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Space in Space—Architecture and Augmented Reality

Abstract

Currently all major platforms push augmented reality as the next paradigm of digital media. Facebooks has renamed itself Meta to emphasize the importance of immersive formats for future business development. This article questions the effects of these developments on the field of architecture and shows that architecture's historically privileged position as a space-creating discipline is being challenged. Based on a brief overview of the media-technologies of virtual reality and augmented reality, it is shown how these use architectural space to generate competing spaces which provide economically exploitable topologies. The article concludes with the question of the emerging political regulatory dynamics and they could change the role and shape of the discipline of architecture.

Keywords

Virtual Reality, Augmented Reality, BIM, SLAM, Graphs, Platformeconomy, Economization