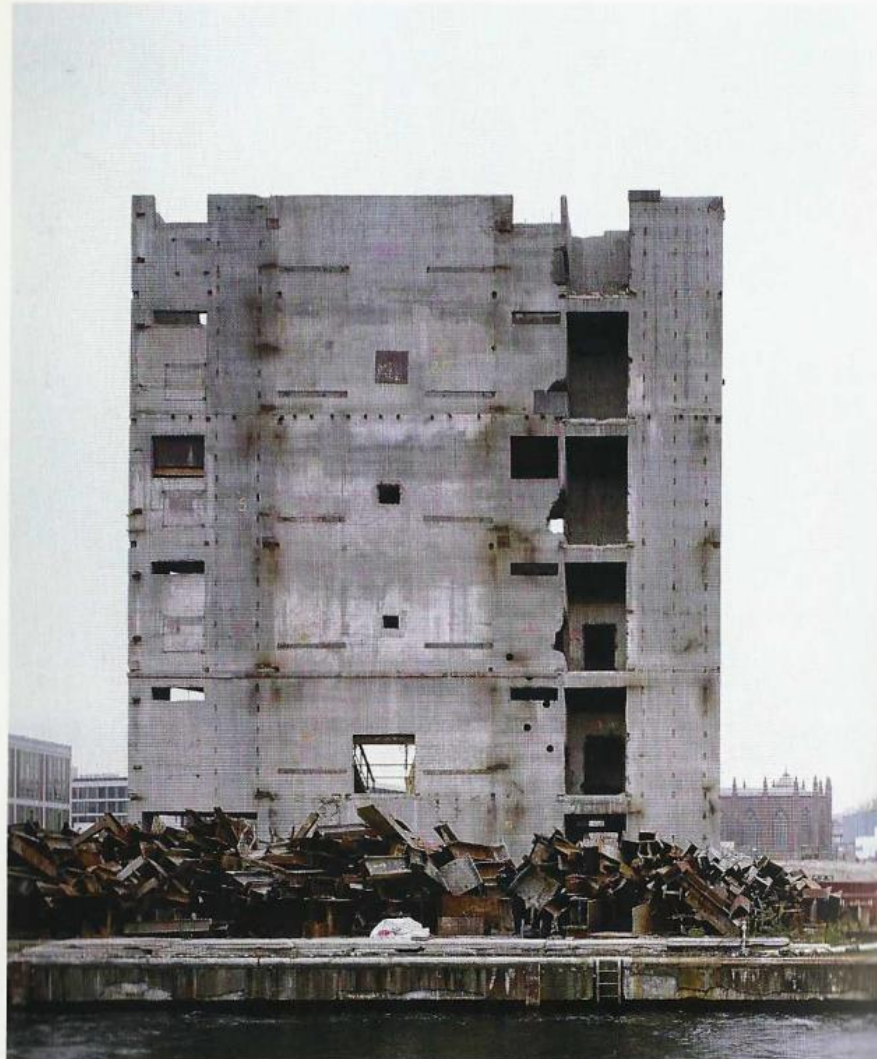
the photographs

PdR 081025 K3
Woche vom 25.10.2008
Kern 3





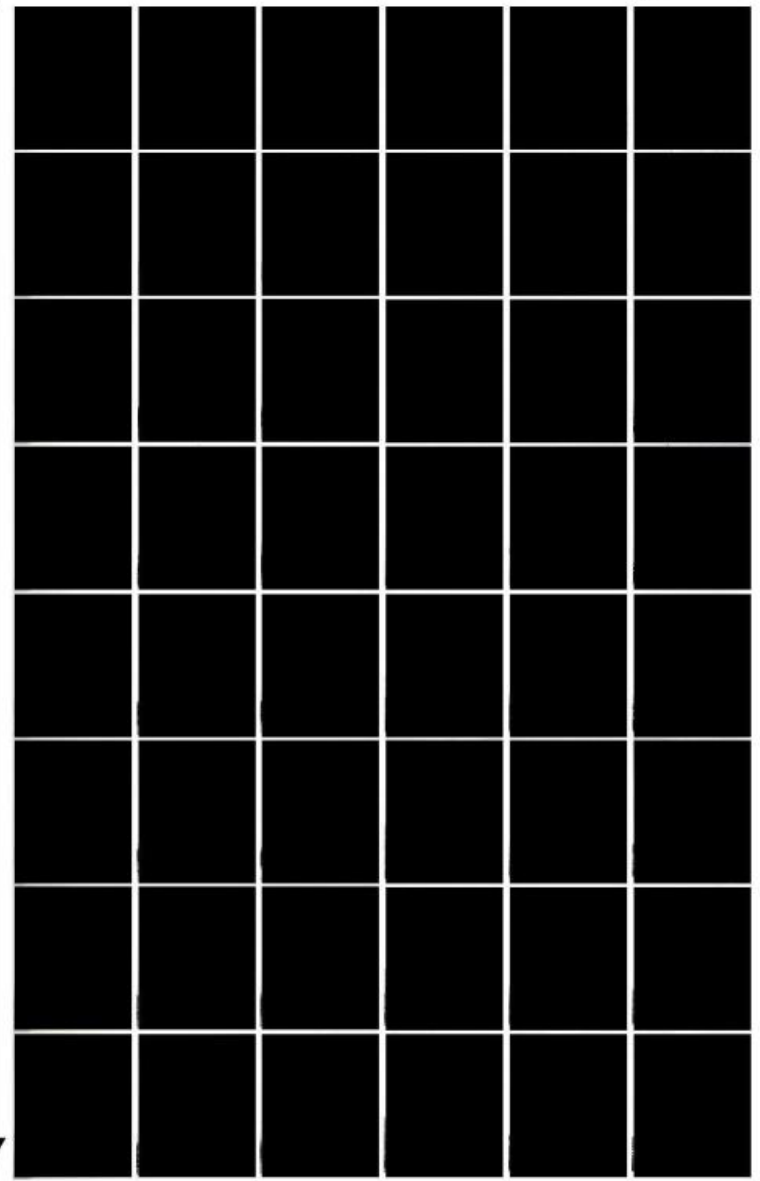
PdR 081025 K6
Woche vom 25.10.2008
Kern 6

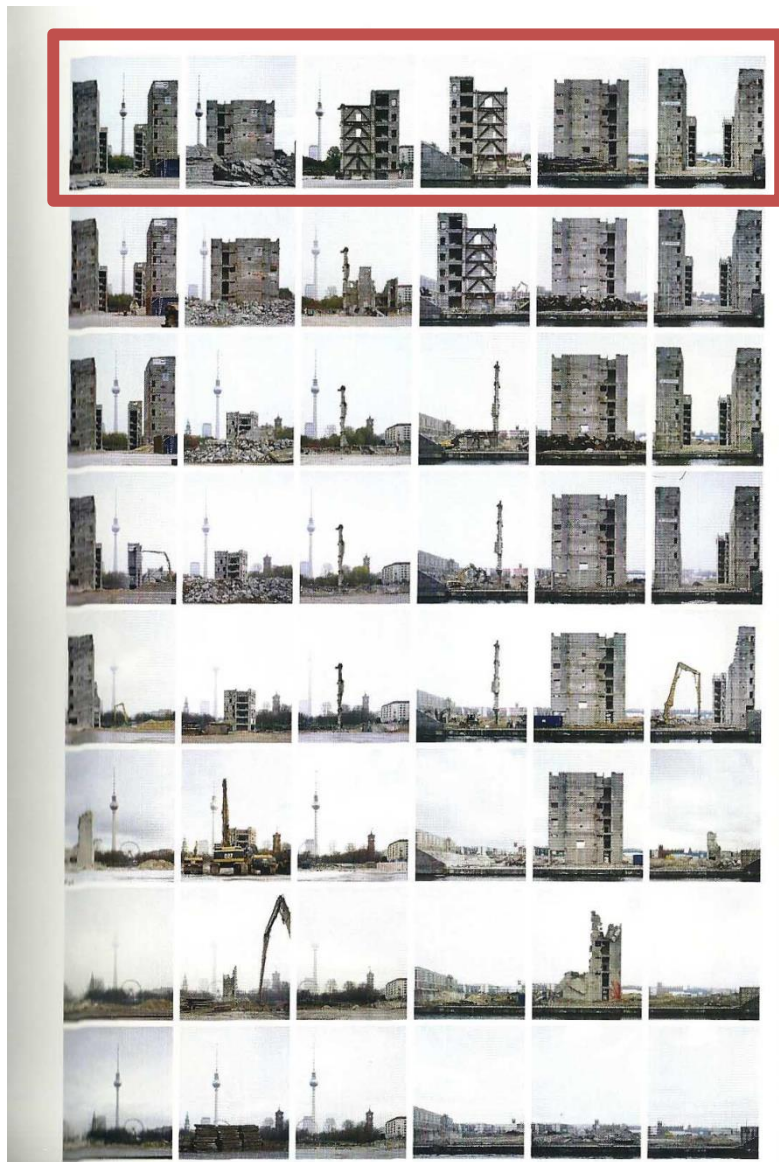




Axis-y:
Temporal
development

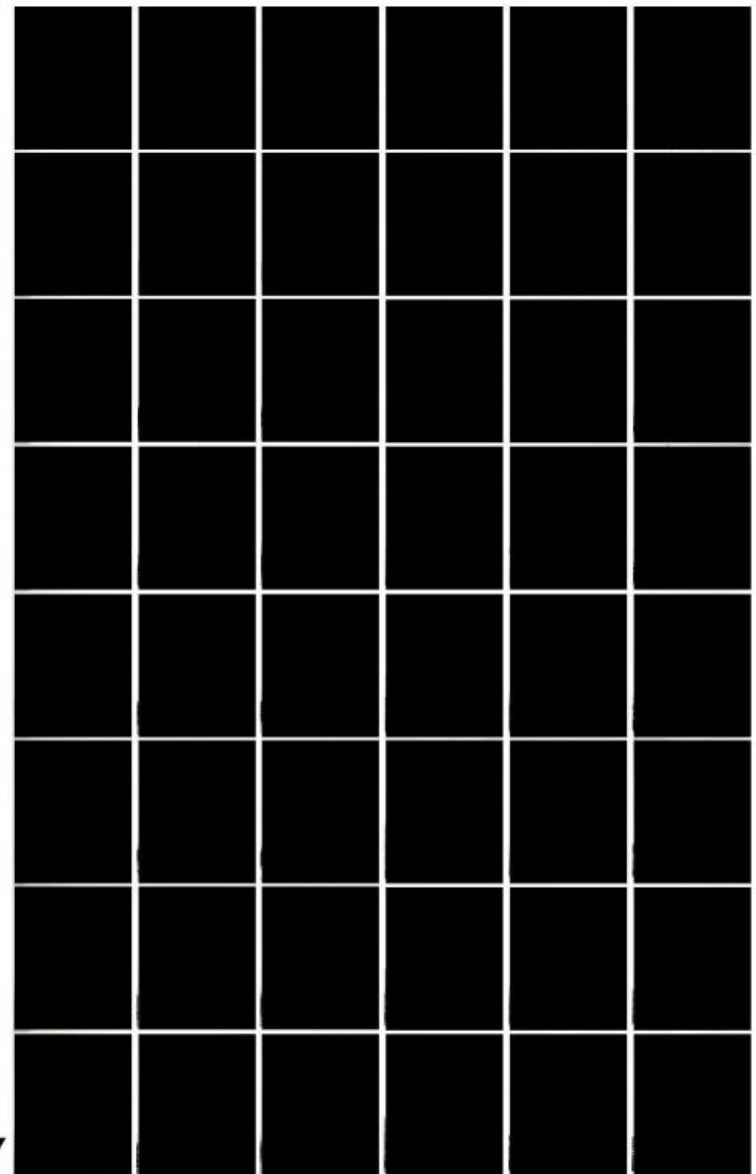
Axis-x: Spatial displacement

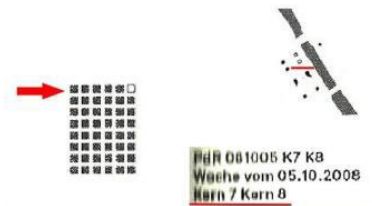
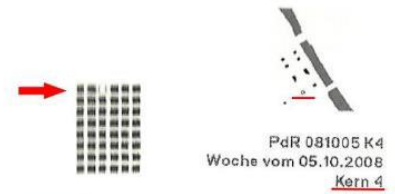
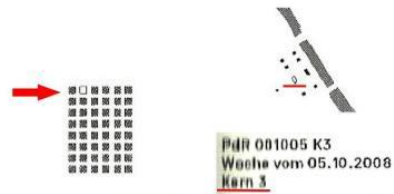
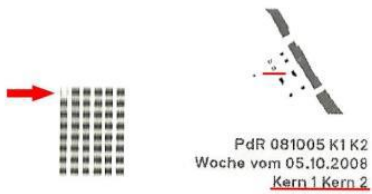




Axis-y:
Temporal
development

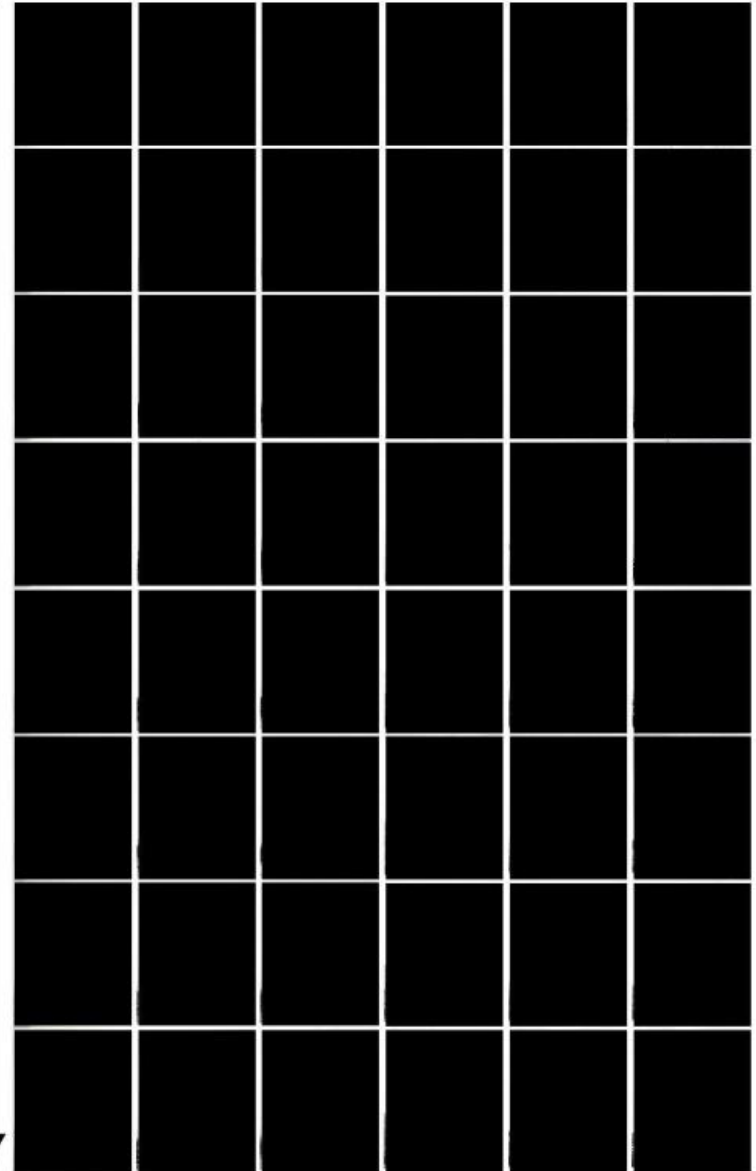
Axis-x: Spatial displacement







Axis-x: Spatial displacement



Axis-y:
Temporal
development



PdR 081005 K1K2
Woche vom 05.10.2008
Kern 1 Kern 2



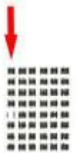
PdR 081025 K1K2
Woche vom 25.10.2008
Kern 1 Kern 2



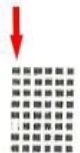
PdR 081101 K1K2
Woche vom 01.11.2008
Kern 1 Kern 2



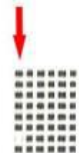
PdR 081108 K1K2
Woche vom 08.11.2008
Kern 1 Kern 2



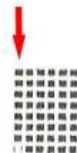
PdR 081115 K1K2
Woche vom 15.11.2008
Kern 1 Kern 2



PdR 081122 K1K2
Woche vom 22.11.2008
Kern 1 Kern 2



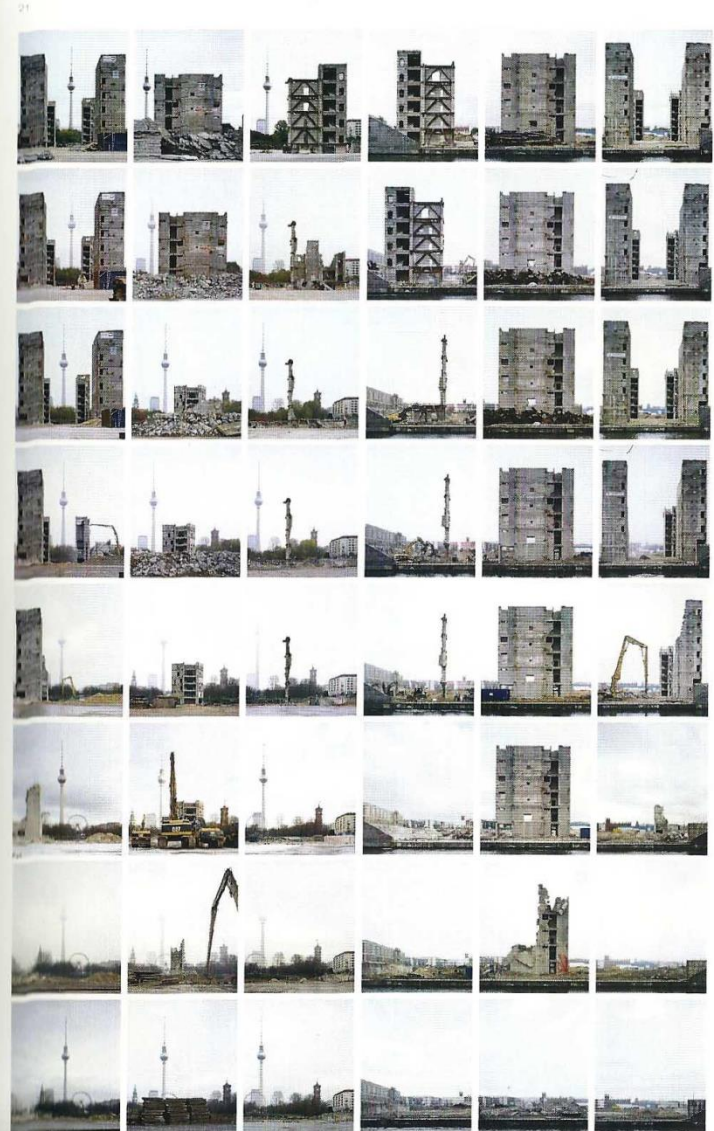
PdR 081129 K1K2
Woche vom 29.11.2008
Kern 1 Kern 2



PdR 081206 K1K2
Woche vom 06.12.2008
Kern 1 Kern 2



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manipulation

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reasoning manipulation

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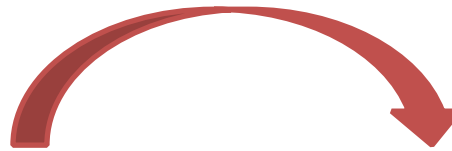
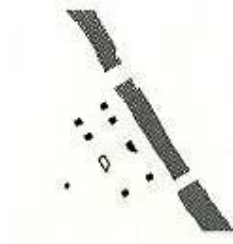


reasoning **manipulation** motor

Final comments



PdR 081025 K3
Woche vom 25.10.2008
Kern 3



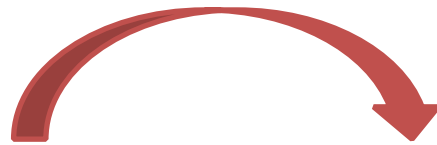
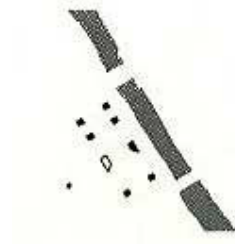
Demolition process (Object)



Icon (Sign)



PdR 081025 K3
Woche vom 25.10.2008
Kern 3



Demolition process (Object)



MODEL

Model?



Model?



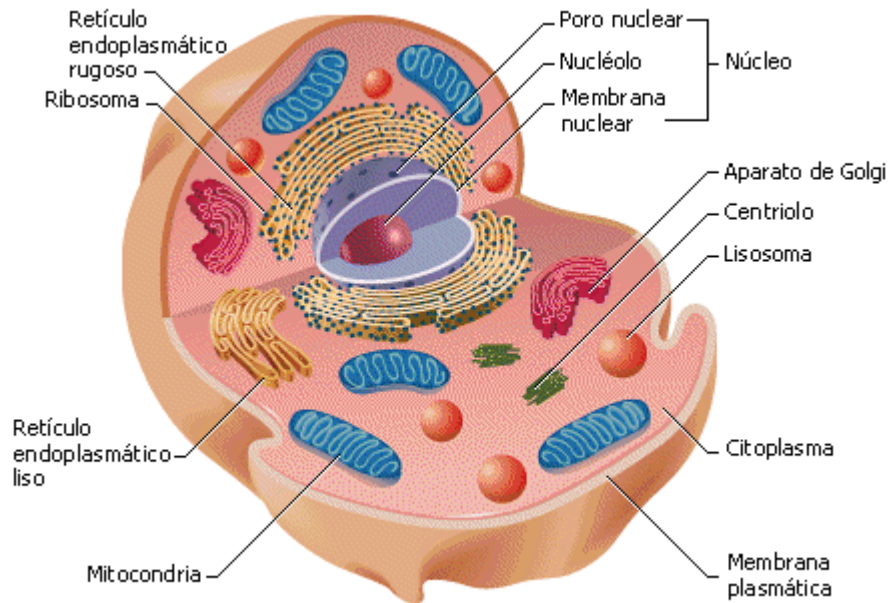
$$3\frac{dy}{dx} + 12y = 4$$

Model?



$$3 \frac{dy}{dx} + 12y = 4$$

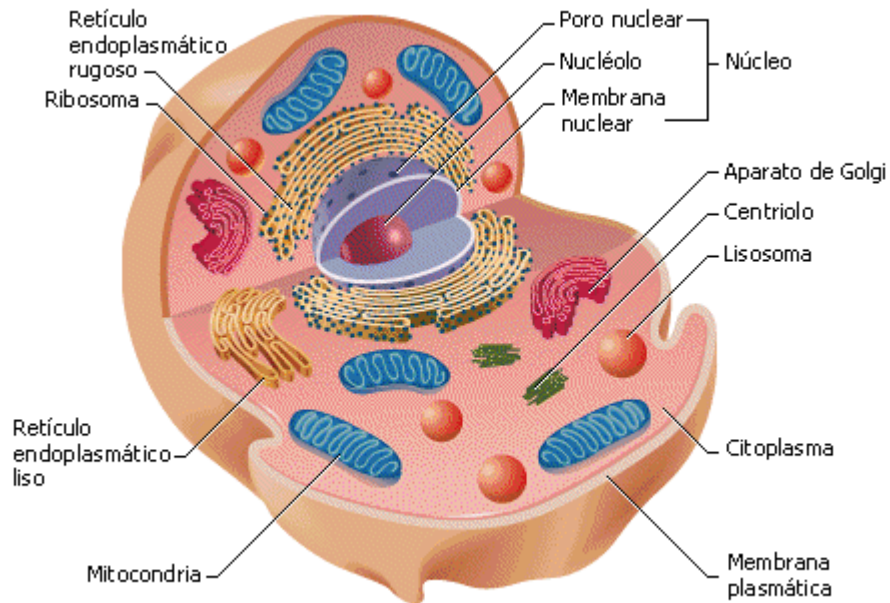
Model?





$$3 \frac{dy}{dx} + 12y = 4$$

Model?



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model

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reveal
properties and
information

model



model



reveal
properties
and
information

EPISTEMIC
ARTIFACTS

How?

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the material
dimension of
models is of
main
importance for
its productivity
and its
workability



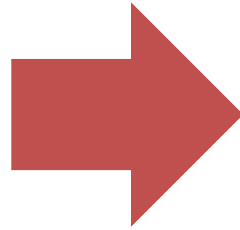
PdR 081025 K3
Woche vom 25.10.2008
Kern 3



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the material
dimension of
models is of
main
importance for
its productivity
and its
workability



Presenting us
with new
information and
raising new
problems and
questions

Thank you!

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queirozj@gmail.com

[irg] iconicity
research
group