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# The Metropolis as a Giant Hall of Mirrors and the Car as Its Social Medium

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## Abstract

This contribution consists of three parts. Part I discusses some of the central theoretical concepts used at this conference (such as ›architecture‹ and ›design‹, ›industrial‹ and ›social media‹, ›network‹ and ›network society‹) and explicates them with relation to basic concepts of semiotics (such as ›sign‹ and ›semiosis‹, ›sender‹ and ›addressee‹, ›signifier‹ and ›signified‹, ›code‹, ›message‹ and ›channel‹).

Part II presents some theses concerning the production of digital gadgets which seem to have reached the degree zero of design in postmodern culture.

Part III illustrates these theses by showing how passenger cars are designed and what this design contributes to the animation of urban life in contemporary cities. (Postproduction/editing: Zdeňka Březinová)