

本試題是否可以使用計算機：可使用，不可使用（請命題老師勾選）

(一) 以下是摘自 Robert Venturi 在 2004 年發表的一篇文章，文章名稱是 "Architecture as Signs and Systems"，請將下述文章摘要翻譯成中文。(20%)

"Viva the façade as computer screen! Viva facades not reflecting light but emanating light- the building as a digital sparkling source of information, not as an abstract glowing source of light! ... Viva iconography – not carved in stone for eternity but digitally changing for *now*, so that the inherently dangerous fascist propaganda, for instance, can be temporarily, not eternally, proclaimed!" – "Architecture as Signs and Systems" by Robert Venturi, 2004.

(二) 以下是摘自 Charles Jencks 在 2005 年出版的書："The Iconic Building"，請將下述本書的摘要翻譯成中文。(40%)

"A new type of architecture has emerged in the last decade: the iconic landmark building, which challenges the traditional architectural monument. In the past, public buildings expressed shared meaning through well-known conventions. Today those conventions are superseded by commercial forces and the quest for instant fame. Public architecture is now required to be an amazing piece of surreal sculpture as well as something that appeals to a diverse audience – at once provocative and practical yet without the context that religion and ideology once provided.

Such contrary demands drive the architect toward a new convention: the enigmatic signifier. The most publicized version of the genre, Frank Gehry's New Guggenheim Museum in Bilbao, 1997, became an instant media event that forced other architects to design event buildings routinely. This "Bilbao Effects" has led to a series of landmark buildings.

Of course, the Bilbao Effect has precedents. The Eiffel Tower was built for no compelling purpose except to be an icon. Later, it came to symbolize Paris.... While negative reaction has continued to grow, the iconic building is with us to stay."

– "The Iconic Building" by Charles Jencks, 2005.

(背面仍有題目,請繼續作答)

編號： 296 系所：建築學系甲組

科目：建築語文

本試題是否可以使用計算機：可使用，不可使用（請命題老師勾選）

(三) 根據以上的建築論點，請簡單論述下列作品。(40%)

Peter cook 在奧地利 Graz 設計的 Art Gallery，將外殼包覆著藍色半透明壓克力玻璃，在表層下安裝有一種稱為 BIX 的發光裝置，藉由電腦的控制可以讓整個建築物的九百平方公尺的外皮變成超大的低解析度顯示幕，Peter cook 藉此實現其早期 Archigram 的「Communicative Display」的想法，Peter cook 並將此建築稱之為「Friendly Alien」。

試問：

1. 根據以上 Robert Venturi 與 Charles Jencks 的建築論點，此作品的時代性意義為何？
2. 建築物的 Façade 作為 Communicative Display，有何特殊之處？
3. Media 在此建築中扮演何種角色？互動設計的重點在哪裡？

