NEW FLATNESS
Meaning in Homogeneous Architecture

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ABSTRACT

This paper introduces the proliferation of 'homogeneous' architecture, where post-modern contemporary architects in their process of opposing the modernist ideology of architecture, the result is homogeneity.

The scope of this paper is to examine the tendency and meaning of 'homogeneity' from the post-modernist art movement and its influence from society on Japanese contemporary architecture in moving towards homogeneous architecture; to look at how 'homogeneous' architecture is moving in parallel with the post-modern art movement and from there to uncover the meaning of 'homogeneous' architecture. And also to investigate why has homogeneity became an emerging phenomenon in the society and its impact on contemporary Japanese architecture.

The motivation of this paper comes from an article written by Taro Igarashi, a Japanese architecture historian, entitled "Superflat Architecture and Japanese Subculture". He sees the phenomenon of homogeneity is coming from the Japanese manga subculture. This paper will serve to challenge his way of dissecting 'homogeneous' architecture and offer an alternative viewpoint to look at 'homogeneous' architecture.

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