
Nathalie Bredella

Synesthetic effects within computational design environments

Abstract

In his New York Times article on the exhibition *The Triumph of the Baroque*, the architecture critic Herbert Muchamp stresses the affinity between nascent digital architectural design and baroque architecture. I use Muchamp's observation as the starting point of an analysis on digital form-finding through an examination of sensual experiences and their dependence on media practices.

Changing modes of visualization and their tactile-visual effects are central to my analysis, as is Greg Lynn's *Embryological House* – a research project that serves as a »case study« on the computer's capacities for design and fabrication. In order to frame the impact of intermodal experiences on digital design processes, I explore the notion that digital images and models can be understood as material artifacts and products of the complex interaction between architects, algorithms and software.