Abstract

This thesis sets itself to explore the relationship between architecture, media and the city in today's mediated age of information.

It takes the position that architecture has a relevant role to play in this age of mass media and sign consumption.

Taking the vehicle of a mixed program of a film center & a public park, the thesis investigates into architecture's engagement with pressing issues that result from the information revolution: the value of meaning in the age of virtual reality, mass consumption of sign and geography liberation.

The vertical urban film park is an attempt to redefine a new relationship between architecture and the city as a response to the age of mass media and its consumption.