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- ## 15255 | Digital Architecture Plataform: The rethinking of tradition and the promotion of architecture through the use of new technologies

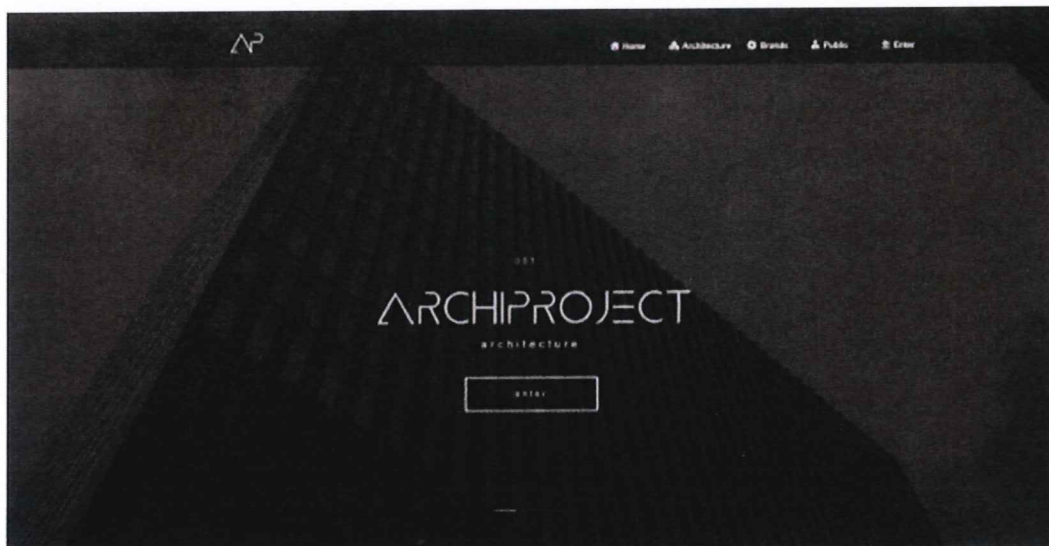Pereira, Lucas R. B., Faculdade de Arquitectura da Universidade do Porto, Portugal
Furtado, Gonçalo, Faculdade de Arquitectura da Universidade do Porto, Portugal

This presentation features the research in-progress on "Digital Architecture Plataform: The rethinking of tradition and the promotion of architecture through the use of new technologies", which has been developed in the context of Master's Degree in Architecture at FAUP, under the supervision of Prof. Gonçalo Furtado.

The evolution of the new digital technologies has brought a series of new possibilities with the integration of new forms of interaction in different areas. Today, the Internet provides an element of great communicative and informative spreading and a strong potential to be explored.
The objective is to bring architecture, building enterprises and the general public closer together, as well converge to the use of new communication technologies of these three areas of study that have been little explored, in particular, in the national panorama.

This research is divided into three central parts. The first is a contextualisation of the contemporary digital culture. The second is an investigation of the historical and contemporary systems of representation, communication and information about this three areas to be developed in the digital platform- Architecture, Construction and the Public in general- that intends to frame and provide the conceptual bases for the development of the digital platform. And, finally, a third part, the realization of the prototype of this digital platform.

The purpose of this digital platform is to rethink some features, namely, communication, representation and promotion of architectural culture, building enterprises and public real estate, through the use of new digital technologies capable of integrating these new realities and possibilities and visualizing the interconnection of these three different worlds into a single innovative digital space that seeks to challenge our understanding of themselves.

Homepage of Digital Architecture Plataform: Archiproject