

SKIPPING STAGES

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From constructivism in architecture and in poetry to the digital media: searching for parameters to understand the emerging media and the formation of a specialized audience in Brazil

BASES OF MATERIAL PRODUCTION

1808

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From the implementation of cultural institutions without the proper context of technological evolution.

1960

SKIPPING STAGES THE FOUNDATION OF BRASÍLIA

An urban plan without an organic growth.

COMMUNICATION BASES

1950s

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RADIO AND TELEVISION

The implantation of the audio-visual electronic media over an oral tradition.

1950 - 2000

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THE FORMATION OF A SPECIFIC AUDIENCE

Biennial and recent initiatives. Elite culture and the emergence of a mass of excluded people who now assume the profile of potential consumers, dictating the new formats.

CONCEPTUAL BASES

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The import of foreign models artificially implemented before a self reflection.

LOCAL CONTOUR

Local culture contours of foreign models: Baroque; Constructivism; art and technology.

ART AND TECHNOLOGY

Theoretical Models: Gestalt and Semiotics marked by abstractionism and rationalism.

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