

Post 1965 Italy: 'The Metaprogetto yes and no'

*Alicia Imperiale*

In his 1969 article 'The Metaprogetto sì e no' ('The Metaproject yes and no') Alessandro Mendini countered the need for industrially produced architecture with his critique of the underlying capitalist system. The building metaproject linked the concept of the industrialized building to that of a *system*, invoking a language that directly confronted the concept of mass housing, providing both a theoretical as well as a focused idea of its implementation. The industrially produced component was, in fact, the generative force in a part-to-whole relationship that destabilized the idea of monumental architecture: a political and aesthetic statement. Working in series and generating new combinations is a way to question existing structures and hierarchies and generate new forms of communication. This was discussed by Umberto Eco who saw deep connections between the aesthetics of various media: language, art, music, poetry, and architecture and is inherent to the idea of the *metaprogetto*.

Biography:

Alicia Imperiale teaches Architectural History/Theory and Design at Temple University, Philadelphia. Her design and written work focuses on the impact of technology on art, architecture, fabrication, and urbanism from WWII to the present. She is author of *New Flatness: Surface Tension in Digital Architecture* and 'Stupid Little Automata!' among others.