

Worlds within Worlds: Luxigon, render farms and the industries of the image world

Alice Clancy with James Rossa O'Hare

The parallel yet symbiotic relationship between architecture and its representations is becoming ripe for re-investigation with the growth of digital architectural visualisation. This emerging yet already firmly established industry of architecture has remained somewhat undiscussed in architectural discourse while increasingly, when architecture is commissioned, discussed and designed, it is in reference to a digital visualisation of the project.

This paper will seek to take a closer look at this industry of the architectural image world through recent experiences in practice and with reference to architectural representation theory, the financial systems driving the production of architecture and its imagery, and how these images communicate an idea to us. The paper arises out of strands of emerging research, teaching and practice by the author probing architectural representation and its role within the design process at the School of Architecture, University College Dublin.

Biography:

Alice Clancy (www.aliceclancy.com) is a lecturer in the School of Architecture, UCD and an architectural photographer. She explores photography and architecture through research with Professor Hugh Campbell and through the symposium she organised www.constructingtheview.com. With a team from UCD National College of Art and Design and Dun Laoghaire College of Art, Design and Technology she works to develop closer educational and research ties in the area of Spatial Visualisation, supported by the Higher Education Authority. (<http://architecture.ucd.ie/sav>).