

REOCUPAR O ESPAÇO INFORMAC IONAL

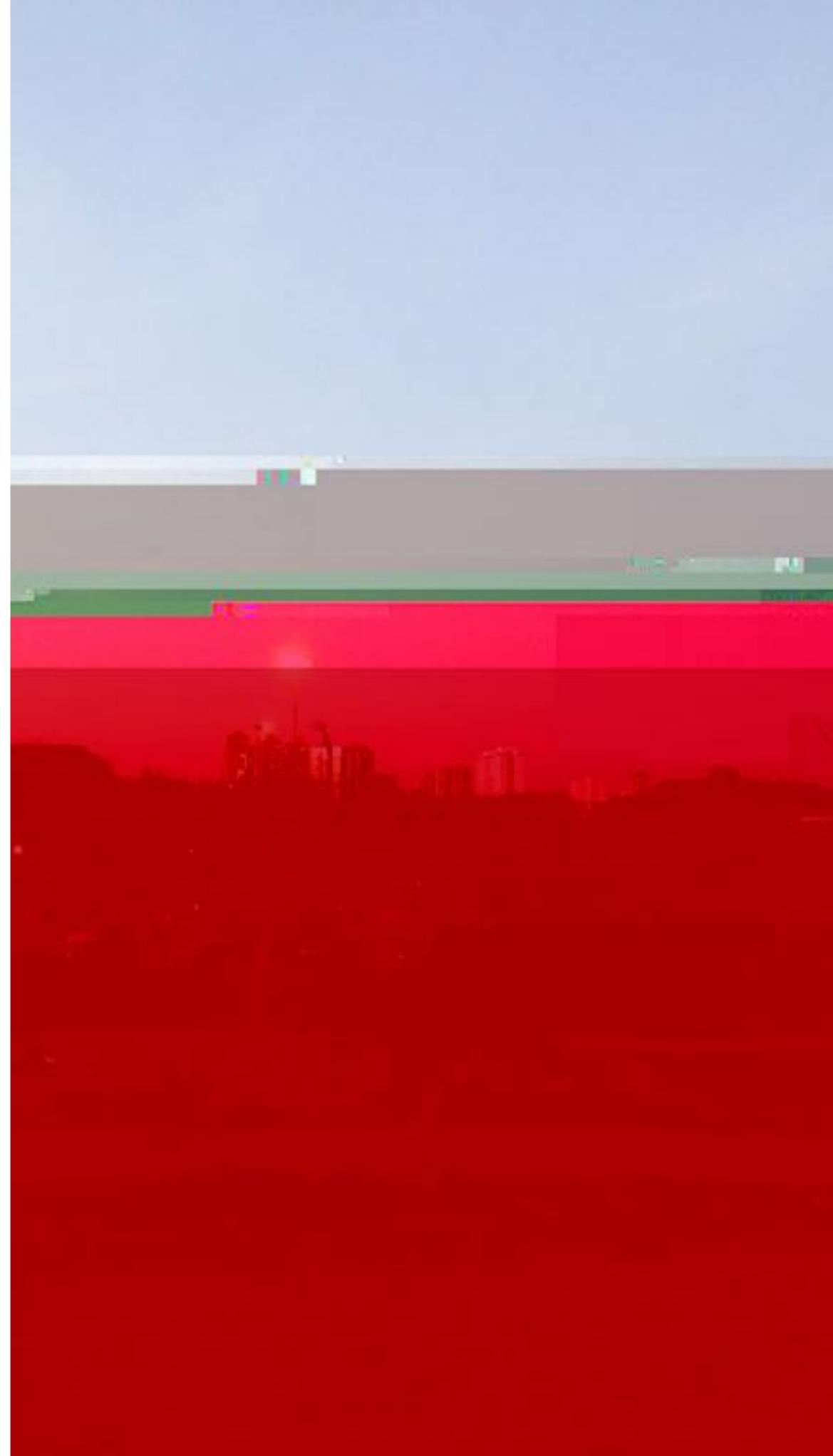
Giselle Beiguelman

USP (Universidade de São Paulo)

FAU - Faculdade de Arquitetura e Urbanismo

São Paulo, SP, Brasil

gbeiguelman@usp.br



ANOS 1980

Tecnoestéticas e Tecnopolíticas

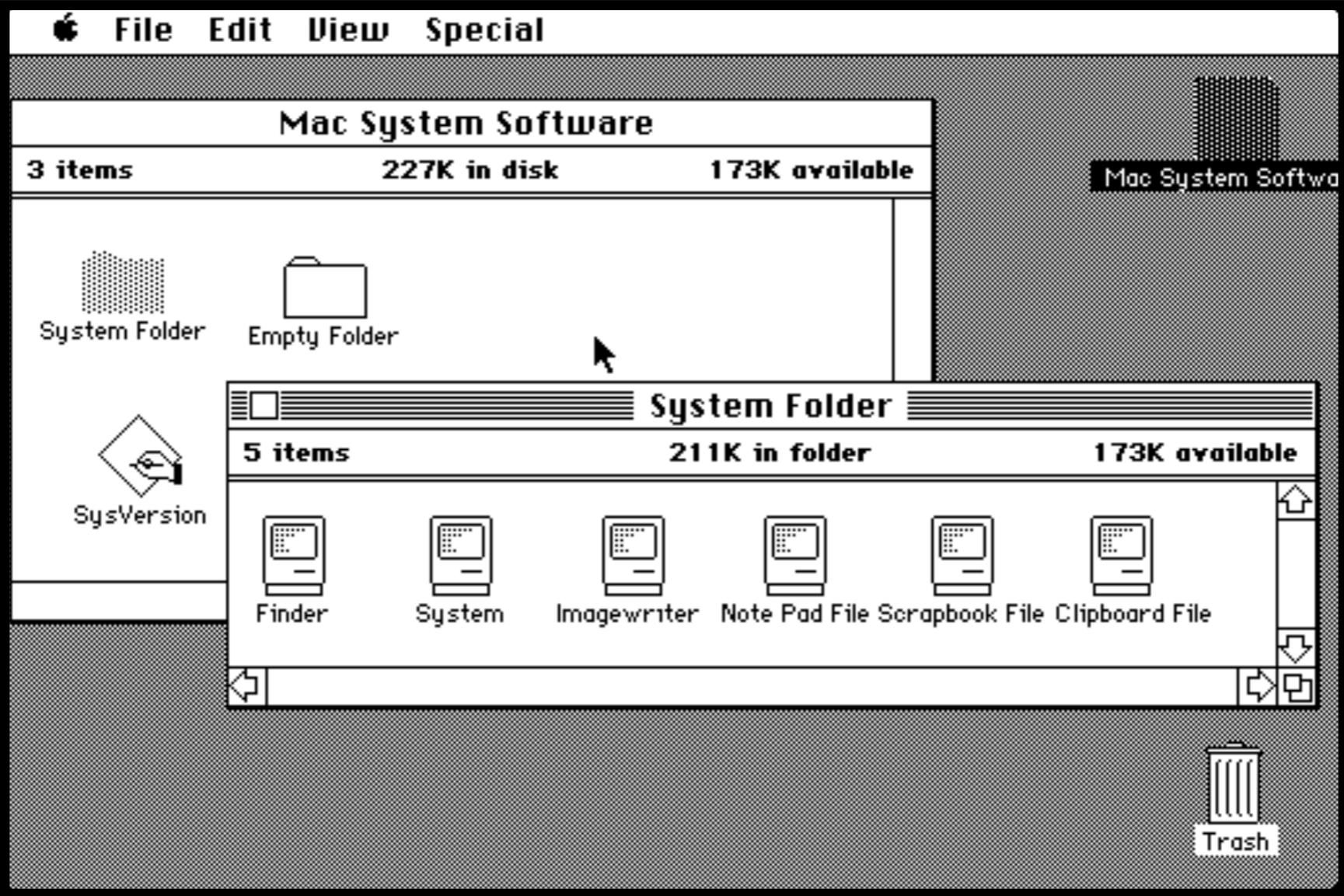
**TECNO-NOIR
X**

MODERNISMO BAUHAUS



Blade Runner (1982)

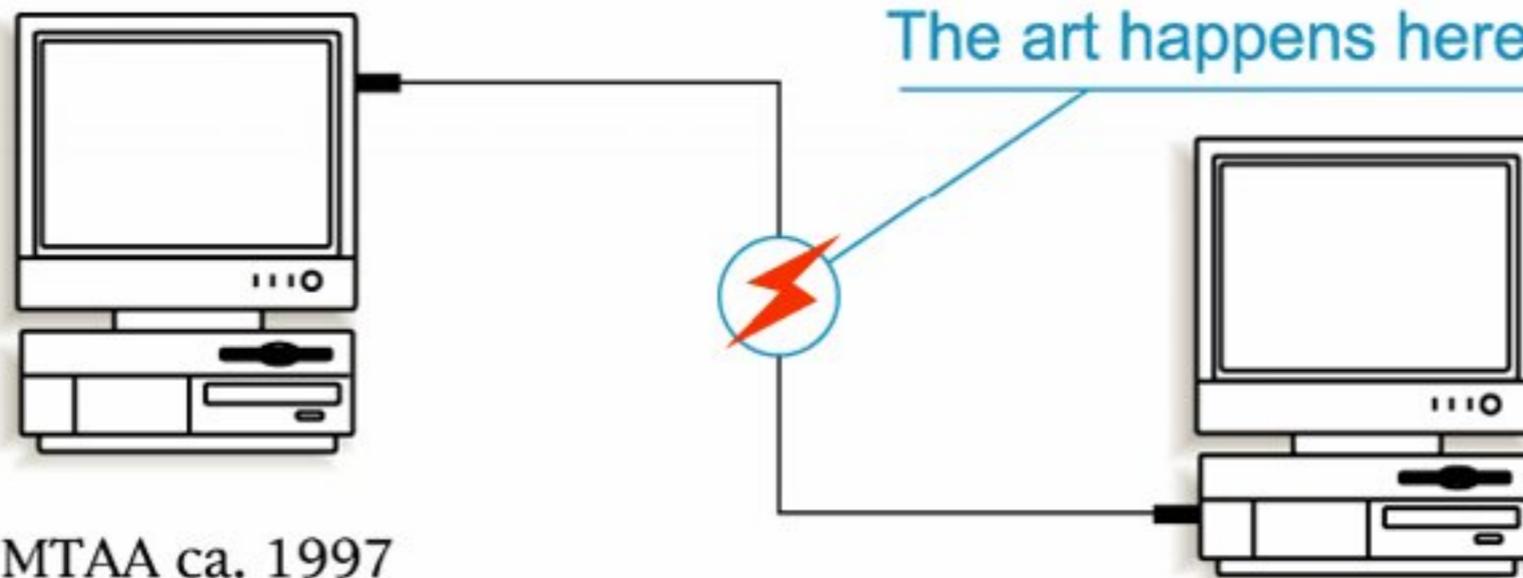




WWW

- **UM SISTEMA DE LOCALIZAÇÃO DE RECURSOS (URL)**
- **UMA LINGUAGEM DE PUBLICAÇÃO (HTML)**
- **UM PROTOCOLO DE PUBLICAÇÃO (HTTP)**

Simple Net Art Diagram

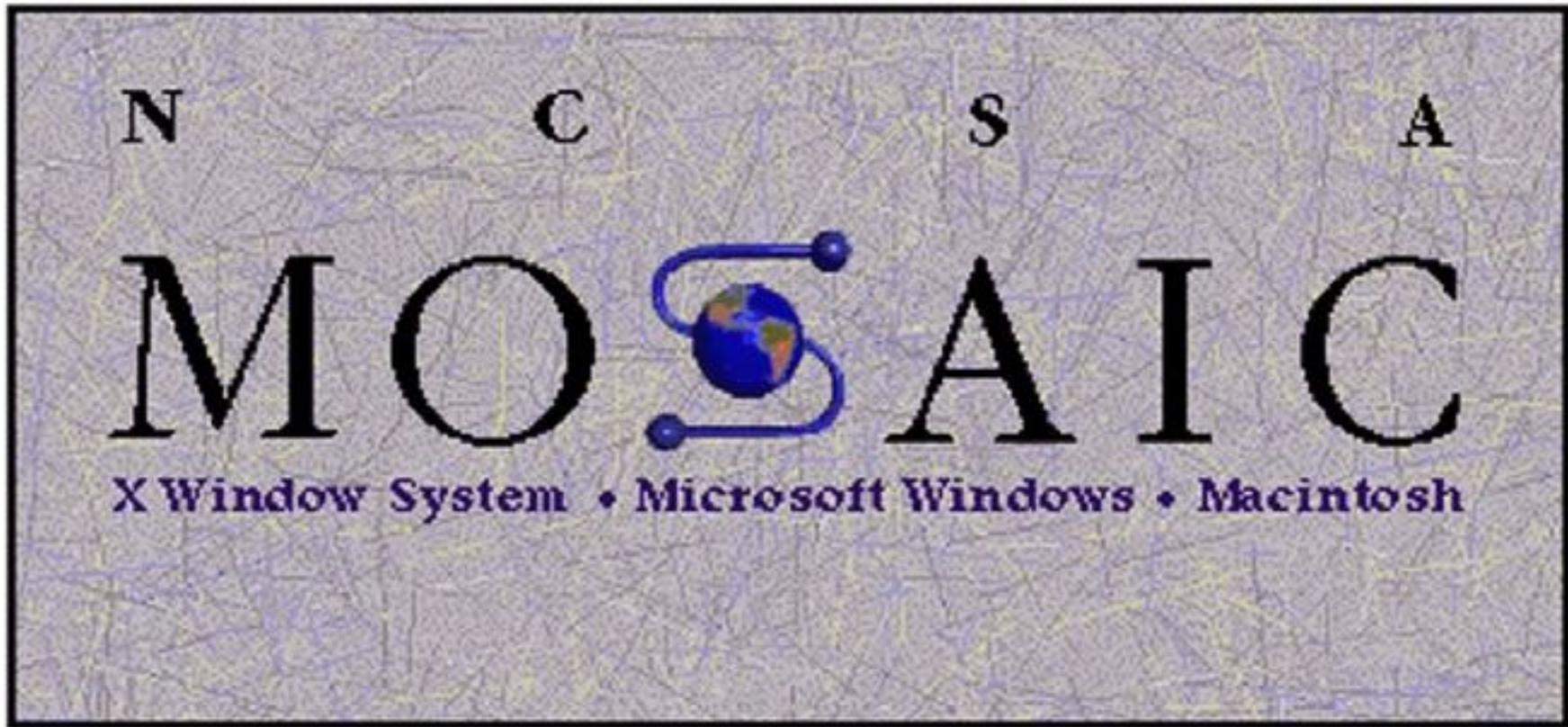


MTAA ca. 1997

MTAA (M. River & T. Whid), 1997. Rhizome.org



http://www.ncsa.uiuc.edu/SDG/Software/Mosaic/



Welcome to NCSA Mosaic, an Internet information browser and [World Wide Web](#) client. NCSA Mosaic was developed at the [National Center for Supercomputing Applications](#) at the [University of Illinois](#) in Urbana-Champaign. NCSA Mosaic software is [copyrighted](#) by The Board of Trustees of the University of Illinois (UI), and ownership remains with the UI.

Syndicate

Net-time

Rhizome

Telepolis

Electronic Frontier Foundation



Seattle, 2002



Forum Mundial de Porto Alegre, 2002

ESPAÇO INFORMACIONAL
ESPAÇO PÚBLICO

AUTOCOMUNICAÇÃO
DE MASSA

+

SOCIEDADE CIVIL

=>

MUDANÇA SOCIAL



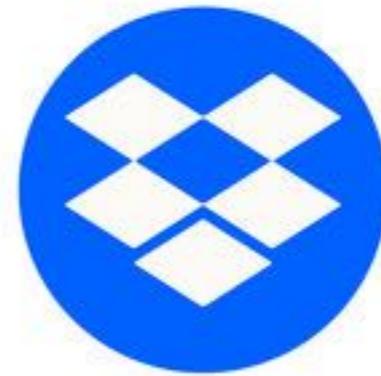
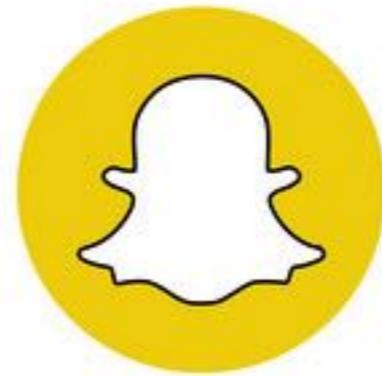


There is no cloud

it's just someone else's computer

A GENTRIFICAÇÃO DA INTERNET

BRANDSCAPES





Viver sem fronteiras



Compartilhe cada momento.

vivo

Conectados vivemos melhor.

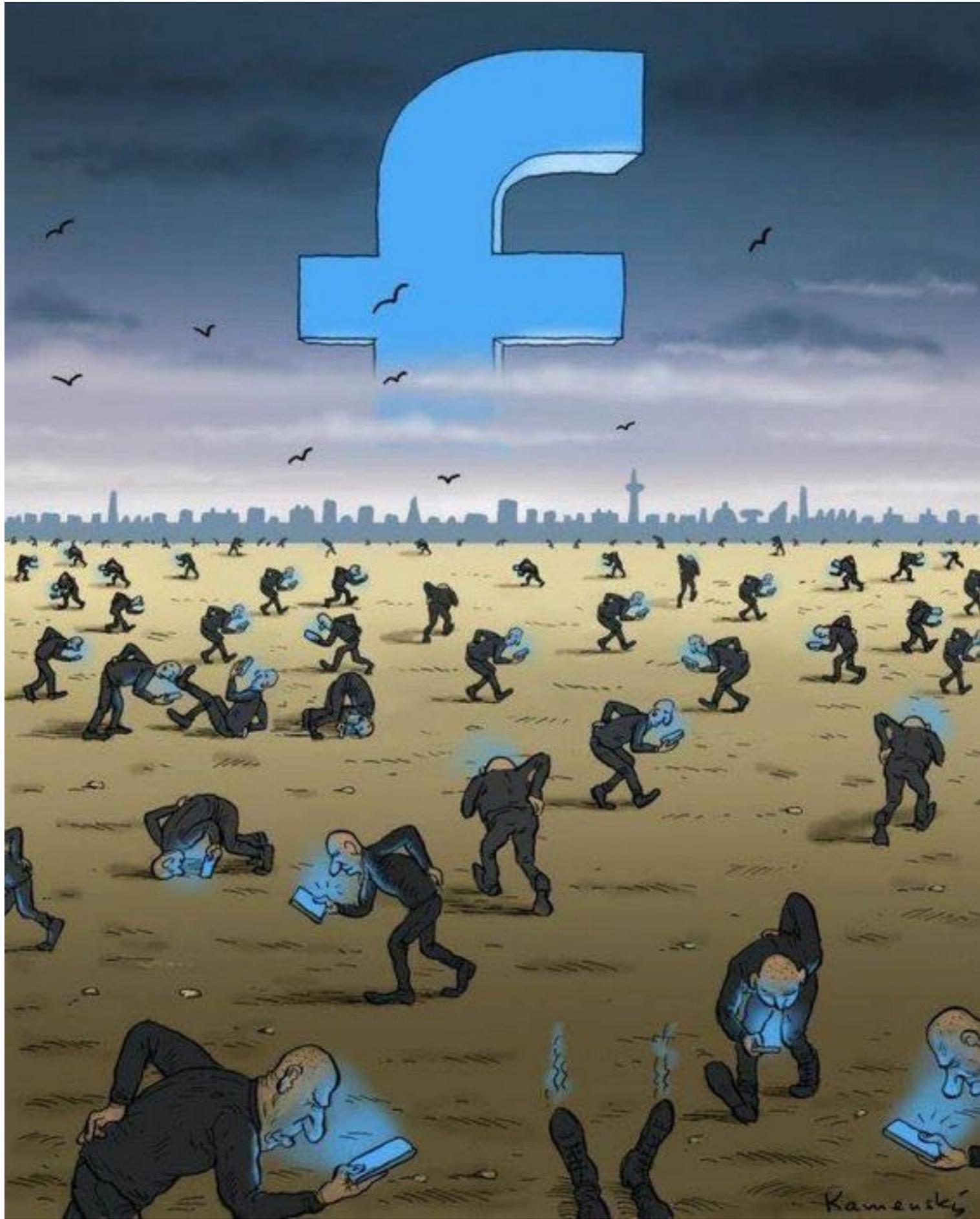


“

“A diferença entre um espaço liso (nômade, vetorial, projetivo ou topológico) e um espaço estriado (métrico, proprietário) é: num caso, ocupa-se o espaço sem medi-lo, no outro, mede-se o espaço a fim de ocupá-lo”

*DELEUZE e GUATTARI,
Mil Platôs, vol. 5, 2005, p. 25, grifos dos autores*







Blade Runner 2049 (2017)



EUROPEAN PARLIAMENT - HEMICYCLE

Keynote address from Tim Cook, CEO, Apple Inc

THE NEW WAY TO WATCH TV p.130

THE COOLEST GADGET PROTOTYPES OF ALL TIME! p.120

THE MOST TOXIC TOWN IN AMERICA p.152

WIRED

WIRED | SEP 2010

The Web is dead.

**WHAT
HAPPENED**

BY CHRIS ANDERSON

**AND
WHY**

BY MICHAEL WOLFF

wired, settembre 2010



Andrei Speridião. Bueiros Conectados

Enchentes

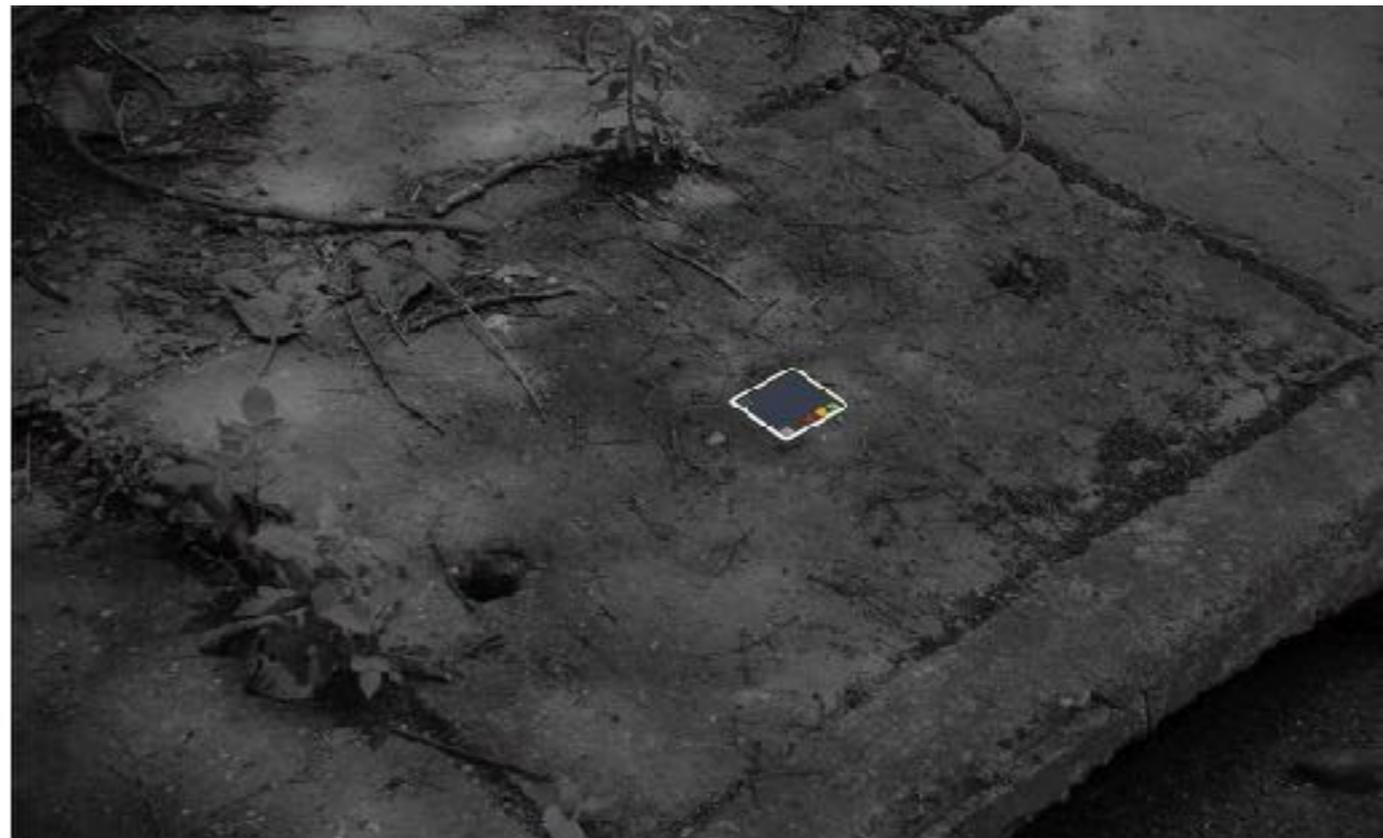


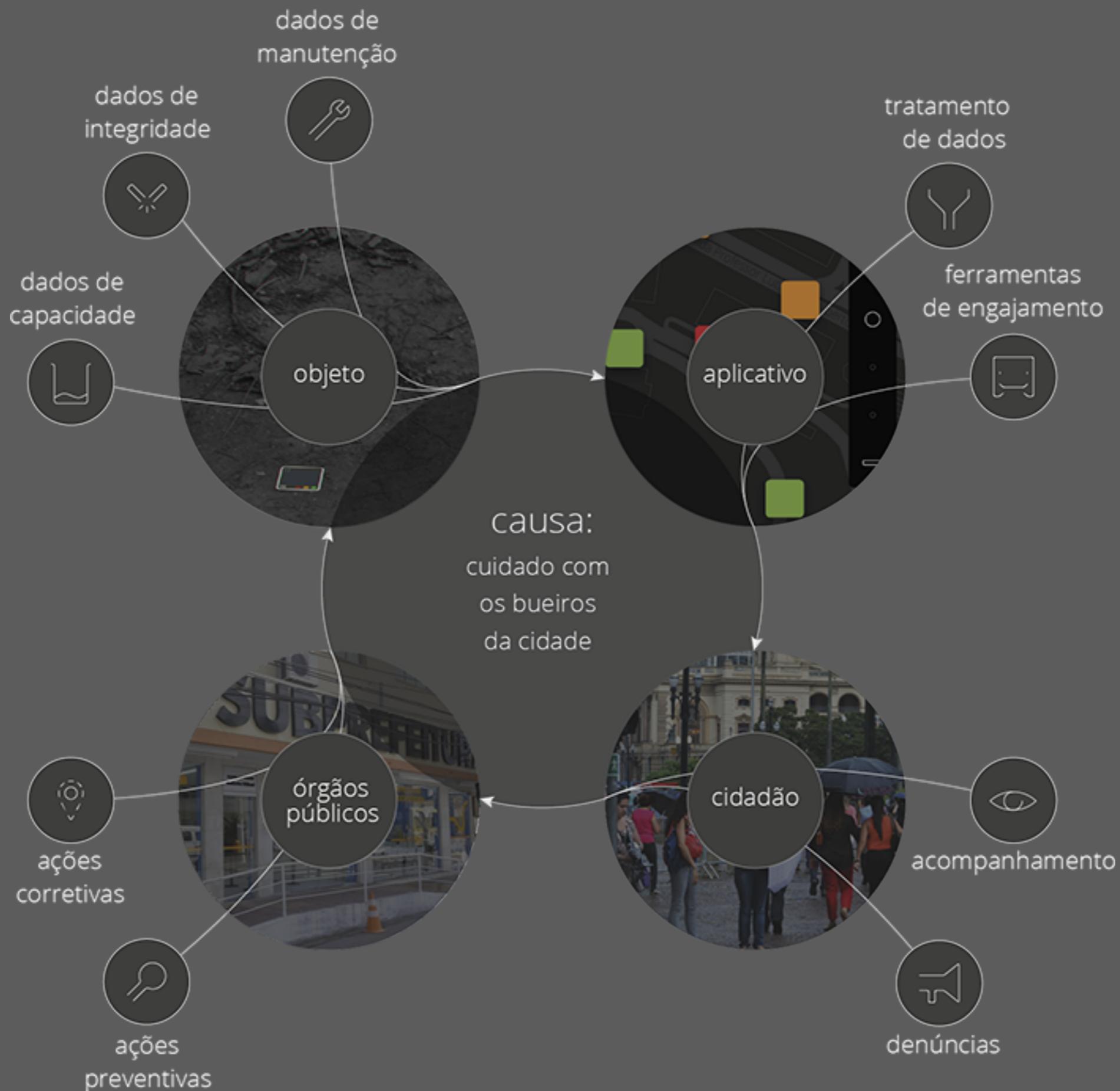
Acidentes

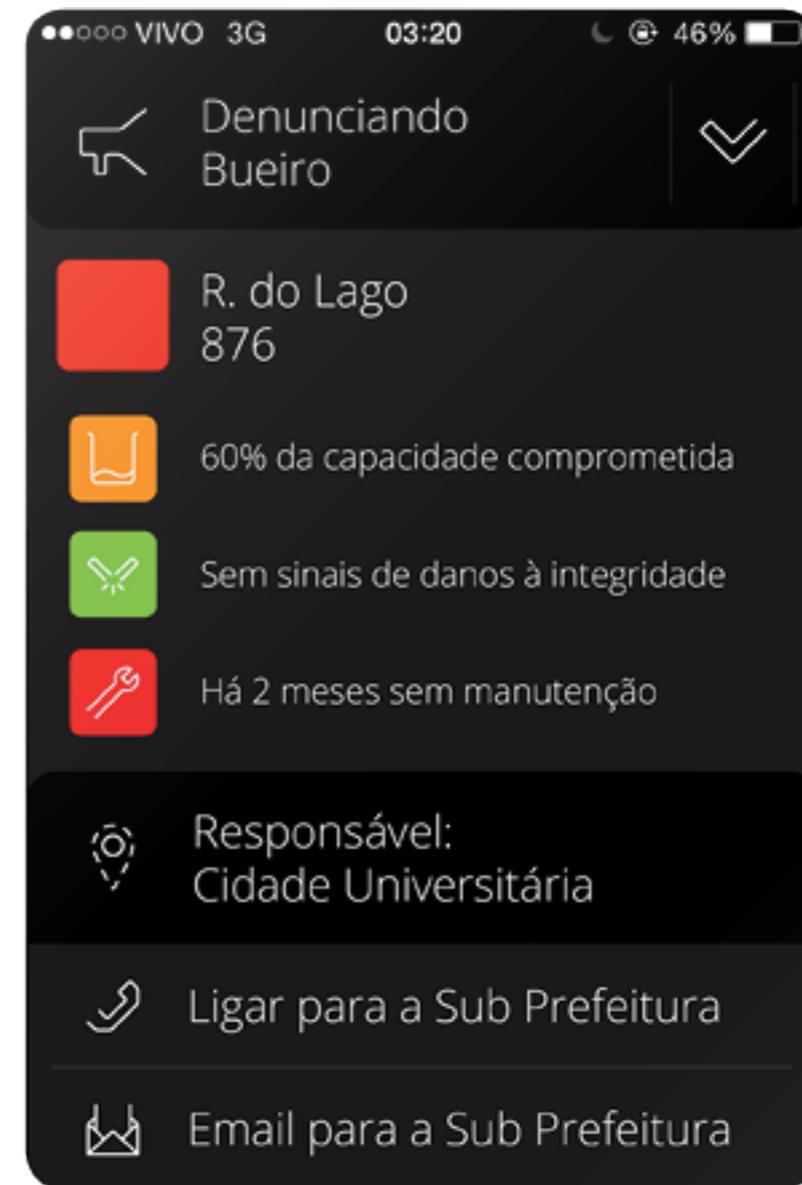
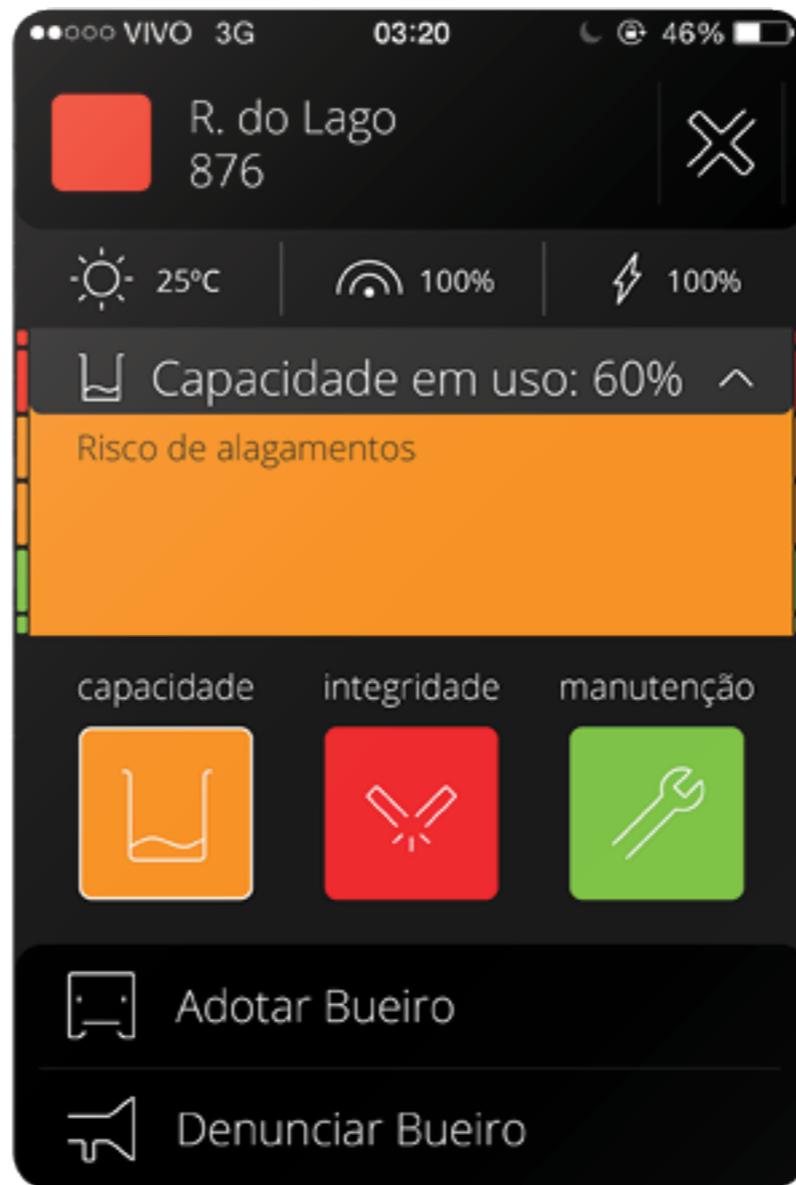


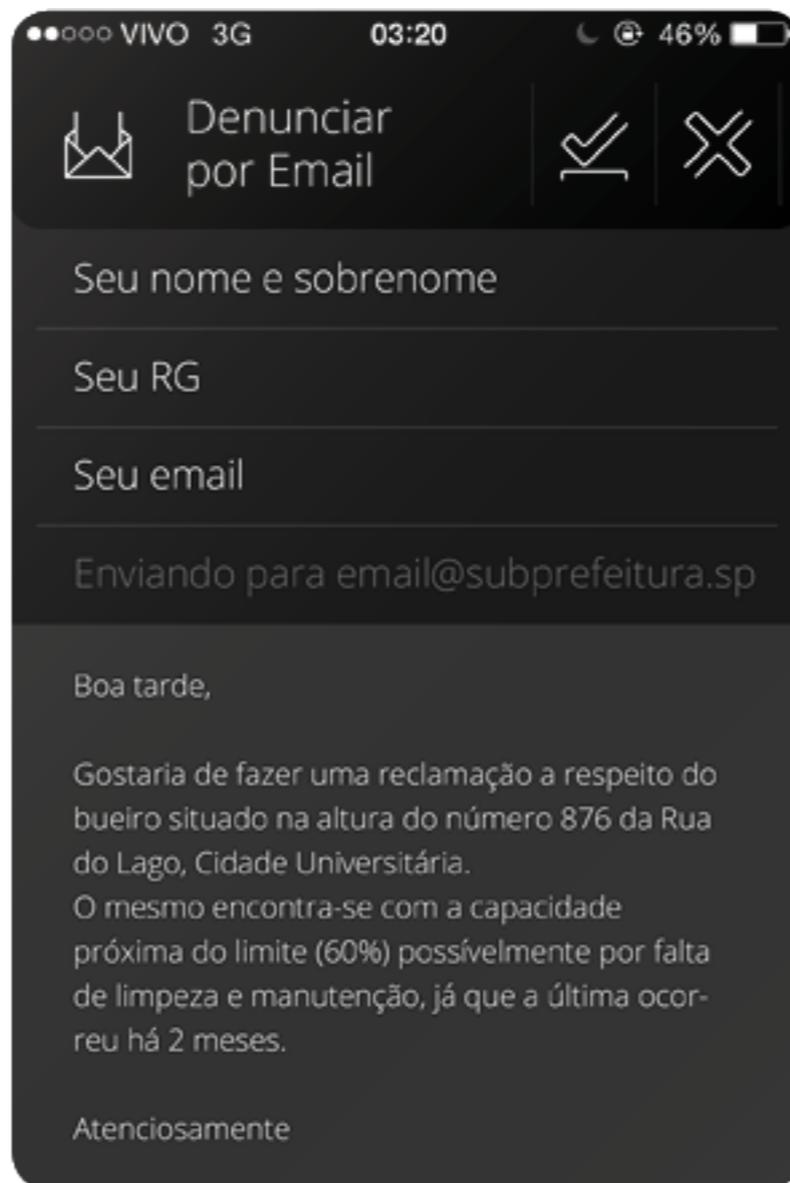
Negligência











~~INTERNET DAS COISAS~~

INTERNET DAS PESSOAS

~~CIDADES INTERATIVAS~~

CIDADES PARTICIPATIVAS

~~SMART CITIES~~
SMART CITIZENSHIP

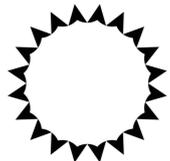
REOCUPAR O ESPAÇO
INFORMACIONAL

OBRIGADA!

GISELLE BEIGUELMAN

TWT/FB/INSTA @gbeiguelman

desvirtual.com | outrosurbanismos.fau.usp.br/



FAUUSP

OUTROS

laboratório para
outros urbanismos