

SRIJEDA_11.10._KABINET_SLIKARSKOG_ODSJEKA_ILICA_85

18:00_h_PREDAVANJE_IVAN_RUPNIK:_UMBERTO_ECO_EXPERIMENTALISM_and_SERIALISM
IZLOŽBA_19:00_h_UMBERTO_ECO_i_NOVE_TENDENCIJE_



Umberto Eco, Experimentalism and Serialism, 1962-1969

A late but important addition to the New Tendencies movement, Umberto Eco introduced two important theoretical lenses to the analysis of visual culture and society, experimentalism and serialism. John Cage first theorized experimentalism in the fifties as an alternative to the avant-garde in music, but also in sculpture and architecture. Serialism was a theoretical alternative to the dominant linguistic school of thought, structuralism, and was most clearly outlined in Henri Lefebvre's seminal book, *The Production of Space*. Eco adopted and adapted both theories in his own theoretical writings of the early sixties, applying them to the analysis of contemporary art and architecture. Professor Rupnik will discuss his work on the mapping of the evolution of these theories.

Bio:

Ivan Rupnik is a tenured Associate Professor at Northeastern University and the Associate Editor of the *Journal of Architectural Education*. His research focuses on the epistemology of architectural design practice. He is best known in the Croatian context for his studies of the relationship of transition to architectural design practice, *Project Zagreb: Transition as Condition, Strategy, Practice* (Actar, 2007), coauthored with Prof. Eve Blau, and *A Peripheral Moment: Experiments in Architectural Agency* (Actar-Birkhauser, 2010). His dissertation work at Harvard University, *Projecting in Space-time*, focused on the knowledge exchange between industrial management and architectural design practice during the first half of the twentieth century in America, France, Germany and Yugoslavia. He has taught at Syracuse University, Harvard University, the Rhode Island School of Design and will be a Visiting Professor at City College in New York City. He is a practicing architect and urban designer.