

# Media Façades and the Immersive Environments

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## Connections and Interactions Between the Real and Virtual World to Create Immersive Environments

### Abstract

Since the 1980's, there has been a massive use of electronic and information technology for the development and management of the architectural envelope. This new design approach has produced an ambiguous use of the word “medium” when referring to architecture. Many scientists, planners, architects and philosophers (Virilio, Tschumi, Venturi, Foucault, Flusser, etc.) have described the birth of a new function for architecture; today, architecture has become a support of print and electronic media. It begins to take on a more recognized communicative function and commercial use; this tends to be most apparent in major metropolitan areas. This new communicative function increases the commercial value of the buildings—sometimes at the expense of functionality. This evolution has produced a new design trend: contemporary architecture becoming a place of experimentation and application of advanced technologies. The architects in the design of media architecture approach the concept of light, color and its perception. On this premise, the paper will present an analysis of the new interactive and communicative relationship that media-architecture establishes with the environment (natural and built) and with the user. Media-Architecture has changed the role of the user: from a user of the work to an actor of the mutations of architectural surfaces. So, today, in the media-architecture, we can see the launch of the immersive environment. It also changes the interaction of media-architecture with the landscape: now in the landscape the buildings become a digital landmark, in the large level.

### Keywords

Urban Screen; Media Building; Environmental Landmark.